An important part of the marketing process is to understand why a customer or buyer makes a purchase. Without such an understanding, businesses find it hard to respond to the customer’s needs. Marketing theory traditionally splits analysis of buyer or customer behaviour into two broad groups for analysis: Consumer Buyers and Industrial Buyers. Consumer buyers are those who purchase items for their personal consumption. Industrial buyers are those who purchase items on behalf of their business or organization. Businesses now spend considerable sums trying to learn about what makes “customers tick”. The questions they try to understand are: Who buys? How do they buy? When do they buy? Where do they buy? And why do they buy?

For a marketing manager, the challenge is to understand how customers might respond to the different elements of the marketing mix that are presented to them. If management can understand these customer responses better than the competition, then it is a potentially significant source of competitive advantage.

2.1. THE CONCEPT OF BUYER (CONSUMER)

Buyer Meaning: A buyer is any person who contracts to acquire an asset in return for some form of consideration. When someone gets characterized by their role as buyer of certain assets, the term "buyer" gets new meaning:

A "buyer" or merchandiser is a person who purchases finished goods, typically for resale, for a firm, government, or organization. (A person who purchases material used to make goods is sometimes called a purchasing agent.) In product management, buyer is the entity that decides to obtain the product. (Wikipedia Dictionary). The researcher used consumer and buyer synonymously.
The concept 'consumer' has been widely used in the literatures of the various disciplines like economics, business economics (particularly) and home economics. Writers in different fields have defined the consumer in accordance with their problem on hand.

In general, the concept consumer means a buyer. It is also used to mean a person who uses some products or services. Therefore, Markin emphasizes that consumer is the king in the market place. Hepner holds that consumer is the basic unit of which larger markets are composed.

Allport looks at the consumer from the psychological point of view. According to him a consumer is an individual who has tastes, desires and attitudes of his own. When a purchased product satisfies the tastes, desires and attitudes of a person, then he becomes a consumer of that product.

According to Markin consumer is a person who uses goods or services to satisfy his needs rather than to resell them or produce other goods with them. Stanton opines that the ultimate consumers buy and/or use products or services for their own personal or household use. They are satisfying strictly non-business wants and constitute what is called the consumer market. The dictionary of economics defines consumer as a person for whom consumer goods have utility i.e. have the ability to satisfy a want.

Lough holds the view that the term consumer is far from self defining. According to him this term usually includes all the persons who finally take the specified goods. The final takers may get the goods in converted forms. He further confines the term, consumer, strictly to ordinary individuals. He says that consumers are natural persons. Consumers are to be taken as the most important section of a nation and not simply as an aggregate of individuals.
Richert states that consumer is one who buys a commodity for use rather than for resale. At the same time, the random house dictionary defines consumer as a person who uses a commodity or services. McCarthy states that the term consumer usually means the individual, citizen or his family in his capacity as a buyer.

Cannón and Vichert call consumers as ultimate consumers. These writers consider that the ultimate consumer as one who buys and/or uses goods or services to satisfy personal or household wants rather than for resale or use in business, institutional or industrial operations.

Pensen looks at the consumer from the angle of his income and declares that "in the using of that income for the satisfaction of his wants he is a consumer". This eventually means that a person who spends his income on buying goods in order to satisfy his wants is called a consumer.

Tiffin McCormick says that everyone is a consumer of at least some of the goods and resources of our economy. Some writers talk about the importance of consumers in the business society and thereby try to establish what they mean by consumers. Frederick Bonhan opines that under capitalism the consumer is the king.

A careful examination of all these definitions and views point out that 'consumer' is essentially a buyer of a certain product or services as well as a user of certain product. Therefore a consumer may be defined as a person who buys certain goods or services and uses them to satisfy his needs. He is the person who resells or produces other materials from the goods he has purchased. The important factor in the relationship between consumer and market is that the consumer is the nucleus of all marketing strategy.
2.2 THE CONCEPT OF BEHAVIOUR

Behaviour is what a person does. It can be defined as the observable and measurable activity of human beings. Human behaviour is orderly, not arbitrary, systematic not random. Human behaviour is caused by motives or needs. Human behaviour is not perfectly predictable.\textsuperscript{(13)}

Behaviour is basically goal oriented. In other words, our behaviour is generally motivated by a desire to attain a goal. The specific goal is not always consciously known by the individuals. The reason for our action is not always apparent to the conscious mind.\textsuperscript{(14)}

According to Morgan C.T., King, R.A., Weisz, J.R. and John Schopler, behaviour includes anything a person or animal does that can be observed in some way. Behaviour, unlike mind or thoughts or feelings, can be observed, recorded, and studied. No one ever saw or heard a mind but we can see and hear behaviour. We can see and measure what a person does and hear and record what a person says. Internal mental events can be studied as they manifest themselves through what people do and say.\textsuperscript{(15)}

Consumer behaviour is viewed as a process of problem solving. It requires deliberation with respect to alternatives and a choice among them. That is, a consumer carefully considers reasons for buying some products and makes a decision to buy one of them. This consumer’s problem solving behaviour is subject to group influence and occurs under strong motivational circumstances. Consumer behaviour finds its bases in bio-psycho-sociological factors. That is, biological drives such as need for water, food, oxygen, sleep and warmth have influence over consumers. Psychological motives like social approval, self esteem, security, status and knowledge also have strong influence on consumers. Besides these, consumers have to respond to sociological forces like family, reference groups, social class, and culture. Hence, consumer behaviour can be explained in terms of parental influences, psychological, sociological and environmental factors, as well as biological and physiological phenomena.
2.3 THE CONCEPT OF BUYER BEHAVIOUR

Buyer behaviour is referred to as the study of when, why, how, where and what people do or do not buy products. It blends elements from psychology, sociology, social anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioural variables in an attempt to understand people's wants. It also tries to assess influences on the consumer of groups such as family, friends, reference groups, and society in general.

Buyer behaviour study is based on consumer buying behaviour, with the customer playing the three distinct roles of user, payer and buyer. Relationship marketing is an influential asset for customer behaviour analysis as it has a keen interest in the re-discovery of the true meaning of marketing through the re-affirmation of the importance of the customer or buyer. A greater importance is also placed on consumer retention, customer relationship management, personalization, customization and one-to-one marketing. Social functions can be categorized into social choice and welfare functions.

Consumer behaviour include persons what they buy, why they buy it, when they buy it, where they buy it, how often they buy it and how often they use it. Consumer behaviour is included in the marketing function. Marketing means how our products and services are designed for, and sold to consumers in the market place. And it is about the consumer market place itself in which billions of individual purchases occur each year in millions of marketing outlets. Consumer behaviour is the study of how individuals make decisions to spend their available resources (time, money, efforts) on consumption related items. Consumer behaviour is more complicated and not easily definable and measurable. The following are some of the important definitions of consumer behaviour.
According to Mahammad Amanatullam- "Consumer behaviour is defined as the acts of individuals directly involved in obtaining and using economic goods and service in the decision processes that precede and determine these acts". Schiffman and Kanuk state "Consumer behaviour is the behaviour that is displaced in searching for purchasing using, evaluating and disposing of products, services and ideas that they expect will satisfy their needs."

In the words of William L. Wilkie "Consumer behaviour is the activity that people engage in when selecting, purchasing and using products and services so as to satisfy the needs and desires. Such activities involve mental and emotional process in addition to physical action. According to L. Loudon & Albert J. Della Bitta "the decision process and physical activity individuals engage in when evaluating, acquiring, using, or disposing of good and services."

According to Walters & Paul, "Consumer Behaviour is the process whereby individuals decide what, when where, how and from whom to purchase goods and services." According to Webster, "Buyer behaviour is all psychological, social and physical behaviour of potential customers as they become aware of, evaluate, purchase, consume and tell other people about products and services."

Blech and Blech define consumer behaviour as 'the process and activities people engage in when searching for, selecting, purchasing, using, evaluating, and disposing of products and services so as to satisfy their needs and desires'. Behaviour occurs either for the individual, or in the context of a group or an organization. Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption.
According to Solomon, consumer behaviour is a study of the processes involved when individuals or groups select, purchase, use, or dispose of products, services, ideas, or experiences to satisfy needs and desires.\(^{(23)}\)

All definitions include consumer behaviour is an individual consumption activity, that is where, what when how and whom to purchase and how to use goods and services. So the marketers and research scholars should believe and understand consumer behaviour regarding to the satisfaction of consumer needs.

2.4 CHARACTERISTICS OF BUYER BEHAVIOUR

1) Consumer behaviour or buyer behaviour is the process by which individuals decide whether, what, when, from whom, where and how much to buy.
2) Consumer behaviour comprises both mental and physical activities of a consumer.
3) It covers both visible and invisible activities of a buyer.
4) Buyer behaviour is very complex.
5) Buyer behaviour is very dynamic
6) An individual’s behaviour is influenced by internal and external factors.
7) It is an integral part of human behaviour.
8) In many cases, it is the sum total of the behaviour of a number of persons.
9) It is influenced by a number of marketing stimuli offered by the marketer.
10) It involves both psychological and social process.
11) Consumer behaviour is basically social in nature.\(^{(24)}\)

2.5 MAJOR FACTORS INFLUENCING CONSUMER BEHAVIOUR

Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by cultural, social, personal, and psychological factors. For the most part, they are “non controllable” by the marketer but must be taken in to account. We want to examine the influence of each factor on a buyer’s behaviour.
2.5.1 Cultural Factors

In a diversified country like India cultural factors exert the broadest and deepest influence on consumer behaviour; we will look at the role played by the buyer's culture, subculture, and social class.

2.5.1.1 Culture

Culture is the most fundamental determinant of a person's wants and behaviour. Where as lower creatures are governed by instinct and human behaviour is largely learned. The child growing up in a society learns a basic set of values, perceptions, preferences and behaviours through a process of socialization involving the family and other key institution.(25)

2.5.1.2 Subculture

Each culture contains smaller group of subculture that provide more specific identification and socialization for its members. Individuals may be members of more than one subculture at the same time.(26)

2.5.1.3 Social Class

Virtually all human societies exhibit social stratification. Stratification sometimes takes the form of a caste system where the members of different caste are reared for certain roles and cannot change their caste membership .More frequently, stratification takes the form of social classes.

Social Classes have several characteristics. First, Person with in each social class tend to behave more alike than persons from two different social classes. Second, persons are perceived as occupying inferior or superior positions according to their social class. Third, a person's social class is indicated by a number of variables, such as occupation, income, wealth, education, and value orientation, rather than by any single variable. Fourth, individuals are able to
move from one social class to another up or down during their lifetime. The extent of this mobility varies according to the rigidity of social stratification in a given society.

2.5.2 Social Factor

A consumer's behaviour is also influenced by social factors, such as the consumer's groups, family, and social roles and status.

2.5.2.1 Groups

A consumer's behaviour is influenced by many small groups. A group can be defined as two or more people who interact to accomplish individual or mutual goals. Groups that have direct influence and to which a person belongs are called membership groups. In contrast, reference groups serve as direct or indirect points of comparison or reference in forming a consumer's attitudes or behaviour.

Manufactures of products and brands subjected to strong group influence must figure out how to reach opinion leaders. Opinion leaders are persons within reference group who, because of special skills, knowledge, personality, or other characteristics, exert influence on others. In other words, marketers may use buzz marketing by enlisting or even creating opinion leaders to spread the word about their brands.

2.5.2.2 Family

Family member can strongly influence consumer's behaviour. Husband-wife involvement varies widely by product category and by stage in the buying process. In the United States, the wife traditionally has been the main purchasing agent for the family, especially in the areas of food, household products, and clothing. Children may also have strong influence on family buying decision. For example even six years old children may influence the family TV set purchase decision.
2.5.2.3 Roles and status

The consumer’s position in each group can be defined in terms of both role and status. A role consists of the activities people are expected to perform according to persons around them. Each role carries a status reflecting the general esteem given to it by society. People often choose products that show their status in society.\(^{27}\)

2.5.3 Personal Factor

A consumer's decision also is influenced by personal characteristics such as the consumer’s age and life cycle stage, occupation, economic situation, lifestyle, personality and self concept.

2.5.3.1 Age and life cycle stage

People change the goods and services they buy over their lifetimes. Taste in food, clothes, furniture, and recreation are often age related. Buying is also shaped by the stage of family life cycle. Traditional family life cycle stages include young singles and married couples with children. Sony recently overhauled its marketing approach in order to target products or services to consumers based on their life stages.

2.5.3.2 Occupation

A consumer's occupation affects the goods and services bought. Blue collar workers tend to buy more rugged work clothes, whereas executives buy more business suits.

2.5.3.3 Economic situation

A consumer's economic situation will affect product choice. If economic indicators point to recession, marketers can take steps to redesign, reposition, and reprice their products closely.
2.5.3.4 Lifestyle

People coming from the same subculture, social class, and occupation may have quite different lifestyles. Lifestyle is a consumer's pattern of living as expressed in his or her psychographics. It involves consumer's activities, interest and opinions. When used carefully, the lifestyle concept can help the marketer analyse changing consumer values and how they affect buying behaviour.

2.5.3.5 Personality and self concept

Each consumer's distinct personality influences his or her buying behaviour. Personality refers to the unique psychological characteristics that lead to relatively consistent and lasting response to one's own environment.

2.5.3.6 Economic factors

Consumer behaviour is influenced largely by economic factors. The various economic factors that influence consumer behaviour are as following

2.5.3.7 A. Personal income

The personal income of a person is an important determinant of his buying behaviour. The gross personal income of a person consists of disposable income and discretionary income.

2.5.3.7 B. Family income

Family income refers to the aggregate income of all the members of a family. Family income influences the buying behaviour of the family. The surplus family income, remaining after the expenditure on the basic needs of the family is made available for buying durables and luxuries.
2.5.3.7. C. Income expectations

Income expectation is one of the important determinants of the buying behaviour of an individual. If he expects any increase in his income, he is tempted to spend more on shopping goods, durable goods and luxuries. On the other hand, if he expects any fall in his future income, he will curtail his expenditure on comforts and luxuries and restrict his expenditure to bare necessities.

2.5.3.7. D. Savings

Savings also influence the buying behaviour of an individual. A change in the amount if savings leads to a change in the expenditure of an individual. If a person decides to save more out of his present income, he will spend less on comforts and luxuries.

2.5.4 Psychological Factor

A consumer's buying choices are further influenced by four major psychological factors:

2.5.4.1 Motivation

A need becomes a motive when it is aroused to a sufficient level of intensity. A motive is a need that is sufficiently pressing to direct the person to seek satisfaction.

2.5.4.2 Perception

A motivated person is ready to act. How the person acts is influenced by his or her perception of the situation. Perception is the process by which people select, organize, and interpret information to form a meaningful picture of the world.

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2.5.4.3 Learning

When people act, they learn. Learning describes change in individual's behaviour arising from experience.

2.5.4.4 Beliefs and Attitudes

Through doing and learning, people acquire beliefs and attitudes. A belief is a descriptive thought that a person has about something. Marketers are interested in the beliefs that people formulate about specific products and services, because these beliefs make up product and brand images that affect buying behaviour.\(^{(28)}\)

2.6 CONSUMER PURCHASE DECISION PROCESS

The consumer buying process is a complex matter as many internal and external factors have an impact on the buying decisions of the consumer. When purchasing a product there are several processes, which consumers go through. These will be discussed below.

2.6.1. Problem / Need Recognition

The buying process starts when the buyer recognizes a problem or need. You have a problem or a new need. For high value items like a TV set or other less frequently purchased products this is the process we would take. However, for impulsively and less frequently purchased products e.g. confectionery, the process is different.

Figure2.1

![Figure2.1 Diagram](image-url)

2.6.2 Search for Alternatives / Information

An aroused consumer will be inclined to search for more information. We have a problem, our TV player no longer works and we need to buy a new one. What’s the solution? Yes go out and purchase a new one, but which brand? Shall we buy the same brand as the one that blew up? Or stay clear of that? Consumer often go on some form of information search to help them through their purchase decision. Sources of information could be family, friends, and neighbours who may have the product you have in mind, alternatively you may ask the sales people, or dealers, or read specialist magazines like What TV? To help with purchase decision. You may even actually examine the product before you decide to purchase it.

2.6.3. Evaluation of Different Purchase Options

How does the consumer process the competitive brand information and make final judgment of value. Consumers allocate attribute factors to certain products, almost like a point scoring system which they work out in their mind before deciding which brand to purchase. This means that consumers know what features from the rivals will benefit them and they attach different degrees of importance to each attribute. For example sound maybe better on the Sony product and picture on the Toshiba, but picture clarity is more important to you than sound. Consumers usually have some sort of brand preference with companies as they may have had a good history with a particular brand or their friends may have had a reliable history with one, but if the decision falls between the Sony TV or Samsung then which one shall it be? It could be that the review the consumer reads on the particular Toshiba product may have tipped the balance and that they will purchase that brand.
2.6.4 Purchase Decision

In evaluation stage consumer for preferences among the brands in the choice. The process of going to the shop to buy the product, which for some consumers can be just as rewarding as actually purchasing the product. Purchase of the product can either be through the store, the web, or over the phone.

2.6.5 Post-Purchase Evaluation

After purchasing a product a consumer may detect a flaw. Manufacturers of products clearly want recent consumers to feel proud of their purchase. It is therefore just as important for manufacturers to advertise for the sake of their recent purchaser so consumers feel comfortable that they own a product from a strong and well reputable organization. This limits post purchase behaviour. i.e. you feel reassured that you own the latest advertised product(29)

2.7 Ways of Buying Behaviour

According to the concept of marketing the buying behaviour can be divided in two ways:
1. Consumer Behaviour: - It refers to those uses the user who buys the product for direct consumption, not to use for further sale purpose like as home users.
2. Business Behaviour: - It includes users who buy the product for the further sale purpose like shopkeepers, dealers, and retailers.

2.7.1 Types of Buying Behaviour

Consumer decision making varies with types of buying decision. There is a great difference between the purchasing of a computer and a car. Buying decisions vary with the type of product. The types of buying behaviour are separately divided as per consumer and business buying. A description of four types is given and these are explained below.
2.7.2 Complex Buying Behaviour

Consumers go through complex buying behaviour when they are highly involved in the purchase and aware of significant differences among brands. The customer tries to learn more about the product such as product features, attributes, quality, durability, reliability etc. For this purpose, the customer seeks information from various sources such as print media and electronic media and develops a particular belief and attitude towards the product. He only makes the final purchase decision when he is fully satisfied. Therefore it is very important for the marketers of high-involvement products to understand the information gathering and evaluation processes of customers.

2.7.3. Dissonance Reducing Buying Behaviour

Consumer is highly involved in a purchase and observes insignificant differences between the brands. Such type of buying behaviour occurs when the product is expensive, risky and is purchased infrequently but the differences between the brands are insignificant. It means that the customer can purchase product from any anywhere without considering the brand. For example the consumer buying furniture will exhibit dissonance-reducing buying behaviour because on the one hand the product is expensive while on the other hand it is in the other given price range.

2.7.4. Habitual Buying Behaviour

Many products are bought under conditions of low consumer involvement and the absence of significant brand differences. Such type of behaviour occurs when the consumers buy low cost, frequently purchased products. For example, purchase of milk, bread, salt etc requires low consumer involvement and does not contain significant differences between brands. In such cases, brand loyalty does not occur and consumers only purchase products of particular brand because of
their familiarity. For this purpose, customers do not gather information on the brand.

2.7.5. Variety-Seeking Buying Behaviour

Some buying situations are characterized by low consumer involvement but significant brand differences. Customers try to use different brands of such products because they want to check variety of products. This is the reason that most of the consumers do a lot of brand switching in case of variety-seeking buying behaviour. Under such circumstances, both leaders and challengers have to adopt different strategies to attract the customers. For example, leaders have to adopt the strategy of encouraging the habitual buying behaviour with the help of extensive advertisement and dominating shelf space whereas challengers have to encourage the variety-seeking buying behaviour by offering products at low prices, providing free sample and special discounts etc.\(^{30}\)

2.8 MEANING OF BUYING MOTIVES

A learner once quoted for buying motive as "A motive can be defined as a drive or an urge for which an individual seeks satisfaction. It becomes a buying motive when the individual seeks satisfaction through the purchase of something.

Motive is inner urge that prompts a person to perform some action. It can be a strong desire, feeling, a drive or any emotion which plays a role in the consumer's decision to purchase a product or a service.

2.8.1 Characteristics of Buying Motive

There is a process by which individual decides whether, what, when, from whom, where and how much to buy. It comprises mental and physical activities of a consumer. Individual behaviour is also influenced by internal and external factors. There is drastic change in the attitude and behaviour of consumer.
A buying motive is the reason why the customer purchases the goods. Motive is the driving force behind purchase of goods. So, motive refers to thought, urge, feeling, emotion and drive which make the buyer react in the form of a decision. Motivation explains the behaviour of the buyers and why they are going to buy the goods. They buy the goods due to several motives such as economic, social, psychological etc., for example in winter seasons we are motivated to purchase the woolen clothes to be protected from the cold. Likewise, we are motivated to purchase the fans in summer season to get the relief from the heat. Knowledge of buying motive of customers is important for the producers and suppliers.

The needs and desires of customers and their buying behaviour should be properly discussed. This will help them to take proper step for drawing the attention and sale the goods. So, buying motive is concerned with the reasons that impulse the buyer to take the decision for the action.

2.8.2 A. Primary Buying Motives

Primary buying motives are related to the basic needs of human being such as hunger, thirst, sleep, sex etc. Owing to these needs people get motivated to purchase the goods.

2.8.2 B. Secondary Buying Motives

Secondary buying motives are those, which are influenced by the society where he is born and lives. It is created after fulfilling the basic needs. These motives are curiosity, comfort, security, love and affection. It can be further classified under three main headings.
2.8.2.1. Emotional Buying Motives

Buying motives based on feelings or passions are known as emotional buying motives. These motives are not based on judgments, but they purchase on the basis of emotion. There are some motives/elements which are as follows.

2.8.2.1 a. Love and affection

It is an important buying motive which includes the buyers to purchase the goods. Owing to love and affection to children, we buy toys, dress biscuits etc. A husband may buy saris and cosmetics for his wife due to love and affection.

2.8.2.1 b. Curiosity

Curiosity is the desire for new experience which motivates the people to buy the specific goods. Thus, to get the new experience, customers purchase the goods.

2.8.2.1 c. Fashion

It is an important motive that can change the mind of the customers. Generally, customers try to copy particularly the movie stars, sportsmen and athletes etc. So, all the producers advertise their products with the help of these popular personalities.

2.8.2.1 d. Pride and prestige

Owing to the pride and prestige in the society, customers purchase expensive and luxuries goods in order to maintain their status. They purchase of motorcycle, fifty-nine inch colour television etc. to get recognition in the society.
2.8.2.1 e. Sex and Romance

Sex and romance is another important emotional buying motive that induces the customers to purchase the goods. Owing to sex and romance, they purchase fancy dress, cosmetic items, perfumes, shaving lotions etc.

2.8.2.1 f. Fear

People are generally afraid of losing their health, wealth and life. Thus, it motivates them to purchase the goods such as an insurance policy, hiring lockers in bank and membership of health club etc. These goods or services help them to overcome their fear.

2.8.2.2. Rational Buying Motives

Rational buying motives are those which are based on sound judgement. They purchase the goods through proper testing, comparing and observing the goods on the basis of price, quality, durability etc. This motive is important to the customers because it helps them to save money. It includes the following motives.

2.8.2.2 a. Economy

Under this motives, the customer prefers that products which are cheaper. To get more profit and discount, customers purchase such goods. This element attracts and encourages the customers to buy such goods in large quantities.

2.8.2.2 b. Utility

Customers want to purchase goods which have more or higher utility. Utility satisfies the wants of the customers.

2.8.2.2 c. Comfort and convenience

Every people have the desire to live in a comfortable and convenient way as a result they get motivated to purchase such goods which provide comfort and
convenience. Customers purchase T.V., DVD, motorcycle, washing machines, heater, cooler, sofa set etc. for their pleasure and comfort.

2.8.2.2 d. Durability

It is another element of rational buying motive. Owing to the durability of the products, customers are motivated to purchase the goods for example pulsar motorcycles, Sony TV set etc., are purchased due to their durability to use.

2.8.2.2 e. Security

It is important to the people. People are not feeling secure from the floods, earthquakes, theft, dacoits etc. in the society. So, the customers purchase the key lockers, open the bank A/c and keep the watchman etc. to be secured.

2.8.2.3. Patronage Buying Motive

When the customers purchase the goods or services on the basis of a particular place, special discount, present price, decoration, behaviour and other facilities they are known as patronage buying motives. Following points are discussed under this motive.

2.8.2.3 a. Service motive

Service is an important motive which inspires the customers to purchase the goods. Customers purchase the goods to get the services, such as credit facility, home delivery facility, free installation, free repair and maintenance services.

2.8.2.3 b. Quality

Owing to the quality of the goods, customers are motivated to purchase certain goods or services. If products are of assured the quality, the customers are even ready to pay the higher price of such goods.
2.8.2.3 c. Location

Location also affects the decision to purchase the goods. Customers prefer to buy those goods which are easily available near their home or locality.

2.8.2.3 d. Store loyalty

Store loyalty is another important element which plays significant role in buying motive. We purchase different goods due to the loyalty to the store such as attractive appearances, trust in weight, quality, price etc.

2.8.2.3 e. Friendly behaviour

Friendly behaviour of salesman also affects the customers to purchase the goods from the same suppliers which is also discussed under the patronage buying motives.

2.9 CONSUMER BUYING ROLES

In the consumer buying there are different buying roles; i.e.

- **Initiator**: A Person who first suggests the idea of buying.
- **Influencer**: A Person who influences the buying decision.
- **Decider**: A Person who takes decisions regarding buying
- **Buyer**: A Person who actually buys the products.
- **User**: A Person who is the user of the product.

2.10. CONSUMER DECISION MAKING

Consumer starts a more formal decision making process when the purchase is important to consumers, the product's price is high, the product has features that are complex or new and when there are many brands to choose from different products.
2.10.1 Routine Decision Making

Consumers do not consider this type of purchase as important and are not highly involved in it. This type of decision-making usually involves considering one or a few brands, comparing them in terms of one or a few characteristics such as price, color or speed of delivery and minimizing the cost of purchase. Thus, few consumers are willing to run from store to store compare the relative merits of various products on market.

Routine decision-making may apply to other situations as well. Thus, if an organization has cultivated positive relationship with customers, then the customers are less likely to consider other alternatives for future purchases.

2.10.2 Limited Decision-Making

Consumers engaging in limited decision-making follow a moderate course. They consider several brands and sources of the products and they tend to compare a few product features. They may get information about the product from several sources as advertisement on radio or by asking a few friends. They are willing to spend a little time searching for value but will keep down their time and effort cost. He concluded that to reach consumers in decision making, marketers might use eye-catching advertisement and public relation messages to get their brands in the minds of the consumers so that the consumers will consider them.

2.10.3 Extended Decision Making

This is in response to a high level of purchase involvement. Extensive internal and external information search is followed by a complex evaluation of multiple alternatives. After the purchase, doubt about its correctness is likely and a thorough evaluation of the purchase takes place. Relatively few consumer decisions reach this level of complexity. Coney has concluded that products such as homes, personal computers and complex recreational items such as backpacks and tents are purchased through extended decision-making. Even decisions that
are heavily emotional may involve substantial long drawn-out discussions and debates.\(^{(32)}\)

2.11. BRANDING

A brand is a name, sign, symbol or design, or a combination of these that identifies the maker or seller of a product or service. Branding has become so strong that hardly anything goes unbranded. Brand names become the basis of the whole strategy about the product. In addition, they tell the consumer something about quality and ensure that the quality will remain constant.

2.11.1 Brand Equity

Brand equity is the value of a brand, based on the extent to which it has high brand loyalty, name awareness, perceived quality, strong brand associations and other assets such as patents, trademarks and channel relationships. Powerful brand names command strong consumer preference.

2.11.2 Valuing Brand Equity

Brand equity also provides a financial advantage for the brand owner. Successful, established brand names have economic value. They are intangible assets. The recognition that brands are assets is apparent in the decision to buy and sell brands.

- The name should suggest the product benefit
- The name should be memorable, positive and distinct
- The name should fit the company or product image
- The name should have no legal or regulatory restrictions
- Finally, the name should be simple and appeal to emotional.
2.12. BRAND STRATEGIES

In deciding to brand a product, companies have several possible strategies. These strategies include:

2.12.1 Multi-Product Branding

This happens when a company uses one name for all its products. This approach is often referred to as the blanket or family branding strategy. There are several advantages to multiproduct branding. Making use of brand equity again, consumers who have a good experience with the product will transfer this favourable attitude to other items in the product class with the same name. In this case, this brand strategy makes possible line extensions, the practice of using a current brand to enter a new market segment in its product class. This strategy also results in lower advertising and promotion cost because the same name is used on all products, raising the level of brand awareness.

A risk with line extension is that sales of an extension may come at the expense of other items in the company’s product line. Line extensions work best when they provide company sales by taking business away from competing brands or attracting new buyers.

Strong brand equity also allows for brand extension, the practice of using a current brand to enter a completely different product class. However, there is a risk with brand extensions. Too many uses for one brand name can dilute the meaning of a brand for consumers.

2.12.2 Multi-Branding

It involves giving each product a distinct name. Multi-branding is a useful strategy when each brand is intended for a different segment. Promotional cost tends to be higher when compared with the multiproduct approach. The company must generate awareness among consumers and retails for each new brand name.
without the benefit of any previous impressions. The advantages of this strategy are that each brand is unique to each market segment and there is no risk that the product failure may affect the other products in the line.

2.12.3 Private Branding

A company uses private branding, often called private labeling or reseller branding, when it manufactures products but sells them under the brand name of a wholesaler or retailer. This strategy is popular because it typically produces high profits for the manufacturer and resellers.

2.12.4 Mixed Branding

This is a compromise between manufacturer and private branding is the mix branding, where a firm markets products under its own name and that of a reseller because the segment attracted to the reseller is different from their own market. (33)

2.13. CONSUMER BUYER BEHAVIOUR MODELS

The chief purpose of proposing models is to identify the purchasing behaviour of consumers. However, these models can be utilized in determining.

- Buying attitudes of consumers;
- Useful variables while purchasing;
- The characteristics of various variables and
- Interrelationships among them.

2.13.1. ABRAHAM MASLOW’S “NEED HIERARCHY THEORY”:

One of the most widely mentioned theories of motivation is the hierarchy of needs put forth by psychologist Abraham Maslow. Maslow saw human needs in the form of a hierarchy, ascending from the lowest to the highest, and he concluded that when one set of needs is satisfied, this kind of need ceases to be a motivator. As per his theory these needs are:
(i) **Physiological needs**: These are important needs for sustaining the human life. Food, water, warmth, shelter, sleep, medicine and education are the basic physiological needs which fall in the primary list of need satisfaction. Maslow was of the opinion that until these needs was satisfied to a degree to maintain life, no other motivating factors will work.

(ii) **Security or Safety needs**: These are the needs to be free of physical danger and of the fear of losing a job, property, food or shelter. It also includes protection against any emotional harm.

(iii) **Social needs**: Human beings are social animals. They strive to be in the society. In this type of needs people will try to satisfy their needs for affection, acceptance and friendship.

(iv) **Esteem needs**: According to Maslow, once the people are satisfied with social needs, they would like to have esteem needs. This category includes power, prestige status and self confidence needs. It includes both internal esteem factors like self respect, autonomy and achievements and external esteem factors such as states, recognition and attention.

(v) **Need for self actualization**: Maslow regards this as the highest need in his hierarchy. It is the drive to become what one is capable of becoming; it includes growth, achieving one’s potential and self fulfillment. It is to maximize one’s potential and to accomplish something. Marketer is interested in finding what state of need hierarchy the consumer is in and what type of product to be developed to suit his or her needs. If person needs security for his car than the mileage, then auto companies should highlight that benefit in their marketing.\(^{(34)}\)

2.13.2. THE LEARNING MODEL:

According to the learning model which takes its cue from the Pavlovian stimulus response theory, buyer's behaviour can be influenced by manipulating the drives, stimuli and responses of the buyer. The model rests on man’s ability to
learn, forget and determine. The stimulus response learning theory states that there develops a bond between behaviour producing stimulus and a behaviour response (S. R. Bond) on account of the conditioning of behaviour and formation of habits. This theory may be traced to Pavlov and his experiments on salivating dogs.

Pavlov's experiments brought out associations by conditioning. In his well known research with dogs, a bell was rung every time food was served to a dog. Eventually, the dog started salivating each time upon hearing the bell though no food was served. The dog's behaviour is conditioned; it is related to behaviour producing stimulus (bell ringing) and behaviour response (salivation). The S.R. bond so established causes a set pattern of behaviour learnt by the object – dog. In terms of consumer behaviour, an advertisement would be a stimulus whereas purchase would be a response.

Learning Process: According to the stimulus response theory, learning is dependent on drive, cue (stimulus), response and reinforcement.

A. Drive: Drive may be defined as any strong stimulus that impels action. It arouses an individual and keeps him prepared to respond. The drives may be classified as primary drives and secondary drives. Primary drives are based upon innate physiological needs such as thirst, hunger, pain avoidance, and sex. The secondary drives are based upon learning. They are not innate and are derived from the primary drives. These include the desire for money, fear, pride, rivalry, etc.

B. Cue: Cue or stimulus may be defined as any object in the environment perceived by the individual. The aim of the marketing man is to find out or create the cue of sufficient importance that it becomes the drive stimulus or elicits other responses appropriate to his objective. Here, the objective is to find out those conditions under which a stimulus will enhance the chances of eliciting a particular kind of response.
C. Response: Response is an answer to a given drive or cue. When a man feels thirsty, he attempts to get water at any cost. Here attempt to get water is a response to the primary drive of thirst. "Response also includes attitudes, familiarity, perception and other complex phenomena." Responses may be generalized or discriminatory. Generalized response refers to a uniform response to similar though not identical stimuli. Discriminatory response refers to the selective response to similar stimuli. Undifferentiated products such as cigarettes and detergents normally elicit generalized consumer responses but by huge advertising outlays companies try to induce consumers to perceive differences in brands and to make discriminatory responses.

D. Reinforcement: Reinforcement or reward means reduction in drive and stimulus. It has been defined as "environmental events exhibiting the property of increasing the probability of occurrence of responses they accompany." Thus, when consumption of a product or a brand of product leads to satisfaction of the initiating need (drive/stimulus) there is reinforcement. If at some later date the same needs are aroused, the individual will tend to repeat the process of selecting and getting the same product or brand of product. Each succeeding time that product or brand brings satisfaction, further reinforcement takes place, thus, further increasing the possibility that in future also, the same product or brand will be bought. This type of behavioural change, increasing possibility that an act will be repeated, is called learning; reinforcement increases the rapidity and vigor of learning.(35)

2.13.3. The Psychoanalytical Model

The psychoanalytical model draws from Freudian Psychology. According to this model, the individual consumer has a complex set of deep seated motives which drive him towards certain buying decisions. The buyer has a private world with all his hidden fears, suppressed desires and totally subjective longings. His buying action can be influenced by appealing to these desires and longings. The
psychoanalytical theory is attributed to the work of eminent psychologist Sigmund Freud. Freud introduced personality as a motivating force in human behaviour. According to this theory, the mental framework of a human being is composed of three elements, namely:

1. **The id** or the instinctive, pleasure seeking element. It is the reservoir of the instinctive impulses that a man is born with and whose processes are entirely subconscious. It includes the aggressive, destructive and sexual impulses of man.

2. **The superego** or the internal filter that presents to the individual the behavioural expectations of society. It develops out of the id, dominates the ego and represents the inhibitions of instinct which is characteristic of man. It represents the moral and ethical elements, the conscience.

3. **The ego** or the control device that maintains a balance between the id and the superego. It is the most superficial portion of the id. It is modified by the influence of the outside world. Its processes are entirely conscious because it is concerned with the perception of the outside world.

The basic theme of the theory is the belief that a person is unable to satisfy all his needs within the bounds of society. Consequently, such unsatisfied needs create tension within an individual which have to be repressed. Such repressed tension is always said to exist in the subconscious and continues to influence consumer behaviour. \(^{(16)}\)

### 2.13.4. Nicosia Model

This model focuses on the relationship between the firm and its potential consumers. The firm communicates with consumers through its marketing messages and the consumers react to these messages by purchasing response. Looking to the model we will find that the firm and the consumer are connected to each other. The firm tries to influence the
consumer and the consumer is influencing the firm by his decision. Nicosia model is shown in figure 2.2.

Figure 2.2
Consumer Decision Process

The Nicosia model is divided into four major fields:

**Field 1:** The consumer attitude is based on the firm's messages. The first field is divided into two subfields. The first subfield deals with the firm's marketing environment and communication efforts that affect consumer attitudes, the competitive environment, and characteristics of target market. Subfield two specifies the consumer characteristics e.g., experience, personality, and how he perceives the promotional idea toward the product. During this stage the consumer forms his attitude toward the firm's product based on his interpretation of the message.

**Field 2:** Search and evaluation: The consumer will start to search for other firm's brand and evaluate the firm's brand in comparison with alternate brands. In this case the firm motivates the consumer to purchase its brands.

**Field 3:** The act of the purchase: The result of motivation will arise by convincing the consumer to purchase the firm's products from a specific retailer.

**Field 4:** Feedback: This model analyses the feedback of both the firm and the consumer after purchasing the product. The firm will benefit from its sales data as a feedback, and the consumer will use his experience with the product that affects the individual's attitude and predisposition's concerning future messages from the firm.

The Nicosia model offers no detailed explanation of the internal factors, which may affect the personality of the consumer, and how the consumer develops his attitude toward the product. For example, the consumer may find the firm's message very interesting, but virtually he cannot buy the firm's brand because it contains something prohibited according to his beliefs. Apparently it is very essential to include such factors in the model, which gives more information about the attributes affecting the decision process.\(^{(37)}\)
2.13.5. Andreason Decision Model

Andreason proposed one of the earliest models of consumer behaviour. This model is shown in Figure 2.3. The model recognizes the importance of information in the consumer decision-making process. It also emphasizes the importance of consumer attitudes although it fails to consider attitudes in relation to repeat purchase behaviour.
Figure 2.3 Andreason, A.R (1965 Attitudes and Consumer Behaviour: A Decision Model in New Research in Marketing (ed. 1. Preston). Institute of Business and Economic Research, University of California, Berkeley,

Information

Intrinsic attributes
Extrinsic attributes
Price availability

Advocate impersonal sources
Independent impersonal sources
Advocate personal sources
Independent personal sources
Information storage

Attitudes towards sources
Personality
Beliefs
Feelings
Disposition

Direct experience
Wants Wanting

Attitudes towards product, substitutes, complement
Income, budget priorities, physical capacity, household capacity

Select
Search
No action

Other purchase decisions
Ownership

Key
Direct Flows
Feedbacks

A second model, which concentrates on the buying decision for a new product, was proposed by Nicosia. The model concentrates on the firm's attempts to communicate with the consumer, and the consumers' predisposition to act in a certain way. These two features are referred to as Field One. The second stage involves the consumer in a search evaluation process, which is influenced by attitudes. This stage is referred to as Field Two. The actual purchase process is referred to as Field Three, and the post-purchase feedback process is referred to as Field Four. This model was criticized by commentators because it was not empirically tested.

Perhaps, the most frequently quoted of all consumer behaviour models is the Howard-Sheth model of buyer behaviour, which was developed in 1969. The model is important because it highlights the importance of inputs to the consumer buying process and suggests ways in which the consumer orders these inputs before making a final decision. The Howard-Sheth model is not perfect as it does not explain all buyer behaviour. It is however, a comprehensive theory of buyer behaviour that has been developed as a result of empirical research.

Schiffman and Kanuk mentioned that many early theories concerning consumer behaviour were based on economic theory, on the notion that individuals act rationally to maximize their benefits in the purchase of goods and services. (38)
2.13.6. Howard-Sheth Model

This model suggests three levels of decision making:

1. The first level describes extensive problem solving. At this level the consumer does not have any basic information or knowledge about the brand and he does not have any preferences for any product.

2. The second level is limited problem solving. This situation exists for consumers who have little knowledge about the market, or partial knowledge about what they want to purchase. In order to arrive at a brand preference some comparative brand information is sought.

3. The third level is habitual response behaviour. In this level the consumer knows very well about the different brands and he can differentiate between the different characteristics of each product, and he already decides to purchase a particular product. Figure 2.4 shows Simplified Description of the Theory of Buyer Behaviour. According to the Howard-Sheth model there are four major sets of variables; namely:
a) **Inputs**: These input variables consist of three distinct types of stimuli (information sources) in the consumer’s environment. The marketer in the form of product or brand information furnishes physical brand characteristics and verbal or visual product characteristics. The third type is provided by the consumer’s social environment (family, reference group, and social class). All three types of stimuli provide inputs concerning the product class or specific brands to the specific consumer.

b) Perceptual and Learning Constructs: The central part of the model deals with the psychological variables involved when the consumer is contemplating a decision. Some of the variables are perceptual in nature, and are concerned with how the consumer receives and understands the information from the input stimuli and other parts of the model. For example, stimulus ambiguity happens when the consumer does not understand the message from the environment. Perceptual bias occurs if the consumer distorts the information received so that it fits his or her established needs or experience.

Outputs

The outputs are the results of the perceptual and learning variables and how the consumers will respond to these variables (attention, brand comprehension, attitudes, and intention).

c) Exogenous (External) variables

Exogenous variables are not directly part of the decision-making process. However, some relevant exogenous variables include the importance of the purchase, consumer personality traits, religion, and time pressure.

The decision-making process, which Howard-Sheth Model tries to explain, takes place at three Inputs stages: Significance, Symbolic and Social stimuli. In both significative and symbolic stimuli, the model emphasizes material aspects such as price and quality. These stimuli are not applicable to every society. In social stimuli the model does not mention the basis of decision-making in this stimulus, such as what influence the family decision? This may differ from one society to another.

Finally, the model shows no direct link between the role of religion and the infact on the consumer’s decision-making processes. Religion is considered as external factor with no real influence on consumer, which gives the model obvious weakness in anticipating the consumer decision.\(^{(39)}\)
2.13.7. Bettman's Information Processing Model of Consumer choice

Bettman in his model describes the consumer as possessing a limited capacity for processing information. He implicate that the consumers rarely analyze the complex alternatives in decision making and apply very simple strategy. In this model there are seven major stages.

Figure 2.5
Bettman's Information Processing Model of Consumer choice

Source: Bettman, J.R "An Information Processing Theory of Consumer Choice" Reading MA Addison-Wesley, Advances in Marketing Series, 1979, p.402
Stage No. 1: Processing capacity

In this step he assumes that the consumer has limited capacity for processing information, consumers are not interested in complex computations and extensive information processing. To deal with this problem, consumers are likely to select choice strategies that make product selection an easy process.

Stage No. 2: Motivation

Motivation is located in the center of Bettman model, which influences both the direction and the intensity of consumer choice for more information in deciding between the alternatives. Motivation is provided with hierarchy of goals’ mechanism that provides a series of different sub-goals to simplify the choice selection. This mechanism suggests that the consumers own experience in a specific area of market and he does not need to go through the same hierarchy every time to arrive at a decision, which make this mechanism serves as an organizer for consumer efforts in making a choice. No concern was given on religious motives, and how religion may motivate the consumer in his decision.

Stage No. 3: Attention and perceptual encoding.

The component of this step is quite related to the consumer's goal hierarchy. There are two types of attention; the first type is voluntary attention, which is a conscious allocation of processing capacity to current goals. The second is involuntary attention, which is automatic response to disruptive events (e.g., newly acquired complex information). Both different types of attention influence how individuals proceed in reaching goals and making choices. The perceptual encoding accounts for the different steps that the consumer needs to perceive the stimuli and whether he needs more information.
Stage No. 4: Information acquisition and evaluation

If the consumer feels that the present information is inadequate, he will start to look for more information from external sources. Newly acquired information is evaluated and its suitability or usefulness is assessed. The consumer continues to acquire additional information until all relevant information has been secured, or until he finds that acquiring additional information is more costly in terms of time and money.

Stage No. 5: Memory

In this component the consumer keeps all the information he collects, and it will be the first place to search when he need to make a choice. If this information’s is not sufficient, no doubt he will start looking again for external sources.

Stage No. 6: Decision Process

This step in Bettman’s model indicates that different types of choices are normally made associated with other factors, which may occur during the decision process. Specifically, this component deals with the application of heuristics or rules of thumb, which are applied in the selection and evaluation of specific brand. These specific necessities a consumer uses are influenced by both individual factors (e.g. personality differences) and situational factors (e.g. urgency of the decision) thus it is unlikely that the same decision by the same consumer will apply in different situation or other consumer in the same situation.

Stage No. 7: Consumption and Learning Process

In this stage, the model discusses the future results after the purchase is done. The consumer in this step will gain experience after evaluating the alternative. This experience provides the consumer with information to be applied to future choice situation.\(^{(40)}\)
2.13.8. Stimulus-Response Model of Buyer Behaviour

Middleton presented an adapted model of consumer behaviour tourism, which was termed the stimulus-response model of buyer behaviour. The model is shown in Figure 2.6. This model is based on the four interactive components with the central component identified as 'buyer characteristics and decision process'.

**Figure 2.6**

Stimulus-Response Model of Buyer Behaviour

![Stimulus-Response Model Diagram]


The model separates out motivators and determinants in consumer buying behaviour and also emphasizes the important effects that an organization can have on the consumer buying process by the use of communication channels. Schmoll quoted in Cooper developed a model which hypothesized that consumer decisions were a result of four elements as follows:
Stimuli, including guide books, reports from others and advertising and promotion

> Personal and social determinants of Buying behaviour including motivators, desires and expectations

> External variables, including destination images, confidence in travel trade intermediaries and constraints such as cost and time

> Characteristics and features of the service destination such as the perceived link between cost and value and the range of attractions

All model give valuable suggestions to the marketers and research scholars what are the marketing elements, role in the place of decision making and what is the buyer's response including the buyer’s characteristics in select the different brands and product place. It gives universal solution of the buyer’s behaviour different purchasing time in various purchased amount.

Consumer is a vital role in the modern marketing system. Consumers satisfaction, profitability and a company’s leadership position in its market all depend on the quality of the product and services it offers”. This is a principle of consumer behaviour—technique for a company.
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