CHAPTER -3

REVIEW OF LITERATURE
CHAPTER -3

REVIEW OF LITERATURE

Consumer

The term consumer often used to describe two different kinds of consuming entities, the personal consumer and the organizational consumer\(^1\).

Consumer behaviour

According to Leon G. Schiffman and Leslie Lazar Kanuk, (1997) “the study of consumer behaviour is the study of how the individual makes the decision to spend their available resource (time, money and effort) one consumption related items. It includes the study of what they buy, why they buy it and how often they use it\(^2\).” According to Walter and Paul (1978)” Consumer behavior is a process whereby individuals decide whether, what, when, where, how, and from whom to purchase goods and services\(^3\).

According to Philip, Kotler and Gray Armstrong “Consumer buying behaviour, refers to the buying behavior of final consumers-individuals and household who buy goods and services for personal consumption. All of these final consumers combined make up the consumer market\(^4\).”

---


\(^2\) Ibid.

\(^3\) Ibid.

According to David L. London and Albert, J. Della Bitta (1993), "Consumer behaviour is defined as ... the decision process and physical activity individuals engage in when evaluating, acquiring, using or disposing of goods and services".

**Homemakers**

A homemaker is a person whose prime occupation is to care for their family and/or home. The term, homemaker, is originally an Americanism, and while it has entered mainstream English, it is not in common usage outside the United States. Finding a term to describe the modern man or woman who has left the paid workforce to care for their family is problematic. The term homemaker is used in preference to either housewife or househusband because it is inclusive, defines the role in terms of activities, rather than relation to another, and is independent of marital status. Traditionally women have filled the role of "homemaker" predominantly. Even to this day, homemaking is perceived by many societies as the "natural" role for women. However, homemaking is not always a lifetime commitment: many homemakers, for economic or personal reasons, return to the workplace.

Homemakers are usually financially dependent on members of the household who are employed; however, people working full-time (particularly under "at-will employment" arrangements) benefit from the unwaged work provided by the homemaker. The maintenance of such work in his/her absence

---

would cost money (child care, cooking, housecleaning, teaching, transporting). As of May 2007, the average annual salary of a homemaker in the U.S, if correlated to the total cost of outsourcing each element of her work to an external contractor, would be approximately $138,000. Working Moms would earn $85,876 annually for the "mom job" portion of their work, in addition to their actual "work job" salary.

In addition to its meaning as "homemaker", the term housewife is still used in the UK (and most other commonwealth countries such as Australia, New Zealand, India, South Africa, etc.) advertising market. All homes are deemed to contain a "housewife" who is the person who is mainly responsible for the purchasing decisions of everyday goods. Although around 20% of 'housewives' (May 06, BARB) are male, the term housewife is still used in TV advertising although the term "main shopper" is used in other forms of advertising.

In agriculture studies, the word "homemaker" is occasionally used referring to the person who does the majority of the chores within a farm's compound, as opposed to field and livestock work.

In previous decades, there used to be a large amount of courses mandatory for young women to learn the skills of housekeeping. In high school, courses included cooking, nutrition, home economics, family and consumer science or food and cooking hygiene. Today, these courses have been mostly abolished, and many modern women would be more likely to
explore resources on the topic of child development and managing children’s behavior.

**Durables Goods**

In economics, a durable good or a hard good is a good which does not quickly wear out, or more specifically, it yields services or utility over time rather than being completely used up when used once. Most goods are therefore durable goods to a certain degree. Perfectly durable goods never wear out. As an example, a rubber band is not very durable.

Examples of durable goods include cars, appliances, business equipment, electronic equipment, home furnishings and fixtures, house ware and accessories, photographic equipment, recreational goods, sporting goods, toys and games.

Durable goods are typically characterized by long inter-purchase time—the time between two successive purchases. Durable goods, nondurable goods and services together constitute the consumption of an economy.

With the definitions and meanings given above on different terms of the present study, related literatures were reviewed. By reviewing, the investigator could interlink what had been studied and what could be brought out on any area of study. As such, any investigator on any area of study could have up-to-date information and new finding with new analytical approaches along with new techniques could be made. This approach would be more effective and would be more beneficial for the future researchers.
Peet, Arnold and Wolf's focused on household equipment industry price range on major household equipment, family expenditure for household equipment and factors in selection.

The study revealed on materials used in household equipment, their properties sources of materials. This book also deals about the kitchen utensils and tools such as conductivity of materials used in surface cooking utensils, materials for oven utensils, method of forming, selection and use of surface utensils, of oven utensils, of tools

The study also focuses on basic facts about electricity gas and household electronics. It deals about sources of electric current, transmission of current unit terminology wiring the home application of electricity to the operation of appliances and household electronics and household electronics. It also deals about portable electric food appliances, temperature, and heat of the appliances.

The book also deals about the household range, refrigerator and home freezers such as need for refrigerator, refrigerator construction characteristics, physical principles, specific heat, heat of vaporization, refrigerator systems, refrigerants and freezers. It also focuses on dishwashers and appliances for personal care.

The literature mentioned about laundry equipment and aids to satisfactory operation, sewing machine, cleaning equipment and lighting at home. It also discussed about the maximizing satisfaction in work in the home. It reelected the role the role of equipment in managing a home, management of
household equipment, the homemakers’ responsibilities and environment, working effectively, desirable, body mechanics, safety and conservation of resources. This book would be useful in future researchers and those who like to study on household equipments.⁶

Michael R. Solomon, (2007) deals about consumers in the marketplace. It consists of consumer rule, consumer behavior, consumer's impact on marketing strategy, marketing’s impact on consumers, the global consumer, blurred boundaries marketing and reality, marketing ethics and public policy, the dark side of consumer behavior and consumer behavior as a field of study.

Further it mentioned about consumers and individuals, such as perception, learning and memory, motivation and values, The self, personality and lifestyles, attitudes, attitudes of change and interactive and communications. It also focuses on consumers as decision-making. It deals about individual decision-making, buying and disposing, group, influence and opinion, organizational and household decision making. The book also included about consumers and subcultures. It discussed about income and social class, ethnics, racial and religious subcultures and about age subculture.

The study dealt with consumers and culture. It dealt about the cultural influences on consumer behavior, the creation and diffusion of global consumer culture.⁷

---

Leon G. Schiffman, Leslie Lazar Kanuk (1997) pointed out that introduction to the study of consumer behaviour, the consumer as an individual consumer in their social and cultural setting, the consumer’s decision-making process, consumer behaviour and society.

The study focused on consumer behaviour in various aspect regarding the diversity of consumer behaviour, consumer research and market segmentation. This book also deals about consumer needs and motivation, personality and consumer behaviour, consumer perception learning and consumer involvement, the nature of consumer attitudes, consumer attitudes formation and change, communication and persuasion.

Further, the study highlighted on consumers in their social and cultural settings such as group dynamic’s and consumer reference groups, the family, social class and consumer behaviour, and an international perspective. It also discussed about personal influence and the opinion leadership process, diffusion on innovations, consumer decision-making choosing and consuming, consumer behaviour applications to profit and not for profit marketing, public policy and consumer protection. It would be useful to the students of Economics, Commerce, Management and also to the future researchers.\(^8\)

The study not only presents theoretic concepts of consumer behaviour but also stresses the application of these conceptual materials to marketing strategies and decision-making in the private, public and non-profit sectors.\textsuperscript{9}

The book would be very useful to the beginning student of consumer behaviour, whether he or she is at the undergraduate, the graduate level or postgraduate level. It would also be useful for the future researchers relating to consumer behaviour.

The Federation of Indian Chambers of Commerce and Industry (FICCI) (2005), has carried out a comprehensive Survey on industries in the consumer durable goods sector. The FCCI survey based on feedback and interaction with representative of consumer durable industry and it reflects, the changing dynamics of consumer behaviour and also explained by the growing trend of product being manufactured in the organized sector of the economy and the narrowing down of the price differential between branded and non-branded goods.

The finding of survey also highlights the position growth rate trends in consumer durable goods segments white goods and consumer electronics during April-March 2004-2005 and points to sustained growth during 2005-2006 because of emerging opportunities and strong fundamentals of the economy. Further, the FICCI Survey offers insights into the dynamics of

growth in a competitive market environment. The Survey has identified some of the salient features of developments as follows:

Quality products with superior technology and technology up-gradation have helped the industry to achieve higher growth in terms of volume and also in higher realization in value terms. Though CTV segment faced a de-growth in April-June 2005 sales of CTVs declining by 5.3 percent and in value terms by 14.1 percent due to the Value Added Tax (VAT) regime introduced in April 2005, the flat CTV category achieved a volume growth of 36.2 percent and value growth of 25.8 percent in the first quarter of 2005-06.

The refrigerator segment also has shown a similar trend with frost-free segment having about 54 growths with about 15 percent de-growth indirect cool refrigerators. There has been qualitative change in consumers preference-going for higher end products. Rate of growth in production has been more in terms of quantity or in volume growth rather than the growth in value terms for a number of products.

The sectors which have recorded excellent growth rates of more than 20 percent in terms of quantity produced are Air Conditioners (25 percent), Split Air Conditioners (42.6 percent) Micro Wave Woven (27.3 percent), DVDS (25 percent) VCD/MP3 (20 percent), Colour Picture Tube (23 percent,).

The sectors which have recorded high growth rates between 10 and 20 percent in April-March 2004-05 over the corresponding previous period are
Colour Television (12%), Window Air Conditioners (18.8 percent), Washing Machines (18.1 percent Watch (10%), Frost Free Refrigerators (13.8%). Some sectors which have recorded moderate growth of 0 to 10 percent are refrigerators (5 percent), clock (8 percent), Direct Cool Refrigerator (2.8 percent). The sector recording negative growth is B & W TV (- 16.7%). The Refrigeration Industry has reached 3.9 million units in 2004-05 from 3.7 million units in the last year with a growth of 5 percent.

The Air-Conditioners Industry has reached at 1.2 million units during 2004-05 with a growth of 25 percent from 9.8 lakh units in 2003-04. Washing Machines is estimated to have grown by 18.1 percent from 1.35 million units in 2003-04 to 1.6 million units in 2004-05. Microwave oven has grown by 27.3 percent growth with 3.5 lakh units compared to 2.75 lakh units in 2003-04.

The Indian Colour Television industry has grown by 12.1 percent in 2004-05 by reaching 9.25 million units in 2004-05 from 8.25 million units in 2003-04. The B & W TV has recorded a negative growth of 16.7 percent from 3 million units in 2003-04 to 2.5 million units in 2004-05.

Watch and clock have registered growth of 10 percent and 8 percent from 20.6 million units and 26.3 million units in 2003-04 to 22.6 million units and 28.4 million units in 2004-05.

The VCD/MP3 industry has registered 20% growth and has achieved production of 8.4 million units.
The first half of the year and the first quarter of the financial year, 2005 have seen a little setback for the domestic consumer electronics and durables industry with the two largest segments of the industry - colour televisions (CTV) and refrigerators facing decline in production and sales during the period. But the Air conditioners and washing machines market have grown at the rate of 20%.

**Table -3.1: Production Growth**

<table>
<thead>
<tr>
<th>PRODUCTION ITEM</th>
<th>UNIT</th>
<th>2003-2004</th>
<th>2004-05</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>CONSUMER DURABLES/WHITE GOODS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>PRODUCTION</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>REFRIGERATORS</td>
<td>LAKH UNITS</td>
<td>37</td>
<td>38.85</td>
<td>5.0</td>
</tr>
<tr>
<td>FROST FREE</td>
<td>LAKH UNITS</td>
<td>7.33</td>
<td>8.34</td>
<td>13.8</td>
</tr>
<tr>
<td>DIRECT COOL</td>
<td>LAKH UNITS</td>
<td>29.67</td>
<td>30.51</td>
<td>2.8</td>
</tr>
<tr>
<td>AIR CONDITIONERS</td>
<td>LAKH UNITS</td>
<td>9.8</td>
<td>12.25</td>
<td>25.0</td>
</tr>
<tr>
<td>WINDOW</td>
<td>LAKH UNITS</td>
<td>7.22</td>
<td>8.58</td>
<td>18.8</td>
</tr>
<tr>
<td>SPLIT</td>
<td>LAKH UNITS</td>
<td>2.58</td>
<td>3.68</td>
<td>42.6</td>
</tr>
<tr>
<td>WASHING MACHINES</td>
<td>LAKH UNITS</td>
<td>13.55</td>
<td>16</td>
<td>18.1</td>
</tr>
<tr>
<td>MICROWAVE OVEN</td>
<td>LAKH UNITS</td>
<td>2.75</td>
<td>3.5</td>
<td>27.3</td>
</tr>
<tr>
<td><strong>CONSUMER ELECTRONICS</strong></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>VALUE OVERALL</td>
<td>Rs CRORE</td>
<td>14500</td>
<td>15'660</td>
<td>8.0</td>
</tr>
<tr>
<td>COLOR TELEVISION (CTV)</td>
<td>LAKH UNITS</td>
<td>82.5</td>
<td>92.5</td>
<td>12.1</td>
</tr>
<tr>
<td>COLOR TELEVISION (CTV)</td>
<td>Rs CRORE</td>
<td>7000</td>
<td>7580</td>
<td>8.0</td>
</tr>
<tr>
<td>B &amp; W TV</td>
<td>LAKH UNITS</td>
<td>30</td>
<td>25</td>
<td>-16.7</td>
</tr>
<tr>
<td>B &amp; W TV</td>
<td>Rs CRORE</td>
<td>482.55</td>
<td>361.5</td>
<td>-25.0</td>
</tr>
<tr>
<td>VCD/DVDs</td>
<td>MN UNITS</td>
<td>7.2</td>
<td>8.4</td>
<td>16.7</td>
</tr>
<tr>
<td>DVD</td>
<td>Nos.</td>
<td>50,000</td>
<td>62,500</td>
<td>25.0</td>
</tr>
<tr>
<td>WATCH</td>
<td>LAKH UNITS</td>
<td>206</td>
<td>226</td>
<td>9.7</td>
</tr>
<tr>
<td>CLOCK</td>
<td>LAKH UNITS</td>
<td>263</td>
<td>284</td>
<td>8.0</td>
</tr>
</tbody>
</table>
Table-3.2: Projected growth in production of Consumer Durables

<table>
<thead>
<tr>
<th>CONSUMER DURABLES/WHITE GOODS</th>
<th>2005-06 (Projected)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Refrigerator</td>
<td>5-10</td>
</tr>
<tr>
<td>Air conditioner</td>
<td>20-25</td>
</tr>
<tr>
<td>Washing Machines</td>
<td>5-10%</td>
</tr>
<tr>
<td>Microwave Ovens</td>
<td>25%</td>
</tr>
<tr>
<td>Consumer Electronics (Overall)</td>
<td>9%</td>
</tr>
<tr>
<td>Colour televisions</td>
<td>15-20%</td>
</tr>
<tr>
<td>Black &amp; White televisions</td>
<td>-20%</td>
</tr>
<tr>
<td>VCDs/MP3</td>
<td>30%</td>
</tr>
<tr>
<td>DVD</td>
<td>25%</td>
</tr>
<tr>
<td>Clock</td>
<td>10%</td>
</tr>
</tbody>
</table>

The de-growth seen in the first quarter of the current fiscal has been mainly due to the value added tax (VAT) regime introduced in April, 2005, as held by the industry representative. Overall, the refrigerator segment had achieved a negative growth of 4.3 per cent in volume terms and two per cent in value terms during the period.\(^\text{10}\)

Robert, Christopher and Miles Kimball’s conducted a study on the behaviour of sticky price models. It was found out that sticky price models exhibit strongly counterfactual behaviour when they include markets for durable goods with flexible prices. Because the timing and magnitude of durables purchases can be varied considerably without noticeable changes in

\(^{10}\) The Federation of Indian Chambers of Commerce and Industry (FICCI) of Federation House I: (2005) Tansen Marg, New Delhi.
the stock, purchases of durable goods have an inherently high inter-temporal elasticity of substitution. When the economy expands, marginal costs rise throughout the economy. Firms that have sticky prices simply produce to meet demand for their products. However, in the absence of offsetting increases in demand for their products, firms with flexible prices respond to the higher marginal cost by reducing production. High marginal cost combined with a readiness to bunch the production and purchase of durables means that when the rest of the economy expands, durable goods sectors with flexible prices should contract. Sticky price models do not exhibit sufficiently powerful cyclical effects on the desired stock of durables to offset the very strong tendency for agents to substitute purchases over time. Standard sticky price models require significant additional features if they are to permit durables with flexible prices and still match the central features of the data. To this end, wage rigidity and borrowing constraints may be valuable features to add to existing models.\(^\text{11}\)

Maria, Hibbert and Margarat made a study on consumer decision making and found out that census, devote more time and effort to gathering and processing information for decisions that are important to time. They also studied the way to influence consumer behaviour and showed that educational

and persuasive communications can change consumer’s behaviour directly or through third parties.\textsuperscript{12}

Kay M. Palan found out that What might have seemed like a clear concept at the beginning of this paper, gender identity, is now, at the end of the review, seen for what it truly is a complex, often misunderstood concept. In fact, for much of the life of gender identity research in consumer behavior we have miss-conceptualized the concept, often resulting in the lack of significant findings. Even when we did seem to have a better grasp of conceptualization, we failed to recognize that the label “gender identity” was too broad for what we were really measuring, gendered personality traits. Despite this less-than-glorious past, however, is the opportunity to take new meanings from this literature review and to proceed in new directions.

Understanding the complex and changeable nature of personality traits associated with gender categories, however, will be crucial to the meaningfulness and potential contributions of future studies. Researchers will have to carefully conceive and design studies based on the conceptual and methodological issues raised in this literature review. The reward, however, will be new insights and a much richer understanding of how gender affects and explains consumer behavior.\textsuperscript{13}


Inventory of durable goods from Department of Census and statistics, Sri Lanka show some selected long durable goods such as radio, cassette players, personal computers, sewing machines, refrigerators, washing machines, vehicles etc, which belong to the house hold, are collected under section 7 of the schedule in this survey.

Table-3.3: The percentage distribution of households who own selected domestic electrical items by 2006.

<table>
<thead>
<tr>
<th>Sector</th>
<th>Sewing machine</th>
<th>Washing machine</th>
<th>Refrigerator</th>
<th>Cookers (gas,electric, kerosene)</th>
<th>Electric fan</th>
<th>Not using any of these</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sri Lanka</td>
<td>45.6</td>
<td>11.0</td>
<td>34.9</td>
<td>37.8</td>
<td>46.9</td>
<td>34.7</td>
</tr>
<tr>
<td>Urban</td>
<td>53.8</td>
<td>27.3</td>
<td>55.4</td>
<td>77.3</td>
<td>79.5</td>
<td>10.0</td>
</tr>
<tr>
<td>Rural</td>
<td>45.9</td>
<td>8.8</td>
<td>33.4</td>
<td>32.6</td>
<td>43.9</td>
<td>36.6</td>
</tr>
<tr>
<td>Estate</td>
<td>19.2</td>
<td>0.9</td>
<td>3.8</td>
<td>10.1</td>
<td>5.7</td>
<td>72.8</td>
</tr>
</tbody>
</table>

IMRB (The Indian Market Research Bureau) based on a case written by Mayank Shah studied segmenting Consumers of Bath Soap. IMRB track about 30 product categories (e.g., Detergents, etc) and within each category, about 60-70 brands were studied. And IMRB found out that several variables. Several variables in this case deal measure aspects of brand loyalty. The number of different brands purchased by the customer is one measure. However, a consumer who purchases one or two brands in quick succession then settles on a third for a long streak is different from a consumer who constantly switches back and forth among three brands. So how often customers switch from one brand to another is another measure of loyalty. Yet a third perspective on the same issue is the proportion of purchases that go to different brands—a consumer who spends 90% of his or her purchase money on one brand is more
loyal than a consumer who spends more equally among several brands. All three of these components can be measured with the data in the purchase summary worksheet.\(^\text{14}\)

Yasser Ibrahim found out that there are many models of consumer buying behaviour present in what today is an extensive literature (Chisnol and Bareham, 1995). These models vary in their approach and utility, and, all have been subjected to modification and improvement since their introduction.

From the literature review of consumer buying behaviour models, it was found that there is no specific model to explain consumer-buying behaviour in the field of the foodservice and especially the fast food sector. Also, none of the generic models of consumer buying behaviour have been applied to the fast food sector. It also deals to develop and validate a consumer buying behaviour model for the fast food sector in international markets.\(^\text{15}\)

Dr. K.P. Sumedhan states that status deriving from the possession of a product is relevant while making purchase decisions. All income and educational groups have almost the same status consciousness while making purchase decisions, but the urban respondents are more status conscious than their rural counterparts. This leads to the conclusion that in Kerala, status consideration is a prominent factor that induces people to purchase goods and services.\(^\text{16}\)

\(^{14}\) Inventory of durable goods from ‘Household Income and Expenditure survey, Department of Census and statistics, Sri Lanka” 2006/07.

\(^{15}\) Yasser Ibrahim’s: (2008) “A contemporary model of consumer buying behaviour with respect international fast food chains” in 1\(^{st}\) International Conference for Retailing & consumer Behaviour research

Shridhar (2007) revealed that for a durable product, such as television, level of influence due to financial risk is high followed by time risk, performance risk, uncertainty in purchase and physical risk while for non durable product such as toilet soap, influence of uncertainty is more than financial risk and psychological risk.\(^\text{17}\)

Rajagopalan, Heitmeyer (2005) revealed that consumers who are highly acculturated to American culture are more involved in the selection and purchase of Indian ethnic clothing and less involved in the selection and purchase of western dresses. Moderately acculturated to western culture are less involved in Indian ethnic apparel but become increasingly involved as they become more acculturated to the US culture.\(^\text{18}\)

Park and Kim (2003) revealed that consumer-purchasing behavior from an online store is influenced by information quality, site commitment, relational benefits, and site awareness. The online shopping environment enables customers to reduce their decision-making effort by providing vast selection once customer insures that the company is able to fulfill their requirements. Then they are likely to purchase products through online facility.\(^\text{19}\)


Ahmed, Johnson, Yang, Kheng, Fatt, Teng and Boon (2002) revealed that brand and country of origin (quality, taste and image of the country) are the aspects of product evaluation. Brand and price are more important than country of origin in evaluating low-involved products for Singaporean consumer.\textsuperscript{20}

Kim, Damhorst and Lee (2002) revealed that dimension of product involvement shaped consumer attitude. Dimension of involvement like fashion, individuality and comfort influenced consumer beliefs about product attributes in the advertisement.\textsuperscript{21}

Shwu-Ing Wu (2002) revealed that level of consumer involvement influenced the advertising effectiveness. Degree of consumer involvement could effectively segment the market. Consumer involvement and advertising content importance (type of media, the degree of repetition, the length of the message, the tone of the message, and the quantity of information) are positively related. Similarly, Degree of consumer involvement and the advertising effect hierarchy (awareness, knowledge, liking, preference, conviction, and purchase) are positively related. A high degree of consumer involvement directed a high advertising effect. Thus, the degree of consumer involvement is an important indication for an advertising strategy.\textsuperscript{22}


Aurifeille, Quester, Lockshin and Spawton (2001) revealed that nationality plays an important role in consumption of the product and consumers can be categorized on the basis of nationality and segment them using product involvement, brand decision involvement and purchase involvement as segmenting variable.\textsuperscript{23}

Baltas (1997) revealed that familiarity and propinquity between consumer and brand personality have positive impact on the buying behavior. As familiarity increases, probability of purchasing from store brand will also increase.\textsuperscript{24}

Beharrell and Denison (1995) revealed that consumers are highly involved tit routine shopping and grocery hopping activity becomes highly involving in the event of a stock-out. customers may search the whole store or even undertake a second shopping trip to obtain it.\textsuperscript{25}

Wang, Siu and Hui (2002) revealed that quality consciousness, brand consciousness, fashion consciousness, recreational and hedonistic orientation, price consciousness, impulsive and careless tendencies, confused by over choice and brand loyalty are important decision making styles in the Chinese market. Brand consciousness is becoming increasingly important in Chinese consumer's mentality. They show their involvement in purchase of international


branded garments as domestic brands are still less stylish and have lower brand recognition as compared to imported brands. Consumers prefer to buy imported brands tend to be brand loyal and have a more hedonistic attitude. They are more quality, brand and fashion conscious.

Multiple Regression Method suggested four models for both the product categories. The best model in case of Garments suggested that customers feel happy and pleased while purchasing garments and their level of involvements is influenced by hedonic value. For this product category, they evaluate their previous experience with the product and the type of life they strive for. While purchasing this product, they are also concerned about durability and frequency of its use. those who frequently use laptops, get more involved with them. Hedonic value does affect level of consumer involvement. Surprisingly, none of the risk could give their impact on consumer involvement in both the proposed models. Marketers need to mark these dimensions to understand their target consumer and their behavior. Marketers should keep giving special offers in brands and try to maintain the quality of the product continuously. Even for Laptops, durability should be the main concern of the marketers.

Dr. K. Pongainnan states the new millennium emerged with revolutionary advances in technology, which led to the dynamic growth in the use of TV and media, which are for entertainment. The growth of these forms of mass communication by satellite T.V. and the integration of Telecommunication will increase the potential for advertisements. Hence, this

---

research will help the advertisers, media owners and marketing to develop their advertising strategies in TV media.\textsuperscript{27}

Sweta Maheswari concluded that there are four main applications of C.B. The most obvious is for marketing strategy i.e. for making better marketing campaigns. A second application is public policy. Third one is social marketing involves getting ideas across to consumer rather than selling something as a final benefit, studying C.B. should make us better consumer.\textsuperscript{28}

Sarnjeet Singh identified that relational outcomes, which have been conceptualized as a psychological state, has a chief effect on customer loyalty. Loyalty can be associated with friendship, social regard, comfort and trust with the service provider. These findings have great implications for marketing and for service industry and for service. Relational outcomes lead to psychological loyalty, which is a must for sustained customer retention.\textsuperscript{29}

Dr. Shrimant F., Tangade and Dr. Basavaraj C.S. found out that for more effective consumer protection movement it is necessary that the consumer should be vigilant, responsive and responsible. Therefore, consumer education is necessary to avoid them even victimization consumer should reorganize their right and fights for their protection. By organising themselves and with the help of redress agencies established by the government in each district, when

\textsuperscript{27} K. Pongainnan, Viewers’ perception towards Advertisements on TV Media as a promotional strategy in the current Marketing scenario, Indian Journal of Marketing, Vol. 41 No.4 April 11, Pp. 39, 45.


majority of the consumers become vigilant and reactive, business men would be compelled to pay proper attention to the consumer rights for their own survival.\(^{30}\)

Rathnayake, Perra and Buddhika states that complaining is one of the central behavioural concerns on which a retailer has to expend a considerable attention. Proper understanding of the dynamics of customer complaining behavior supports the retailer to treat the customers who are not satisfied with the retail experience. This paper investigates the complaining behavior of young retail customers in Matara District, Sri Lanka. First, the results reveal that youngsters view complaining as wastage of this time and effort. Moreover, they slightly believe that they have knowledge on the complaining processes. Then, it is notable that young retail customers are not "self blames" and they do not believe that retail transaction fails due to their weakness. The study further reveals that customers make complaints mainly to obtain restitution. Conversely, the customers are slightly altruistic and they prefer to make complaints to support retailers to improve the service. However, compared with women, men trend more incline towards private actions and comparatively, men are more aggressive than women. There, they switch the retailer, boycott passive in taking public actions in the face of a dejected transaction. However, they prefer to complain to the retailer first, and then, to the government. They dislike to complaint to the third party or to take legal actions against goods and services if they want to keep their customers with the businesses. The failures

in the retail experience will cause customer switching, and thus affect negatively for the retailer. Further, the study emphasizes that taking the necessary actions recover the loss is the recommended action if the retailer customer comes with a complaint.\(^{31}\)

Syeedum Nisa states that food retailing is a nascent concept as far as retailing is concerned. However, it has experienced rapid growth in past decades especially in metros and 'A' class cities of our country. Reasons might be many but some of the profound and apparent ones are changes in lifestyle, fast emergence of double income group, paucity of time, future prospects tuned many players in this field thus resulting in large organization (like Reliance Fresh proposed Walmart-Bharti Venture) to launch this food retail outlets in the market.

Customers the world over are facing the problem of lack of spare points. At the same time, the customers are increasingly demanding more value, putting pressure on prices, wider variety, entertainment and social events irrespective of the income group they belong to. The KSA consumer outlook indicates that Indian customers typically dissatisfied with the existing kirana retail formats.

On an average, a store losses every third customer because he or she does not find what he or she is looking for. This customer dissatisfaction with respect to kirana retailers is an opportunity for food retailers to establish

themselves in this business. However, this success will depend in the choice of correct strategy and how they cater to individual customers need.\textsuperscript{32}

Narendra and Kavita concludes that first implication for managers is that they should concentrate on consumers perception, beliefs, needs and associations because their perceptions determine the actions of marketers which in turn influence them. Managers can attract consumers by a numbers of methods such as pricing, packaging, promotion & distribution. Therefore, managers must know consumers existing brand knowledge and beliefs as a base line.

Sometimes extensions are not successful, tarnish the brand image, and core brand equity. In this situation markets can use the price as a worthy tool to increase sale.

3\textsuperscript{rd}, Manager must know about consumer preference before positioning the brand from one category to another. It is paramount to obtain the permission of consumers since it helps in building the bridge that can carry customers from where they perceive the brand to be today to where one wants to take it (brand) into the future.

Manager should use information cues to provide more information about the attributes of brand extensions in order to reduce consumer uncertainty, because the use of attributes cues may be a positive device for enhancing

consumer acceptance of rand extension. These attributes elaboration such should be de at providing information, which relieves some consumer that consumers may have regarding the brand extension.

Marketing manager should have the knowledge of consumer-based – brand-equity, which will increase managerial understanding of the value and potential of specific products. A thorough understanding of consumer evaluations and associations for core productions and new extension ca avoid mistakes and reduce risk.33

Pathak and Aditya concluded that after concluding the analysis of the Indian retailing market with help of primary research, it can be concluded that (l) Retailer need to thrive about shoppers and not just about a format as understanding the shoppers' dynamic holds the key to such a business. Retailer would have to evade new delivery formats that can cater to the huge mass consumers.

Retailers must understand what value a shopping is looking for and how the retailers can deliver that desired value to the customer. Retailing in India is entirely different from western countries for that matter even from Asian counterparts. Studies show that upgraded kinara stores are growing at the same rate as organized retailers.

It is also observed that in the changing retailers environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it average the heats and the values. Hence, individual understanding is desirable.

Indian Consumers are still family driven entities. Shopping entertainment and eating out are family events. Since these decisions are normally group decisions, hence a marketer has to address family sensibilities more rigorously to woo Indian customers. Indian customers have become more sensitive to duality customers service and status. He/she is ready to pay, sometimes, astronomical sums, provided these needs are satisfied. They are basically looking for an experience than physical. In some cases, few kirana store owners find no competition because they understand what their customers want. So ultimately, it can be said that for a retailers understanding the customers is just like climbing the greased pole. So they need to be vigilant.34

Sargurna, G. and Mary reveals inferred from the analysis that the final decision make in purchasing the mixer, the refrigerator and washing machine is the sample respondent (working wife), for television sets it is the children; for

two wheeler it is the husband, and for personal computer, it is the family as a whole.\textsuperscript{35}

Tangade and Basavaraj conclude that there is a de relation between education and awareness. Amongst illiterates, awareness is very less and amongst literate, it is more. The study reveals that respondents with graduation and post graduation level of education are more aware about consumer protection Act in particular. Whereas, respondents with primary educations are less aware about it and least aware about the laws. While most of the consumers are aware about consumer protection Act, very few are aware of other consumer related Act under study. Electronic & press media have played significant role in creating awareness amongst the consumers. Most of the consumers are satisfied about the consumer protection laws. Very few are not satisfied due to certain reasons.\textsuperscript{36}

Ravichandram and Narayanaranjan conclude that advertisement plays a vital role in influencing the purchase decision of a particular brand of TV. Most of the respondents have seen the advertisement and got motivated before purchasing TV. "Socio-Economic factors such as sex, age, education, occupation and income influence the brand preference and motivate the buyers to choose the particulars brand" "Quality of the product" also largely


\textsuperscript{36} Shrimant F. and Dr. C.S. Awareness and perception of Educated consumers about consumer protection Laws. Indian Journal of Marketing Vol. XXXIV (34) No. 4 April 04. Pp. 3-6.
determines the buying market. Advertising acts as a catalyst, which enhances the sales.\textsuperscript{37}

Krishna Mohon Naidu, Y. found out from the study that awareness of the rural consumer about the consumers movements are qualitative in character and cannot be measured directly in quantitative terms. There is no fixed value or scale, which will help to measure the awareness, has been studied with the help of their responses to various questionnaires.\textsuperscript{38}

Sridhar and Arun concludes that there has been increased need felt to understand the relationship between the involvement and the purchase decisions of the consumer. The reason for this increased importance is the strong influence of the involvement on the decision making process of the consumer. The consumer under higher level of involvement begins to process information in more depth. As he tries to understand, the product in depth there is increased arousal levels for the consumer to purchase.

Most of the times, consumers are likely to give more delight consideration to the information relevant to the involved circumstances lead to the extended decision making process and hence the consumer moves through each of the decision stages in a more thorough manner.


The decision making process diverges sufficiently in high and low involvement circumstances to warrant discussion of two categories of decision making viz., limited decision making in low involvement circumstances and extended decision making is high circumstance.

Cognition in the high involvement hierarchy refers to the knowledge and beliefs about brands that consumer derive from the evaluation information. With the cognition, the consumer develops attitudes before he purchases the product. This is because of the characteristics of the information he feels is central to the evaluation process. In the second case, as the attention levels are low, consumer has little desire to process information for purpose of evaluating brands. Hence, the attitudes are formed after the consumer purchases the product & uses it. This is referred to as peripheral route to processing information as the consumer deals with the information he feels is peripheral to evaluation process.

Thus, an understanding of the impact of various level of involvement of consumer on buying decisions and the influencing factors is important for marketers for motivating the consumers to buy their products/ services.39

Manju Rani Malik suggested based on the findings, the following suggestions have recommended to improve the sales and functioning at the stores.

---

(a) As the majority of the respondents belong to the younger generation, so their needs should be taken in account while deciding the marketing strategy. Younger respondents demand branded products at reasonable and fixed prices and have a tendency to avoid bargaining. They are also attracted towards entertainment means, so organized retailers are suggested to make sure that there is availability of branded products at reasonable price.

(b) Retail outlets can further appeal to the female customers by offering more products, especially for women. They can provide a shopping experience that women are particularly attracted to. In this way, retail chains can expand their customer base as the retail outlets have a large base of potential customers.

(c) Location, variety of products and reasonable price are the major motivating factors that influence the customers to visit the retail outlets, so retail chains should give proper emphasis on these factors. Organized retailers are suggested to, offer convenient location, sufficient parking space and such a atmosphere ambience so that customers can have a pleasurable shopping experience. It is proved by different studies that - more a customer spend, time in a store, the more likely he is to make purchases. So with the purpose to increase revenue, organized retailers should pay attention towards physical aspects, variety, of branded and non-branded products at reasonable prices.

(d) Special promotional activities should be there on weekdays so as to gather rush on weekdays and avoid the chaos and confusion on the weekends.
(e) Proper parking facilities should be there and parking should be made free for the regular customers/heavy purchasers. Such people may be issued it parking card, with free earmarked parking.\textsuperscript{40}

Yogesh D. Mahajan concludes that Chinese products are popular in India because in addition to few price they offered more features and variety compared to similar Indian products. Indian products more durable but they are costly than Chinese products. So, Indian companies should try to develop products which are innovative in design and are also less costly compared to similar Chinese products.\textsuperscript{41}

Sweta Maheshwari concludes that there are four main applications of consumer behavior. The most obvious is for marketing strategy, for making better marketing campaigns. A second application is public policy. Third one is social marketing involves getting ideas across to consumers rather than selling something. As a final benefit, studying consumer behaviour should make us better consumers.\textsuperscript{42}

At the backdrop of the above literature review of the other countries, other Indian states in general and North Eastern states and Manipur is particular. There is not much of study done for consumer behavior of the

\textsuperscript{40} Manju Rani Malik: (2011) \textit{Determinants of Retail customer satisfaction - A study of organized retail outlets in Kurukshetra}. Indian Journal of Marketing, Vol. 41, No. 4, April. p. 63.


durable goods and marketing behaviour so far. Further, as our review of literature has not revealed the existence of study research in practical terms for homemaker of the state. In this situation, any of the commercial Institutes, trade organizations and policy makers of the state government/central government rarely touches upon the needs of homemakers by providing the necessary knowledge and information regarding the subject matter. Thus, the study needs to examine and need to find out the real status of consumer/homemaker, which can lead to utilized their purchasing power in a maximum satisfaction of the market products.

As well, marketing agencies also can have a proper direction of their business in the state. The study also needs to explore the issues to provide not only the behavioural status of consumer but also the other factors that are associated with homemaker/consumers with their purchasing power capacity that have not seen/have not felt earlier. The present study will make an effort to understand the market complexity of consumers and their association with socio-economic factors. Therefore, the next chapter deals to make a systematic methodology and rational method of the proposed study.