CHAPTER -4
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Determinants of Purchasing Behaviour

Today more than even before a consumer must operate in a rapidly changing environment over which she has but partial controlled marketing activities pervades all aspects of over lives today. It is imperatives that the consumer should have knowledge of the availability and alternatives since this will directly affect consumers buying behaviour. Marketing people make intense and organized marketing effort after motivated the following considerations are analysed:

4.1 Consumer behaviour
4.2 Labour saving devices
4.3 Equipments
4.4 Factors considered in the selection of the equipment
4.5 Consumer market & market
4.6 Market segmentation
4.7 Diversity in market place
4.8 Buying roles
4.9 Types of buying behaviour
4.10 Factors influences on consumer behaviour
4.11 Consumers' decision making process
4.12 Current trend in consumer behaviour
4.13 Consumers oriented view of marketing strategy
4.14 Approaches to studying Consumer behaviour
4.1 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) on consumption related items. It includes the study of what they buy, why they buy it and how often they use it"\(^1\).

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."\(^2\)

Subsequently Leon. G. Schiffman, Leslie Lazar Kanuk (1988), have defined the term the consumer behaviour as "The behaviour that consumers display in searching for purchasing, using, evaluating and disposing of products, services and ideas which they expect will satisfy their needs."\(^3\)

According to Walters (1978) "Consumer behaviour are the acquisition individuals who exercise the rights of acquisitions and use of goods and services (Products) offered for sale by marketing instructions."\(^4\)

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There is nothing new, about the interest among marketers in the choice behaviour of consumer. Therefore, the going definitions bring out the fact that Consumer behaviour is vital subject to be studied and researched.

4.2 Labour Saving Devices

According to world book of encyclopedia,(1963) hours of labour are saved ... by simple kitchen machine as mixers and grinders Washing machines, Vacuum Cleaners save many women from aching backs.

According to Bhargavi Menon appliance may be considered labour saving when they fulfilled the following requirements:

1) Reduce time on given operation in work.
2) Cut down number of motions and movements or improve types of motions required on specific task thereby minimizing physical and physiological fatigue.
3) Reduce overall burden resulting from long accustomed and routine habits of work.
4) Reduce frustration fatigue that arises on account of lack of effectiveness on a job.
5) Increase the thoroughness of the result.
6) Provide creative Experience of some sort that is stimulating and satisfying in it.
According to Nickell and Dorsey (1970) "Work improvement usually means that work is made easier because the new method is a more convenient one, permitting smooth, natural and rhythmical motion."\(^5\)

According to Thabat "A labour saving device is that which helps to get a job in the best possible way with the least expenditure of time and energy. The use of labour saving devices minimizes greatly the strain in household work and increase productivity and leisure in the home."

### 4.3 Equipments

Vergheese (1992) states that "the term equipment is generally used for those appliances as a tool doing something that means, it enables to do job better and with ease".\(^6\)

Peet and Thye (1970) opine, "the equipment should continue service for years preventing irritation and expenditure for repair and replacement."\(^7\)

### 4.4 Factors considered in the Selection of Equipment

As cited By J. Van Zante (1965) management of equipment includes the proper selection, care and operation of all pieces from pan openers to refrigerator. The knowledge of physics, chemistry, biology and bacteriology acquired by the homemaker during her years of schooling unmask the

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principles of operating performances. Her consumer problems are also lessened by a learning of the principles of economics and sociology.\textsuperscript{8}

According to the study conducted by Juster on the "Durable Goods Purchase Intentions, Purchases and the Consumer Planning Horizon" (1961) already have than for goods they own but intend to replace whenever necessary."

According to Lendal and Margaret (1961), the cooking equipment selected for a food facility must possess the factors necessary to prepare the food in the quantity and quality required. Speed of production. Quality, temperature, humidity and other factors may be requisites in the specific equipment required.\textsuperscript{9}

Berly Martin (1966) stated that the most important points to consider are, number of people in the family, type of meals to be served, storage facilities and ease in use and Cleaning.

Peet (1963) further explains that cost must be still considered. Money is however only one resources of the family. Other important ones are health and consequently energy of the homemaker and attitudes of the family members.

According to Peet, Pickett, Arnold and Wolf (1970) the general factors considered in the selection of household equipment are:

\textsuperscript{8} Helen J. Van Zante: (1965) \textit{Household Equipment Principles}, Prentice Hall Inc. New Jersey.
\textsuperscript{9} Lendal H. Kotschever and Margaret E. Tessellz: (1961) "\textit{Food Service Layout and Equipment Planning}", Copy right, John Wily and Sons.
a. Saving time and energy.
b. Cost
c. Ease of cleaning
d. Safety
e. Name plate
f. Mobility
g. Material and construction
h. Warranties and guarantees
i. Availability of servicing

a. Saving Time and Energy

The addition of a piece of household equipment may save time and energy, or it may do a better job than could be done without the use of the equipment.

b. Cost

The difference in possible initial investment on the difference pieces of equipment shows the necessity of wise decisions in their selection. Factors should be evaluated in terms of those, which will meet the needs of the family now and in the foresee future. The money spent for unused feature could be invested in other, more needed items. They further stretches that in addition to the investment in the equipment itself, cost for operation and repair must be added. Since utility expenses are affected by the design of the appliance model and by the use of the equipment by the consumer it is more important that, even that energy requirement be considered when buying an appliance and that

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consumer learn to use equipment to keep current consumption to the minimum. Energy requirements of equipment are also increased by thoughtless use of an appliance.

c. Ease of Cleaning

Peet, Pickett, Arnold and Wolf (1975) further explain that the design, the material and the finish influence the ease of cleaning. A purchaser should look for a design without crevices where dirt can collect and be difficult to remove, the replacement of controls on cooking, material which will not stain and can be cleaned easily with a damp cloth and detergent, a finish that does not need continuous polishing or the use of special cleaners and the availability of self-cleaning features.

d. Safety

The Underwriter’s Laboratories Approval Seal (VL) on electric appliance shows that an article has passed certain test for fire casualty and electrical safety. On an appliance, the seal is manually on the nameplate. According to Kotschever and Terrell (1977) when selecting the equipment, consideration should be given to its freedom from regards, to safety and sanitation. For equipment to be safe, it must be made of non-toxic materials that will withstand normal wear and be thoroughly cleanable.\textsuperscript{11}

e. Name Plate.

Each appliance made by a reputable manufacturer will carry a nameplate, either stamped into the metal of the equipment or inscribed on a sparely affixed plate. The nameplate specifies the conditions under which the equipment is constructed to operate. These specifications include type of current (AC or DC) frequency of current, voltage and either wattage or amperage and sometimes horsepower for motor-driven appliances. The manufacturer’s name is also given, together with his address and the mode number of the appliance. This information will be needed in case of repairs, especially if no local dealer is available, since the homemaker will then have to write to the manufacturer.

As stated by Helen J. Van Zante (1965) the brand name or trade name represents the manufacturer. A nationally advertised brand is reasonable assurance for satisfaction. Therefore, success of brand manufactures depends upon customer satisfaction.

f. Mobility

Families living in rented apartments or homes should select movable equipment that does not need to be permanently installed. All purchasers of equipment should be sure that its installation and use are permitted by local plumbing or electrical codes.
g. Material and Construction

The material for construction should be suitable to the use to which it is applied, it should be easy to clean, it should be judge on its ability to conduct or absorb heat where heat is evolved and it should be rigid and durable where strength is needed.

h. Warranties and Guarantees

Guarantees and Warranties should carefully read by the purchaser. Some guarantee the appliance against defective parts only and for a limited time. Some include labour in replacing defective parts. Some are for a specified length of time on a full guarantee basis and a limited guarantee after some designated time has elapsed.

i. Availability of Services

A combination of a reliable manufacture and a reliable dealer are the best guarantees of service on a piece of equipment. The manufacturers of equipment are responsible for the design and workmanship incorporated into the equipment. The guarantee or warranty, which accompanies a piece of equipment is assumed by the manufacturer.

Helen J. Van Zante (1965) further explains that modern appliance cannot be expected to be service free. Good and reliable service is important to the average satisfaction. Peet (1963) explains that the selection factors to be considered in making a wise purchase are:
a) Reliability of manufacturer and dealer that is how long have they been to business, relationships with employees, do they carry on research, do they employ a home economist to get a woman's point of view? What service training is given to dealers and service man etc.

b) Availability of servicing such as from how far must service man come when needed and whether the manufacturer and dealer are interested if appliance gets out of order.

c) Construction of appliance such as appearance, design, colour, trim and size. Hidden values that are whether the base metal treated against corrosion, the convenience features and ease of cleaning, special features, how essential to you and do it meet your needs, etc. Cleo Fitzsimmons (1964) opines, “Before buying larger pieces of equipment or appliances, the buyers should compare the different models as one make as well as those of different make. Decisions must be made as to the quality of each item that will meet the buyers needs”.  

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d) Guarantees, operation directions and specification sheets and whether they are informative, honest and dependable.

e) Cost concerning the initial, installation, operating and servicing. As cited by Neil White (1956) major appliances as well as small electrical appliances require larger expenditure of the money resource. Thus if carefully chosen these appliances can result in great saving of time and energy.

Betty (1965) says that the prospective buyer of any appliance requiring some degree of skill in operation should accept the idea that it will take time to learn to use it and if she unwilling to spend the time then this is not a purchase in which she will find satisfaction.\footnote{Betty Jane Johnston: (1965) "Equipment for Modern Living" MacMillan Company, New York.} According to Peet and Thye (1970), it is important for the homemaker to keep in mind the usefulness, durability and quality of the equipments while making the purchase of equipment.

West and Wood (1977) opine that never has there been so much attention given to the features influencing the selection of equipment as now. The factors influencing relate to design, functional qualities, materialism, cleanliness, constructions, safety size, and installation. Use cost of performance, maintenance and replace ability of parts.

Hence, before purchasing equipment, it should be decided whether the family has felt the real need for the purchased equipment.

According to Peet, Pickett, Arnold, Wolf (1975) many portable electric cooking appliances supplement or substitute for the kitchen range. Most of them provide fast, controlled heat and have relatively high wattages. Thus, appliances that could be mentioned are the "Oven" and "Microwave".

Kotchevar and Terell (1977), states that when selecting the equipment, consideration should be given to its freedom from hazards to satisfy and sanitation. For equipment to be safe it must be made of nontoxic materials that will withstand normal wear and be thoroughly cleanable.\textsuperscript{15}

4.5 Consumer Market

Consumer market is a combination of two terms consumer and market.

Consumer

"The term consumer is often used to describe two different kinds of consuming entities, the personal consumer and the organizational consumer".\textsuperscript{16}

The term personal consumer is used to refer to the consumer who buys goods and services for own personal consumption. For example, toothpaste, toilet soap, etc. are purchased for personal consumption and TV, washing machine, etc. are purchased for household uses, in each of the cases products are bought for final use by individuals who are referred to as end users or ultimate consumers.

The other type of consumer i.e., organizational consumers purchase products in order to run their organization. Manufacturing companies must buy the raw material and other components needed to manufacture and sell their own product/service.


Despite the importance of both the types of consumers i.e. personal and organizational, this research is focused on individual consumer who purchases for personal use or for this household use.

**Market**

The term market has acquired many meaning over the years traditionally, a market was a physical place where buyers and sellers gathered to exchange goods and services.

Medieval town had market squares where sellers bought their goods and buyers shopped for goods.

According to Sidgwick,\(^{17}\), a market is a body of persons in such commercial relations that each can easily acquaint himself with the rates at which certain kinds of exchanges of goods or services are, from time to time, made by the other.

In the words of Jevons,\(^{18}\) the word market has been generalized so as to mean anybody or persons who are in intimate business and carry on extensive transactions in any commodity.

According to Benham, \(^{19}\) Market is any area over which buyers and sellers are in closed touch with one another, either directly or through dealers

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\(^{18}\) Ibid., Page 271.

that the price attainable in one part of the market affects the prices paid in the other market.

To an economist, a market describers all the buyers and sellers who transacts over some goods or services.

To a marketer "A market is a set of actual and potential buyers of a product". A market was a set of buyers, despite the different meanings attached to the term market, for the purpose of the study it refers to the set of actual and potential buyers of a product.

By combining the two terms consumer and market, consumer market can be defined as the set of all actual and potential buyers who purchase products/services for personal consumption or for household uses.

4.6 Market Segmentation

Consumers of a market are many and they are widely scattered they belong to different age groups, income groups, educational level groups and have different needs, wants and buying pattern. But "a market segment consists of a large identifiable group within a market with similar wants, purchasing powered, geographical location, buying attitude or buying habits. For example, an auto company may identify for broad segments. Car buyers who are

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primarily seeking basics transportation or high performance or luxury or safety.”

Depending upon the availability of man, material, financial and other resources companies have different ability to serve different segments of the market. Instead of trying to compete in an entire market, each company must identity the part of the market that it can serve best.

Since the buyers of a particular segment have similar wants purchasing power and geographical location buying attitude and buying habits it becomes easier for the marketers to develop their marketing plant for entering the segment. Here lies the importance of segmenting the market.

**Bases for Segmenting Consumer Market**

Researchers have used two different approaches in segmenting the consumer market. Some researcher segments the market on the basis of geographic, demographic and psychographic variables and examine whether the different segments exhibit different need or product response. For example, researcher might examine the differing attitude of different occupational groups towards a particular brand of washing machine, refrigerator, grinder, Oven and rice cooker.

Other researchers segment the market on the basis of consumers response to benefits sought, use occasions, or brands and examine whether the

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consumers who purchased Onida TV differ in their geographic, demographic and psychographic variations from those who purchased Sony TV.

The major segmentation variables, geographic, demographic, psychographic and behavioural segmentation, as listed by Philip Kotler are given below:

1. Geographic segmentation: Region, city, density and climate
2. Demographic basis of segmentation: Age, family life cycle, family size, gender, income, occupation, education, religion, race, social class and nationality.
3. Psychological basis of segmentation: Life style and personality.
4. Behavioural basis of segmentation - Occasion, benefits, user status, user rate, loyalty status and attitude towards product.

Response or behaviour of different segments to the marketing stimuli and the external environment are different, but the responses of the same segment are similar. This knowledge will enable the marketer to chalk out appropriate marketing strategies for the segment they plan to enter.

Strong correlations exist between certain personality types and product or brand choices. For example, a computer company might discover that many prospects show high self-confidence, dominance, and autonomy. This suggests designing computer advertisements to appeal to these traits.
Related to personality is self-concept or a self-image. Marketers try to develop the brand image that matches the target markets self-image. It is possible that a person's actual self-concept i.e. how she views herself differ from her ideal self-concept i.e., how she should like to view herself and from her others self-concept i.e., how she thinks other see her. Which self-will she try to satisfy in making a purchase? Because it is very difficult to answer this question, self-concept theory has had a mixed record of success in prediction consumer responses to brand image.

4.7 Diversity in Market Place

We as consumers differ in age, gender, education, occupation, marital status, activities and interests, preferences, opinions, foods we eat and products we buy. There is diversity among marketers; not only among producers but also sellers, i.e., traditional retailers, mass merchandisers, discount stores, and off-price stores. But there has been a shift from mass marketing to niche marketing to direct marketing, from custom catalogs to television shopping to Cyber shopping. There is a great diversity in advertising media. In addition to the traditional broadcast and print media, we have ethnic media within a great variety of alternative media.

Recognising the high degree of diversity among us, consumer research seeks to identify the constants that exist among the people of the world. Consumers have changed over three decades. In fact, you can see in your own family, if you take your parents as buyers and yourself as a buyer and then see the difference in your behaviour. To match the varying consumer
tastes and behaviour, marketers have also adopted strategies like stressing on value pricing i.e., high quality at a reasonable lower price and relationship marketing which in simple words would mean servicing to add to customer delight which can in the long run result in brand or store loyalty). They have also taken steps by moving away from the traditional distribution channels, to customised designed channels and now to direct marketing or to selling directly to the customers.

4.8 Buying Roles

Gary Armstrong and Philip Kotler reasons that the marketer needs to know what people are involved in the buying decision and what role each person plays.

For many products, it is fairly easy to identify the buyer. Men normally choose tobacco and women choose their panty hose. On the other hand, other product involves a decision-making unit consisting of more than one person. Consider the selection of a family automobile. The suggestion to by a new car might come from the oldest child. A friend might advise the family on the kind of car to buy.

The husband might choose the make the wife might have definite desire regarding the cars appearance. The husband might take the final decision. The wife might end up using the car more than the husband does.

Thus five roles can be distinguished the people might play in a buying decision.
1. Initiator; the person who first suggests or thinks of the idea of buying a particular product or service.
2. Influencers; a person whose views or advice influences the buying decision.
3. Decider; the person who ultimately makes a buying decision or any part of it whether to by, what to by how to buy or where to buy.
4. Buyer; the person who makes an actual purchase
5. User, the person who consumers or uses a product or services.

A company needs to identify these roles because they have implications for designing the product, determining message, and allocation the promotional budget. If the husband decided on the car make, then the auto company will direct advertising to reach husbands. The auto company might design certain car features to please the wife knowing the main participants and their roles helps the marketer to develop appropriate marketing programme.

4.9 Types of Buying Behaviour

Consumer decision making varies with the types of buying decision. There are great difference between buying toothpaste, a tennis racket, and a new car. Complex and expensive purchases are like buy to involve more buyer deliberation and more participants. Assael distinguish for types of consumer buying behaviour based on the degree of buyer involvement and the degree of difference among brands.
These four types are:

1. Complex buying behaviour—High involvement and significant difference among the brands.
2. Dissonance reducing buying behaviour—high involvement and few differences between brands.
3. Variety seeking buying behaviour—low involvement and significance difference between brands.
4. Habitual buying behaviour—low involvement and few differences between brands.

4.10 Factors Influencing the Consumer Behaviour

Consumer motivation provides an overview of the major influence on consumer behaviour with much of the discussion based on psychology. Some may question that usefulness of the individual, on the basis that marketing must of necessity, usually direct primary concern towards large markets composed of many individuals, hence the subject is sociological in nature or is at least one of social psychology. Fortunately, it is possible generally to isolate groups with goals so that basic subject matter of psychology becomes pertinent. Thus, a consumer is influenced to purchase equipment by psychology and social variables such as society, group influence, and influence of member of family and peers. For the purpose of the study, consumer behaviour refers to the response of the consumer as a result of the interaction of the personal influences and external influences, in terms of product choice, brand choice, dealer choice, purchase amount and purchase time.
The major factors that influence consumer behaviour are:

a. The macro and micro factors (the external factors).

b. Individuals factors which directly influence the consumer.

Micro environmental factors:
Some of the factors which come under this category are:

a) Culture
b) Sub-culture
c) Social class
d) Social group
e) Family
f) Personal
g) Others

**a. Culture**

Culture has been defined as "the sum total of learned beliefs, values, and customs that serves to direct the consumer behaviour of members of a particular society".\(^{22}\)

**b. Sub-Culture**

Leon G. Schiffman and Leslie Lazar Kanuk\(^{23}\) have defined sub-culture as a distinct cultural group that exists as identifiable segment with a segments of people with distinct customs, traditions and behaviour. In the Indian culture itself, there are many sub-cultures, the culture of the south, the north, east and the west, Hindu culture, Muslim culture. Hindus of the south differ in culture


from the Hindus of the north. Products are designed to suit a target group of
customers, which have similar culture backgrounds and are homogenous in
many respects.

c. Social Class

Social class is defined as the division of members of a society into a
hierarchy of distinct status classes in such manner that members of each classes
have relatively the same status and members of all other classes have either
more or less status. Social class is defined by parameter like income, education,
occupation, etc. Within a social, people share the same value and beliefs and
tend to purchase similar kind of products.

Their choice of residence, type of laundry, entertainment, leisure all
seems to be alike. The knowledge of social class and their customer behaviour
is of great value a marketer.

d. Social Group

A group is a collection of individuals who share some consumer
relationship, attitude, and have the same interest. Such groups are prevalent in
societies. These groups, could be primary where interaction takes place
frequently and consists of family groups. These groups have a lot of interaction
amongst them and are well knit.

Secondary groups are a collection of individuals where relation is more
formal and less personal in nature. These could be political groups, walk
groups, and groups, service organization like the lions, Rotary etc. the
behaviour of a group is influenced by other members of the groups. An individual can be a member of various groups and have varied influences by different members of groups in his consumption behaviour. An individual can be an executive in a company, can be a member of a political party. He may be a member of service organization and of entertainment clubs and study circles. These exert different influences on his consumption.

e. Family Influence

The family is the most important of primary group and is the strongest source of influence on consumer behaviour. The family tradition and customs are learnt by children and they imbibe many behavioural patterns from their family members, both consciously and unconsciously. These behaviour patterns become a part of children’s lives. In a joint family many decision are jointly made which also leave an impression on the members of the family. These days the structure of the family is changing and people also going in more for nucleus families, which consists of parent and dependent children. The other type of family is joint family where mother, father, grandparents, and relatives are also living together.

f. Personal Influence

A buyer’s decision is also influenced by personal characteristics. This includes the buyer’s age and stage in the life cycle, occupation, economic circumstances.
Age and stage in the life cycle

People buy different goods and service over a lifetime. They eat baby food in the early years. Most foods in the growing and mature years and special diets in the later years. Taste in clothes, furniture and a recreation is also age related consumption and is shaped by the family life cycle. Nine stages of the family life cycle as listed by Philip Kotler are given below:

1. Bachelor stage: Young, single and not living at home.
3. Full nest I: youngest child under six.
4. Full nest II: youngest child six or over.
5. Full nest III: older married couple with dependent children.
6. Empty nest I: older married couple, no children living with them, heads of the household in labour force.
7. Empty nest II: older married, no children living at home, head of household retired.
8. Solitary survivor in labour force.
9. Solitary survivor, retired

Marketers often chose life cycle groups in their target market.

Occupation and the economic circumstances

Occupation also influences a person’s consumption pattern. A blue-collar worker will buy work clothes, work shoes and lunch boxes. A company president will buy expensive suits, air travel, country club, membership and large sailboat.
Marketers try to identify the occupational groups that have above average interest in their products and services.

A company can even specialize its product for certain occupational groups.

Product choice is greatly affected by economic circumstances; spendable income, savings and assets, debts, borrowing power, and attitude towards spending versus saving.

Marketers of income sensitive goods pay constant attention to trends in personal income, saving and interest rates. If economic indicators point to a recession, marketers can take step to redesign, reposition and re-price their product. So they continue to offer value to target customers.

g. Other Influences

Martin Khan\(^{24}\) reasons that customers are also influenced by national or regional events, which would be like the Asiad, the Olympics, Cricket test matches, World cup, the war or the calamity. These have permanent or temporary impression on the mind of the consumer and affect his behaviour.

In these events, products are advertised and sometimes the use of a product like drugs etc is discouraged. People are urged to adopt family planning methods. Situations variables such as product display, price reduction, free-gifts, and attractive offers also influence consumer behaviour.

Individual factors

A person buying choice is influenced by five major psychological factors—motivation, perception, learning, belief and attitude and personal and sell of concept.

Motivation

A person has many needs at any given time. Some needs are biogenic; they arise from physiological states of tension such as hunger, thirst, discomfort. Other needs are psychogenic; they arise from psychological states of tension such as the need of recognition, esteem and belonging. And need becomes a motive when it is arose to a sufficient level of intensity. A motive is a need that is sufficiently pressing to drive the person to act.

Psychologists have developed theories of human motivation; three of the best known—the theories of Sigmund Freud, Abraham Maslow, and Frederick Herzberg—carry quite different implications for consumer analysis and strategy.

Perception

A motivated person is ready to act. How the motivated person actually is influenced by his or her perception of the situation.

“Perception is the process by which an individual selects, organizes, and interprets information inputs to create a meaningful picture of the world.”25

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When people act, they learn. Learning involves changes an individual’s behaviour arising from experience.

Most human behaviour is learned. Learning theorist believe that learning is produced through interplay of desires, stimuli, cues, responses, and reinforcement.

**Belief and attitude**

Through doing and learning people, acquire belief and attitude. These in turn influence buying behaviour.

“A belief is a descriptive thought that a person holds about something”.  

Belief may be based on knowledge, opinion or faith. They may or may not carry an emotional charge. Of course, manufactures are very interested in the beliefs people carry in their heads about their products and services. These beliefs make up product or brand images and people act on their images. If some beliefs are wrong and inhabit purchase, the manufacture will want to launch a campaign to correct these beliefs.

An attitude is a person’s enduring favourable or unfavourable evaluation, emotional feelings, and action tendencies towards some object or idea. 

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People have attitudes towards almost everything religion, politics, clothes, music, food, etc.

Attitude put them into a frame of mind of liking or disliking an object, moving towards or away from it. Attitude lead people to behave a fairly consistent way towards similar objects.

*Personality of self-concept*

Each person has a distinct personality that influence buying behaviour.

By personally we mean distinguishing psychological characteristics that lead to relatively consistent and enduring responses to environment.

Keren Horney 26 proposed that individual can be classified into three personality groups; Compliant, Aggressive and Detached.

1. Compliant individuals are those who move towards other. They desire to be loved, wanted and appreciated.
2. Aggressive individuals are those who move against other. They desire to excel and win admiration.
3. Detached individuals are those who move away from others. They desire independence, self-reliance, self-sufficiency, and freedom from obligation.

Personality can be useful variable in analyzing consumer behaviour provided that personality type can be classified accurately.
Factors Influencing Buyer Behaviour

According to Duncan, 2005, consumer motive is defined as "internal impulses that when simulated initiate some type of response." Consumers are continuously reacting to their internal impulses as well as the external environment. Since internal impulses and the external environment also interact, resulting in psychological motivations to fulfill needs and wants, Kim and Jin (2001) argue that consumer motives are known to be the drivers of behaviour that bring consumers to the retail store. Whenever we buy anything our final decision, as a consumer will definitely be affected by certain factors. Based on past research, consumer motives can be categorised from four perspectives. Firstly, the social influences on consumer motives such as the culture, sub-culture, social class, reference groups and families (Peter & Donnell, 2007). Secondly, the situational influences on consumer motives such as physical features, social features, time, task features and current conditions (Belk, 1975). Thirdly, psychological influences on consumer motives include product knowledge and product involvement (Peter & Olson, 2005). Finally, the marketing mix influences oil consumer motives such as product, price, promotion and place (Peter & Donnell, 2007).

The first stage of understanding buyer behaviour is to focus on the factors that determine the "buyer characteristics". These can be summarized as follows:

Figuring out not only what they wanted, but who would buy it, why they would buy it, where they would buy it, and how often they would buy it, is the
cornerstone of understanding consumer behaviour. Consumer behaviour is the study of people: how we buy, consume and dispose of products. Each of us is a consumer of hundreds of products every day. As consumers, we can benefit from a better understanding of how we make our decisions so that we can make wiser ones. Marketers can benefit from an understanding of consumer behaviour so that they can better predict what consumers want and how best to offer it to them.

There are two major forces that shape who we are and what we buy. Our personal motives, attitudes, and decision-making abilities guide our consumption behaviour. At the same time, our families, cultural background, the ads we see on television, and the sites we visit on the Internet influence our thoughts and actions.

Understanding Consumers: Internal Factors

Our consumption behaviour is a function of who we are as individuals. Our thoughts, feelings, attitudes, and patterns of behaviour determine what we buy, when we buy it, and how we use it. Internal factors have a major impact on consumer behaviour.

4.11 Consumer’s Decision-Making Process

A consumer passes through 5 stages in buying a product as suggested by Philip Kotler. The states are problem recognition, information search, Evaluation of alternatives, purchase decision and post purchase behaviour (Fig.4.1).
Fig. 4.1: Consumer's Decision-Making Process

Decision is made to solve the problem of any kind. The various stages in consumer decision making are discussed as under:

Need/problem recognition

A consumer may be having a need problem. The decision process starts when the buyer recognizes the need. This need may be triggered by the external stimuli such as show room display and commercials advertisements…

The marketer needs to identify the circumstances that trigger a particular need. By gathering information from a number of consumers, the marketer can identify the most frequent stimuli that spark an interest in a product category. The marketer can then develop marketing strategies that trigger consumer market.

Information search

On the second stage, information search is carried on by the consumer to find out how the need/problem can be solved.

Consumer information sources fall in 4 groups:

1. Personal source: family, friends, neighbours and acquaintances
2. Commercial source: Advertising, salespersons, dealers, packaging and displays

3. Public source: Mass media and consumer rating organization

4. Experiential sources: handling, examining and using the product.

The marketer should identify the consumer’s information sources and evaluate their relative importance. The result will help company in the preparation of effective communication for the target market.

Evaluation of alternatives

At this stage, consumers evaluate the various alternatives that can solve his problem or satisfied his needs, cost benefit analysis is made to decide which product and brand image will be suitable or can take care of the problem suitable and adequately.

The consumer often looks for certain benefits attitudes from product solution. The marketers often segment the market according to the benefit sought by the consumer.

Purchase decision

Consumer after evaluating various alternatives forms preference among the brands and he also forms purchase intention to buy the most proffered brands. At this stage, two factors can intervene between the purchase intention and the purchase decisions.
The first factor is the attitude of others. The extent to which another person’s attitude reduces one’s preferred alternative depends upon two things: the intensity of other person’s negative attitude towards the consumer’s preferred alternative and the consumer’s motivation to comply with other person’s wishes.

Purchase intention is also influenced by unanticipated situational factors. The consumer forms a purchase intention on the basis of such factors as expected family income, expected price, and expected product benefits within the consumer is about to act. Unanticipated situational factors may erupt to change the purchase intention.

A consumer who decides to execute a purchase intention will be making 5 purchase sub decisions:

1. Brand decision
2. Quantity decision
3. Dealer decision
4. Timing decision and
5. Payment method

But the purchase of daily used products involves fewer decisions. For example, in buying a toilet soap, a consumer give little thought to the dealer and payment methods.
Post Purchase behaviour

Consumer after constant use of the product leads to the satisfaction or dissatisfaction of the consumer, which leads to repeat purchases, or to the rejection of the product.

Marketer can take steps to minimize the amount of consumer post purchase dissatisfaction. It is also important for the marketer of monitor how the buyer use and dispose of the product. If the customer find a new use of the product this can be of very interesting to the marketer. If the consumer resale the product, this will reduce the new sales of the product. If they throw the product away, how it is disposed of is very important to the marketer because the product may deteriorate the environment.

Understanding consumer’s decision-making process is very important to the marketer for developing effective marketing strategies to meet the needs of the consumer or to solve the problems of the consumer.

4.12 Current Trend in Consumer Behaviour

As the environment where the consumer finds himself today is changing, his behaviour towards the product/service is also changing.

As per Henry Assael\textsuperscript{28} USA in the mid 1990s, could witness important consumer behaviour trend. In particular, there are three significant trends that have influence companies marketing strategies, there is a greater value

orientation on the part of consumers, a desire for and access to more information and a desire for more customized products to fit their needs.

Steep recessions in the 1990s and 2000s have made consumers more prices sensitive. Consumers are viewing price more in the context of values i.e., worth for the money they spend.

Consumers are becoming more sensitive to value for the money they spend and this has led companies to keep price down without sacrificing quality of the product. Moreover, companies have started giving more emphasis on total quality management programmes. National marketers make product lines with both premium price and lower price brands.

Consumers are becoming more aware and self-assured buyers. One reason is the greater accessibility of information and the availability of various options.

The expansion of cable TV channels and home computers has expanded the availability of product information. With the increasing educational level of consumers, these additional information sources are likely to be used by the consumer in the decision-making.

The greater sophistication, access to more information and emphasis on value has led consumers to desire products more closely fitted to their needs. Consumers today are looking for more options at lower price.
4.13 Consumer Oriented View of Marketing Strategy

The marketing concept which was formulate in 1950s philosophies that the marketing strategy that is to be developed for a market should be on the basis of the knowledge of the consumers.

The marketing concept states that the key to achieving organizational goal consists in determining the need and wants of target markets and delivering the desired satisfactions more effectively and efficiently than competitor".  

Every organization has financial objectives, i.e., economic objectives. Organization often looks for specific long run rate of return on investment and will know the profit that it would like to achieve in the current year.

These financial objectives are usually converted into marketing objectives. For example, if the company wants to earn Rs. 1,800,000 profit and its target profit market is 10% on sales, then it must set a goal of Rs. 18,000,000 in sales revenue. If the company sets an average price of Rs. 260, it must sell 69,230 units. For achieving these sales, the company will have to set certain goals for consumer awareness, distribution coverage and so on.

For achieving this marketing objectives, company should formulate the appropriate marketing strategy i.e., product strategy, pricing strategy, Place strategy and promotion strategy for the target consumers.

Product strategy calls taking decision on product quality, design features, branding and packaging. Pricing strategy is related with the decision of wholesale and retail prices, discount, allowances and credit terms. Place strategy is related with the decision of various activities the company undertakes to make the product easily accessible and available to target consumer. And promotion strategy is related with the decisions of various activities the company undertake to communicate the products merit and to persuade target customers to buy them.

The marketing concept seems so logical in today’s marketing scenario that many wonder they marketers did not follow it prior to 1950s.

According to Henry Assael, there are basically two main reasons; First, marketing institutions are not fully developed before 1950 to accept the marketing concept. The implementation of the marketing concept requires a diversity of facilities for promoting and distributing products that meet the needs of smaller and more diverse market segments. This diversity in marketing institutions did not exist before 1950. In those days, the emphasis was on economies of scale in production and marketing.

The second reason is that there was no economic necessity to follow marketing concept. There was little purchasing power to spur on interest in consumer behaviour. There little purchasing power to spur on interest in consumer behaviour. There was no competitive pressure to discover

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consumer's motive or to adjust product offering to consumer needs manufacturers could sell whatever they made.

In the early 1950s, different marketer brought out similar lines of refrigerators, cars, etc. but then they found consumers reluctant to by consumers had become more selective in their purchasing habits after two major wars and a depression and they had become reluctant buyers.

The economy experience it first true buyers market. For the first time supply exceeds demands and inventories build up in the face of consumer's purchasing power.

Some marketers reacted with more foresight by recognizing that the right combination of product benefits would influence reluctant consumer to purchase. These manufacturers research the market to identity consumer needs and to develop products to fit those needs. This new approach resulted in an expanded set of product offerings.

Marketers began talking in behaviour terms. In this new approach, a product must be positioned to deliver a set of benefits to a defined segment of consumers.

Thus, a shift to a consumer-oriented approach to marketing by business organization has changed the nature of marketing operation by:

1. Providing a spur to consumer behaviour research.
2. Creating a more customer-oriented framework for marketing strategies.
3. Encouraging measurement of the factors that influence consumer to purchase.
4. Emphasizing market segmentation
5. Emphasizing product positioning to meet consumer needs.
6. Creating greater selectivity in advertising and personal selling.
7. Creating more selective media and distribution outlets.

In short, in accepting the marketing concept, organization has recognized that the determinants of consumer behaviour have a direct bearing on the formulation of marketing strategies.

4.14 Approaches to Studying Consumer Behaviour

Assael\textsuperscript{31} outlines two broad approaches to the study of consumer behaviour. They are managerial approach and holistic approach.

The managerial approach views consumer behaviour as an applied social science and it is studied as a supplement to and a basis for developing marketing strategies, a holistic approach a views consumer behaviour as pure social science and it focuses on enquiry without necessarily being considered for application.

a. A managerial Approach

A managerial approach to consumer behaviour tends to be more micro and cognitive in nature. It is micro in the sense that it emphasizes on the individual consumer; his attitude, perception lifestyle and demographic characteristics. Environmental effects such as reference groups, family, and

culture and studied in the contest of how they influence the individual consumer.

It is cognitive in the sense that it emphasizes on the thought process of individual consumers and the factors that go into influencing their decisions.

Managers on the basis of the information regarding the consumer needs, thought process, and characteristics identify the segment that can be target with the companies offerings to satisfy the needs of individual consumers in a socially responsible manner.

**b. A Holistic Approach**

A holistic approach is macro in its orientation in the sense that it focuses more in the nature of consumption experience rather than on the purchasing process. It stresses on the culturally derived context on consumption.

For example: purchase of a product for giving gift to someone is culture derived.

A holistic approach is more interested in understanding the environmental context of the consumer action where as a managerial approach is more interested in predicting what the consumer might do in future.

The present study focuses on both the approaches to unfold culture related purchase decision and to develop appropriate marketing strategies to suit the consumer of Manipur.
Recognition, esteem or belongingness. Consumer look for products/services that can satisfy his/her needs. As a result, consumer will behave consistently towards the similar product.