CHAPTER - II

REVIEW OF LITERATURE
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As there have been only few studies conducted in the area of car industry, the availability of literature has been very scant. Yet, the researcher has been able to manage in reviewing the available literature from reliable sources which are as follows:

Newman Joseph W. and Richard, Staelin\(^1\) (2002) conducted a study on *Pre-Purchase Information Seeking for New Cars and Major Household Appliances*. Their objective was to know how much information seeking precedes purchase of consumer durables and what factors are related to the differences among buyers? This study focuses on these questions for new cars and major household appliances. It discussed the related measurement problem and presented the results of multivariate analyses of measurements based on survey data. The findings supported the hypothesis that the purchase and use of a product result in learning which later influences buying behaviour.

Bucklin Randolph E. and George, Silva Risso\(^2\) (2008) conducted a study to develop a new method to assess how changes in the intensity of mature distribution networks in the automotive industry will affect consumer choice. The study revealed that the buyers were more likely to select cars whose dealer networks had shorter distances to the closest outlet (accessibility), more dealers within a given radius from the buyer (concentration) and locations that skewed towards the buyer (spread).
Michel, G. Mueller and Peter, de Haan (2008) conducted a study on the Impact of Incentives on Car Purchase in Agent Based Micro Simulation of Consumer Choice of New Cars. They presented an agent based micro simulation capable of forecasting the effects of policy decisions that influence individual choices of new passenger cars. The conclusion of the study was that the approach is useful for the assessment of policies that influence purchase decisions of new passenger cars. It allows accounting for a highly resolved car fleet and differentiated consumer segments.

Geoffrey, C. Kiel and Roger, A. Layton (2000) conducted a study on The Behaviour and Correlates of Information Seeking by New Car Buyers. Here the authors examine three dimensions of information seeking - a source of information dimension, a brand dimension and a time dimension. Cluster analysis is used to develop consumer taxonomies of search behaviour based on measurements of each of the dimensions. The finding of the study was that after examining the correlates of the individual search dimensions, only certain predictors of search behaviour are related to the different search dimensions.

Another finding was about the time dimension. Two consumers may visit the same number of car dealers and will be exposed to the same number of advertisements but will be different in aggregate search behaviour if one consumer undertakes this search activity in a short period of time (e.g. a week) and the other takes a much longer period of time (a year).

Johnson, Chang (2001) conducted a study on the Comparison of Car Buying Behaviour between American and Chinese People Living in North
America. It was an exploratory study. The objective of the study was to compare the behavioural pattern in purchasing a car among American and Chinese. His finding was that American considered fuel efficiency of the car as the important factor that influenced the car purchase and economy of the car was given the least preference. The Chinese considered economy of the car (mileage) as most important and after sales service as least important factor.

The study uses the wheel of consumer analysis model to explain how cultural differences between American and Chinese consumers affect car buying decisions.

Aurangzeb (2007) conducted a study on the Impact of Colour on Consumer Buying Behaviour among the Car Buyer. The objective of the study was to understand the colour on the strategy, i.e. to study the impact of colour on the consumer buying behaviour among the car dealers. He conducted a descriptive study using questionnaires and interview methods. He concluded that occupation, age and gender influence car buying attitudes. The study uses the wheel of consumer analysis model to explain how cultural differences between states can affect the car buying decision. The wheel of consumer analysis consists of three elements: (1) environment, (2) behaviour, (3) affect/cognition and is useful model for explaining buyer behaviour in general and car behaviour in particular.

Thomas, Andrews and Cynthia, Benzing (2007) conducted a study on The Determinants of Price in Internet Auctions of Used Cars. This study analyses how auction, seller and product factors influence the price premium in a used car auction market. The important finding of the study was that
cars had a greater probability to selling if the seller had a better reputation. Also, for auctions that resulted in a sale, cars with clear title and dealers were able to secure significantly greater price premiums, but seller reputation had significant effect.

Shang Chan Yung⁸ (2007) conducted a study on The Relationship between the Service Quality Elements and Customer Satisfaction with Reference to the Car Industry. The study is based on the theory of SERVQUAL proposed by Parasuraman, Zeithmal and Berry (1988) and it discusses each service quality element and analyse the differences between a customer, expectations and the perceived service and further understand the real needs of a customer and the reasons affecting his/her satisfaction. The result of this study shows that what a customer really cares about is the basic aspects of car maintenance, professional knowledge and technical skills.

A study was conducted by Jim Gilbert and Jamie Lee⁹ (2005) on the topic Consumer Behaviour of Automobile Enthusiasts: Their Automotive Leisure Related Pursuits. The sample frame was an automobile enthusiast association consisting of owners of restored vehicles, street roads and muscle cars. The objective of the study was to (1) measure the enthusiast’s depth of involvement in the car culture hobby, (2) personal interests beyond building, driving and displaying their respective automobiles, (3) the enthusiast’s demographics.

They concluded the study stating that technological advances often best reiterate the consumer behaviour of automobile hobbyists on why they do and what they do. Discretionary time and money allows personal choice
as to how, what and where to spend it. The car culture is supported by many Americans as a leisure pursuit.

Xuan, Bai and Liu, Dongyan\textsuperscript{10} (2008) conducted a study on the Car Purchasing Behaviour in Beijing: An Empirical Investigation. The objective of the study was to give an overview on young Chinese consumer car purchase behaviour. The findings of the study showed that car purchasing decision is important for majority of Chinese. Consumers get information from different channels. The results of the study also tells us that Chinese consumers takes safety as the most important characteristic and take value for money as the second most important factor, and riding comfort as the third important factor.

Chinese consumers take ‘after sales service’ and ‘exterior design/size’ as the fourth most important factor when making the purchase decision. For ‘exterior design/size’, it indicates that Chinese people are status seeking and Chinese people prefer to choose a bigger car with a good appearance (Mian Zi Che) to show their good social status and want to get respect from others. Chinese consumers place the least importance in resale value that is because second hand car market is not well developed in China.

Suresh and Raja\textsuperscript{11} (2006) conducted a study on the topic Measuring Customer Satisfaction for Small Cars – An Empirical Study. The empirical study on measurement of customer satisfaction was undertaken for four models of small cars viz., Maruti 800, Santro, Tata Indica and Wagon R. The studies were relating: (1) To analyse the responses of customers towards the performance of different models of small cars. (2) To identify the factors
of customer satisfaction (Factor analysis). (3) To identify the differences in demographic groups towards factors of customer satisfaction.

The methodology adopted was as follows: The target population was identified as all owners of small cars in Bangalore city. The sample population consisted of 40 small car owners each of Maruti 800, Tata Indica, Santro and Wagon R, making it a total of 160.

The data were analysed using statistical tools like ANOVA (Analysis of Variance) and Mean Score Analysis. Factor analysis was used to measure customer satisfaction. The factors used were sales support, vehicle design, purchase support, cost of ownership and delight features.

Suresh and Raja concluded saying that Santro was rated as the most accepted small car with regard to vehicle design, purchase support and delight features, Wagon R was rated best for sales support and Maruti 800 for cost of ownership.

Urvashi Makkar^{12} (2006) conducted a study on the topic Impact of the Phenomenon of Social Class Mobility on the Consumer Buying and Disposal Behaviour in Indian Perspective: A Case Study of White Goods Markets. In the study Urvashi says that consumers have a tendency to move from lower social class to the middle social class and from middle social class to the upper social class keeping in view their changing tastes and preferences for better goods and services. Consumers are now going for real, 'life quality' products and services. Consumers of India want a better quality of life for themselves and their children, described in terms of
durables that make life better especially in education, health care, transportation and communication.

Social class mobility: Recognising that individual often aspire for the lifestyle and possessions enjoyed by members of a higher social class, marketers frequently incorporate the symbols of higher-class membership, both as products and sops in promotions targeted to lower social class audiences. Consumer's buying behaviour is strongly influenced by the social class to which they belong, or aspire to belong, rather than by the income alone. The class differences are distinctly symbolized by consumption differences. Urvashi concludes saying that the lower upper class families follow a consumption pattern like spending on large homes with flashy and expensive decorations, best education for children, cars for transportation latest household gadget The upper middle class spend on buying 'quality' products, like Colour TV's, DVD players, personal computers, cars like Santro, Zen, Wagon R etc. The lower middle class spend a good deal of time shopping around for the best bargain, they buy consumer durables, like two wheelers, CTV, fridge, Maruti 800, Maruti Alto, etc.

Saraswathy^{13} (2006) conducted a study on the topic *CRM - A New Dimension of Marketing*. In this study she has highlighted the significance of CRM (Customer Relationship Management also Customer Relationship Marketing), the pre-requisites of CRM and the constraints of CRM. The authoress says that the traditional marketing practices have not been effective in yielding good return. The four P's of marketing – price, product, promotion and place have to be combined with CRM to retain a customer and to build customer loyalty. She says "it costs 5 times less to retain an
existing customer than to acquire a new one”. The aim of CRM is to produce delighted and loyal customers. At present, car manufacturers and other companies are designing promotional strategies to retain customers and build long term relationships with them through CRM.

Saraswathy concludes her study stating that the main objective of CRM is building long term, sustaining relations with customers by delivering superior customer values and satisfaction. A customer centric culture is to be adopted in companies and companies should launch loyalty programmes which is indispensable in CRM for retention of customers.

Balachandran and Venkatesh (2006) conducted a study in the topic *Issues in Changes of Global Brands into Domestic Brands*. In this study their objective was to 1) study the influence of brand ambassadors in India. They say that the degree of localization of brands is very high in the Indian market. As the Indian Market is known for its diversities, localization is to be carried out across all the ‘P’s of marketing mix, i.e. when an MNC (Multi National Company) or a foreign company introduces a brand or a product in the Indian market, it has to consider the tastes, preferences, interests, values and norms of Indians in making a purchase. For this, globalisation has to change to (G) localization. The Korean Car Company called Hyundai Motors Ltd, launched its Korean car in India as ‘Santro’ Car which suits the Indian road condition and the preferences of the Indians. Pepsi launched ‘Pepsi blue’, a new colour of soft drink to mark the colour code of Indian cricket team in the ICC world cup. PIZZA Hut, the world’s largest PIZZA chain with 55 outlets across India, launched ‘Masala Pizza’. This is to make the consumer feel that the product is suitable to the Indian conditions.
Balachandran says about the influence of brand ambassadors in India. He says that promotion is considered to be an important element of marketing mix since it communicates about every other element in the marketing mix. Therefore, (G) localization at this level of promotion starts right from the choice of celebrity or the brand ambassador. For instance, to promote Pepsi, film actor Shahrukh Khan would be a better choice than ‘Ricky Martin’ a foreigner. This is due to the credibility that the former enjoys in India than the latter. To promote Maruti Versa, Amitabh Bachchan has been made the brand ambassador. To promote Santro car, the brand ambassador is Sharukh Khan and Preeti Zinta.

Balachandran and Venkatesh concludes their study by saying that, it is advisable for MNC’s to promote their brands on Indian brands. It should be a ‘Local brand’ instead of being a ‘Global brand’.

Sankaran\textsuperscript{15} (2005) conducted a study on the topic *Pure and Applied Research in Business - How Shall the Twain Meet?* One of the objectives of his study was to develop an initial hypothesis using the McKinsey way for introducing an Electric Car in the Market which can be used as research methodology for applied research.

He says, to tackle business situations, consulting firms have developed their own methodologies for applied research. Among these, there is a general agreement that the methodology used by McKinsey consultants, the Initial Hypothesis, or IH method, is a simple yet powerful one. This method has been extensively worked upon by a former consultant at McKinsey and developed into what is called the ‘Pyramid Principle’. The basic principle here is that all human thought, all analysis including those in
problematic situations, can be represented in a pyramidal fashion. The role of consultants is to transport working ideas from the research level to the organizational level. For this there should be greater collaboration between the research and consultant communities. Theory should go hand in hand with practice to reap the benefits of research in the market place and the shop floor.

Prathap Oberoi and Michael J. Baker\(^\text{16}\) (2005) conducted a study on the Topic *International Marketing Strategies in India: An Application of Mixed Method Investigation*. The objective of the study was to examine the sources of competitive advantage in a few selected sectors and firms, including the automobile sector, and to explore the internationalization possibilities and potential. The study is exploratory in nature.

Case research methodology, modeling technique and grounded theory approach have been used in the study. The main weakness of qualitative research methodologies is the ostensibly idiosyncratic and hence perceptibly subjective nature of the research process of data generation, analysis and interpretation.

The international marketing strategies of 12 industrial sector have been explored. They are: automobiles, compact discs (CDs), cement, paints, pharmaceuticals, socks manufacturing, software, syringes and needles, tea, textiles, two wheeler tyres and watch components. The Major findings of the study was that after analyzing the data using multi dimensional mapping technique, the sectors were classified into five different clusters in order to identify the main elements of their international marketing strategies. The research also made the finding that the characteristic of the automobile
sector being unique, it is classified as a separate cluster. Unlike the businesses in cluster 2, the auto sector has significant value addition possibilities.

Marketing of cars may necessitate a more direct relationship with customers for prolonged periods of time and post-sale. Logistics capability is also crucial here but not as much as it is with the business in cluster.

Vivek Gupta and Avishek Suman (2005) conducted a study on the topic *Hyundai’s Marketing Strategies in India*. The objective of the study was to formulate effective promotional strategies for the cars manufactured by Hyundai Motors (India) Ltd. to be marketed in India. The methodology used was a survey method using questionnaires to collect primary data and also interviews were held for the car owners.

The data were analyzed and tabulated using ANOVA and other statistical tools like Percentage Analysis.

The findings of the study were as follows:

1. To promote ‘Santro’ brand, advertisement in the T.V. media and the other electronic media including the print media like Newspapers, Magazines were found to be very effective.

2. Santro was a household name. This was due to ‘word of mouth’ promotion.

3. Santro had increased its sales it repositioned itself as a ‘sunshine car’ featuring Preity Zinta and Shahrukh Khan as the brand ambassadors.
Sreenivas Cheedi (2004) conducted a study on the topic Celebrity Endorsement: Risks and Rewards. The objective was to find out the risks and rewards/opportunities associated with celebrity endorsements for the purpose of brand building. An exploratory study was conducted to study the risks and rewards associated with celebrity endorsements.

The findings of the study were:

1. The values associated with the celebrity are transferred to the brand and therefore, help create an image that can be easily referenced by consumers.

2. A brand should not be promoted using celebrities whose values do not match with the product attributes. E.g. 1) Amitabh Bachchan when endorsed Pepsi, the new generation rejected. (2) When Amitabh Bachchan endorsed Versa Car, it was a failure because consumers could not accept the idea of a rich and famous star driving around in an ordinary car.

3. Other finding was Image failure. Mike Tyson endorsed Pepsi when he was the world boxing champion. One fine day when Tyson was charged for rape, he was jailed. This tarnished his image and Pepsi lost its sales.

Thus, providing credibility, building awareness, and emotional influence are a few factors that can help in rewarding celebrity endorsements.

Pradeep Krishnaray et al (2005) conducted a study on the topic Brand Recall of Advertisements on KBC. The objective was to examine the
audience behaviour and the efficacy of communication strategies of the sponsors.

The study also examines which sponsor’s advertisements are easily recalled.

A total of 262 respondents were administered a questionnaire the day after the much anticipated marginal episode. Cross tabulation analysis of the data was done using SPSS. The finding showed that Airtel has been successful in its promotion strategies and enjoys a good brand recall whereas the other sponsors of KBC have not been successful as Airtel. The other sponsors were Kotak Mahindra, Max New York Life Insurance.

Amit Banerji and Utkarsh Bandhu\textsuperscript{20} (2005) conducted a study on the topic *Challenges Faced in Communication in Advertising through Television*. The objective was to find out the effectiveness of advertisement through Television. The researchers administered two questionnaires, which was filled by two advertising heads of Bicardi Company Ltd and Pepsi Cola Co. Ltd. Both of whom have been able to run extremely successful advertisement campaigning. The question that were being asked included questions like how do you select specific time slots when you wait for your advertisements, how do you choose events such as cricket match etc that you want to sponsor. How do you make your advertisements attractive?

After analysis of these questionnaires, the researchers concluded with the following suggestions:
1. The advertisements must be simple and message that companies want to convey should be very clear for better understanding of the customers.

2. Scientific methods based on the ratio can lead to cost effective advertisement.

3. Customers are much more intelligent and aware than they used to be 10 years ago and so the advertisements and slogans should not be too exaggerated.

4. Companies should not project themselves as anti-consumers.

Paul Nieuwenhuis and Peter Wells\textsuperscript{21} (2003) conducted a study on the topic \textit{The Automotive Industry and the Environment}. In the study, the objective was to find out the technical, business and social future of the automobile industry. They also wanted to find out the demand for cars and to find out if there was a market for alternative technology vehicles especially the electric cars.

The authors first discussed the development of the automotive industry and the problems it currently faced. They then considered the solutions the industry can adopt. The study reviews trends in more environmentally-friendly technologies such as the use of more sustainable fuel sources and new types of modular design with built in recyclability. The findings and conclusions of the study is that the environmentally-friendly technologies can be fully exploited only if methods of manufacture change. They also suggest that new models of decentralized production, particularly the micro factory retailing (MFR) model, which provide an alternative to
volume production and promise to be both more sustainable and more profitable.

Renganathan\textsuperscript{22} (2005) who is a senior lecturer in the School of Management, Sastra Deemed University, Thanjavur has conducted a study on the \textit{Consumer Markets and Buyer Behaviour of Cars}. In his study, the objectives were as follows: To ascertain the customer’s opinion regarding the purpose of having a car. To find out customer’s perception about a car, ascertain people’s awareness about various brands of cars, analyse the pros and cons of various cars present in the industry, to analyse the consumer buying behaviour of cars, provide various suggestions to serve customer better.

The area of the study was Chennai in Tamil Nadu and the sample size chosen for the study was 135, which comprised people who own a car and those who are willing to upgrade from a two-wheeler to four-wheeler.

The methodology he used was a non-probability sampling method, viz., convenience sampling. Since there was a time-constraint of completing the survey within two months from June 2003 to July 2003 he restricted his sample size to 135.

Peter Wells\textsuperscript{23} (2004) a Senior Research Fellow in the centre for Automotive Industry Research, Cardiff Business School has conducted a study in the \textit{Automotive Industry}. The researcher remarks that the core problem for the automotive industry is that it is insufficiently profitable, particularly given the capital intensity of the industry. The problem really relates to the growing gap between the production system and market it is
intended to serve. The researcher also brings to light the challenges faced by the automotive industry. He says that the automotive industry is faced by the environmental, social and economic challenges. The environmental challenge is the toxic emissions from the automobiles. Hence, hydrogen fuel cells is seen as a panacea for this problem. The researcher also says that alternative fuels, materials and designs are not cost competitive with the industry norm and there is no chance of introducing these alternatives (or atleast that the industry needs massive help in the form of research findings from government, or tax incentives for consumers to purchase ‘green’ cars. Here ‘green’ car means a car, which does not pollute the environment during its cruise.

Nieuwenhuis P. and Peter wells\textsuperscript{24} (2004) conducted a study on The Automotive Industry. Their objective was to find out the impact of the running automobiles on the environment. This was an exploratory study which concluded saying that there have been changes in the nature of market demand, particularly in the saturated markets of the establishment industrialized economies.

Davis G\textsuperscript{25} (2003) conducted a study on The Sustainability of Automobile Industry. This was an exploratory study concluding that for sustainable development of the automobile industry the demand and supply of automobiles should match appropriately.

Nieuwenhuis P. and Peter Wells\textsuperscript{26} (2003) conducted a study on Automotive Industry and the Environment – A Technical, Business and Social Future. Their objective was to find out the impact of the automotive industry on the technical business and social future of the industry. They
concluded that there was a great relationship (positively skewed) among these three variables viz. technical, business and social aspects in determining the sustainability of the automotive industry.

Nieuwenhuis P.\textsuperscript{27} (1994) conducted a study on \textit{Emission Legislations and Motor Vehicles}. His objective was to find out the pollution of motor vehicles in the environment and to determine the components of the pollutants. He concluded that there were many suspended particles in the emission of motor vehicles.

Graedel T.E. and B.R. Allenby\textsuperscript{28} (1998) conducted a study on the topic \textit{Industrial Ecology and Automobile}. The study was to find out the impact of the automobile pollution both noise and sound on the effectiveness of the industrial ecology. They concluded that there was a great dependence of the automobile pollution on the structure of the manufacture of the automobile.

Wells P.\textsuperscript{29} (1998) conducted a study on \textit{Automotive Material – The Challenge of Globalization and Technological Change}. The study was to find out the different challenges posed by globalization and change in technology and its impact on automotive materials. He concluded that the materials that are to be used in the automotive industry depend largely on the technological changes.

Burns, McCormick and Borron\textsuperscript{30} (2002) conducted a study on \textit{Vehicle of Change}. The study was to find out the pattern of change in the modes of transportation. They concluded that it was imperative to adopt modern and new technologies to have development in the automotive sector.
Wells P. and P. Nieuwenhuis (1999) conducted a study on *Micro Factory Retailing*. The study was to find out the retailing aspects of the automotive industry. They concluded that micro factory retailing was a radical business concept for the automotive industry.

T.G. Vijaya (2005) conducted a study on the topic *Market Watch - Light Commercial Vehicles, Manifestation of Success and Growth*.

In her study she stated that the industry has shown great advances since delicensing and opening up of the sector to foreign direct investment (FDI) in 1993. It has deep forward and backward linkages with the rest of the economy, and hence, has a strong multiplier effect. In India, since the early 1940s when the auto industry rolled out first passenger car, significance in the economy has progressively increased. However, from its early days until the mid 1980s for two-wheelers and LCVs and until the early 1990s for passenger cars, the focus of development of the automotive industry has been on import substitution. In developing market such as India, investment in road infrastructure is enabling efficient road transport, higher road speeds and increasing use of the more payload efficient multiaxled vehicles and semi-trailer combinations.

The researcher concludes that the challenge is:

The country needs to change and improve its present national road system: roads are dangerous; it has been designed many years ago for traffic conditions that differ widely from todays.

Koichi Shimokawa (1985) conducted a study on *the Automobile Industry-Out of the Maturity Age*. He was emphasizing on the importance of
structural changes that are necessary in the automobile industry. The Automobile industry is undergoing a process of reorganization putting major focus on scale economy at the global level.

Masataka Ikeda\(^{34}\) (1999) conducted a study on \textit{Japanese Automobiles and Automobile Component Industry}. He concluded saying that Japanese automobile manufacturers are pursuing flexible production and trying to create flexible production lines to adjust the rate of operations at plants or on production lines. The new production lines at Toyota Shimoyama engine plant are implementing this production plan.

Isabelle Szmigin and Marylyn Carrigan\(^{35}\) (2001) conducted a study on the topic \textit{Learning to Love the Older Consumer}. Their objective was to find out if subcultural memberships interact to influence the consumer’s purchase decisions. They concluded saying that since all consumers simultaneously are members of several subcultural groups, the marketer must determine for the product category how specific subcultural memberships interact to influence the consumer’s purchase decisions.

Abhishek Roy\(^{36}\) (2008) conducted a study on \textit{Consumer Buying Behaviour in Small Car Market}. His objective was to study the consumer buying behaviour in the small car market in India. He concluded saying that, since there is an increase in the per capita income of an average Indian, the purchase rate of buying cars has also risen. People of the country are interested in new models of cars. The old ones are being replaced by the new ones. The social factors like family members, friends, relatives and neighbours play a great role in influencing the car purchase decision.
The Jupiter Research Firm\(^\text{37}\) (2008) conducted a study on the topic *To What Extent Online Research Influences the Offline Purchase*. He concluded saying that 0.5 per cent of all new car sales in the U.S. were transacted online in 2004; around 65 per cent of those shopping for a new car do some research online before buying offline. Thus Jupiter Research says that consumers use web research to help them decide on brand-make and model, but not a particular place to buy.

Simon Alias\(^\text{38}\) (2008) conducted a study on *New Car Buyer Behaviour*. The overall aim of the study was to assess the nature of demand for short lead times for new cars and to provide a reliable understanding of private new car buyers' behaviour and attitudes, particularly in relation to the length of time that is taken in the various stages of the new car buying process. He concluded saying that with over 1000 new car buyers surveyed, the results indicate that the dealer has an important role in supplying facts and figures to the public. Friends and relatives are also relied upon for advice, especially by younger buyers.

Paul A. Harbig and Hugh Kramer\(^\text{39}\) (1994) conducted a study on the topic *The Effect of Information Overload on the Innovation Choice Process*. They concluded that there is an overload of information on the innovation choice process exercised by consumers. The decision of choice is done made by consumers on the basis of information that they get about the product, service, ideas, events and experiences. A product choice is made on the basis of the diffusion of information from influences made by gatekeepers, buyer, influencer and the consumer.
Thomas Guinn and L.J. Shrum\(^40\) (1997) conducted a study on the topic *Role of Television in the Construction of Consumer Reality*. His objectives were to find out the role of television in the formation of opinions about the impact of culture and the influence on the consumers' behaviour across different regions in a country. It was concluded that when people are exposed to the public with different cultural values or customs the people become aware of how culture has moulded his/her behaviour.

The television industry brings out several advertisement messages, which is far from reality. Consumers form opinion about the several characteristics of advertisement copy of a product shown on televisions for a consumer response. Thus he concluded that the role of television in the construction of consumer reality has a profound impact.

Dennis Rook\(^41\) (1985) conducted a study on the topic, *Ritual Dimension of Consumer Behaviour*. In this study he explained the different dimensions of consumer behaviour which affects the purchase, evaluation, disposing of products and services that will satisfy the needs of the customer. The ritual dimension of consumer behaviour has directly impact on the value system. He found that consumers become active members of the environment that they are living. Rook was interested to know how consumers select, interpret and organize the stimuli from the environment to make meaningful picture of the world. He concluded that the ritual dimension of consumer behaviour does not depend on norms and customs alone but also the rites and rituals of the society in which he lives.

Richard Bagozzi and Utpal Dholakia\(^42\) (1999) conducted a study on *Relationship Marketing and Goal Setting in Consumer Behaviour*. Their
objective was to find out the goal of an organization, which it sets for itself and its employees and thriving for achieving the objectives of the organizations. Richard Bagozzi, established relationship marketing programmes to foster usage loyalty and commitment to their company’s product and services. The objective of relationship marketing was to create strong, lasting relationships with core group of customers. To develop long term bonds with customers and to make them interact with the business was the secondary objective of the study. He concluded saying that although direct marketing, sales promotion, general advertising may be used as part of relationship marketing strategy, relationship marketing stresses long term commitment to the individual customer.

Barbera Stern\textsuperscript{43} (1997) conducted a study on the topic \textit{Advertising Intimacy: Relationship Marketing and the Services Consumer}. His objective was to study the different characteristics of services viz., (1) tangibility, (2) heterogeneity, (3) perishability, (4) ownership and (5) simultaneous production and consumption. He opined that in a positive vein, businesses have been finding that the Internet is an inexpensive, efficient, and more productive way to extend customer services. He concluded that relationship marketing could be strengthened by understanding the basic characteristics of services.
REFERENCES


