CHAPTER-2

STUDIES ON BUYER BEHAVIOUR

- Historical Perspective
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STUDIES ON BUYER BEHAVIOUR

Modern marketing concept has revolutionised the philosophy of business functioning. Marketing in the present era has come to be recognised as an attitude or a course of business thinking. The area of buyer behaviour and marketing and thereby, the literature on the subject is vast. It is proposed to survey the literature on various major components of the broad area because it has an important place in research field. If the researcher properly surveys the literature then he will be saved from the trouble of 'trial and error'. Many of his efforts, much of his time, money and energy will be saved, if he becomes fully aware of what has already been done. "Knowing what data are available often serves to narrow the problem itself as well as the technique that might be used". At time such studies may also suggest useful and even new lines of approach to the present problem.

HISTORICAL PERSPECTIVE

Buyer or consumer behaviour, that is, who, what, why and how people buy a product and use or consume it, has been implicit in marketing since its inception. Marketing as a discipline, began its break with economics around the beginning of Twentieth century, but early marketers tend to follow the lead of the economists in dealing with consumers. Arch Shaw(1912), in an article, where he is given credit for developing the functional approach to marketing, speaks of the importance of consumers.
It is difficult to identify, exactly, the major thrusts that led to the burst of interest and research in consumer behaviour which emerged in 1960s. Consumer behaviour was a relatively new field of study in the mid-to-late 1960s. With no history of research of its own, the new discipline borrowed heavily from concepts developed in other scientific disciplines, such as psychology (the study of the individual), sociology (the study of groups), social psychology (the study of how an individual operates in groups), anthropology (the influence of society on the individual), and economics. Many early theories concerning consumer behaviour were based on economic theory, on the notion that individuals act rationally to maximise their benefits (satisfaction) in the purchase of goods and services.

A particularly significant development in consumer behaviour research has been the emergence of models. Some models focussed on relatively limited aspects of market and consumer behaviour, such as those posited by Kuehn (1962) and Frank (1962), whereas others such as Nicosia (1966), Engel-Kollat-Blackwell (1968) and Howard and Sheth (1969) were more comprehensive, dealing with broad ranges of buyer behaviour. Their approaches are worth-mentioning in integrating the behavioural sciences and buying behaviour. These models have provided the general frame work of the determinants of consumer behaviour. Nicosia and Engel-Kollat-Blackwell models have identified the determinant variables of attitude, motivation and experience for buyer behaviour. The decision-making-process-model of Engle and his associates indicates
perception, values, attitudes, personality and past experience as major input variables.

MODELS OF BUYING BEHAVIOUR

A model represents a theoretical construction of phenomena which are thought to be interrelated and significant in influencing the outcome of a specific situational problem; in this particular instance, the buying process.

It is useful framework and guide to researchers into marketing problems. A model endeavours to clarify relationships between into the buying situation-stimuli arising, for example, from advertising exposure or from the attractive styling of products the mixed motivations which affect purchase decisions, and the resultant outcome or output (purchase or rejection of a product or service.

1. Economic Model:

According to this Economic model of buying behaviour, the buyer is a rational human being, who will evaluate all the alternatives in terms of cost and value received and select the product/service which gives him/her maximum satisfaction (utility). Stated briefly, if he has certain amount of purchasing power, a set of needs to be met and a set of products to choose from, he will allocate the amount over the set of products in a very rational manner with a very clear intention of maximising the utility of the benefits he is going to derive.

Economic model is based on certain predictions of buying behaviour.
1. Price effect - lesser the price of the product, more will be the quantity purchased.
2. Substitution effect - lesser the price of the substitute product, lesser will be the quantity of the original product bought.
3. Income effect - More the purchasing power, more will be the quantity purchased.

The assumptions about the rational behaviour of human beings have been challenged by the behavioural scientists. They are of the opinion that while the predictions are useful, the model only explains how a consumer ought to behave rather than how he actually behaves. This model ignores all the other aspects such as perception, motivation, learning, attitudes and personality and socio-cultural factors.

2. Psychological Model

According to this psychological model, motivation may be said to be the driving force behind human behaviour, which in turn, is guided by cognitions and learning, as well as group and cultural influences. Motivation is a mental phenomenon. When a person perceives a stimulus, he may not respond to such a stimulus. However, since motivation is a goal directed behaviour, feeling of a need (motives) by a person causes him to behave in such a way or implies him to activate to satisfy himself in such a way that he does not feel the lack of that particular thing.

A need or state of deprivation is felt by the person and results in
tension in the mind. Depending upon the person's individuality and culture (environment), the need gets converted into a want. Then the person will be engaged in a behaviour so as to satisfy or fulfill the want. This behaviour ends once the need is satisfied. But once a need is satisfied, a new one will arise. This process is a continuous one. Thus motives/ drives existing within an individual makes him to be involved in a certain type of behaviour. In the field of marketing also, the marketer is interested in knowing about the interdependency of the various motives and the elements influencing and guiding his behaviour.

Maslow is of the opinion that human beings give first preference to satisfying the basic needs and then seek out ways to satisfy their next higher level of needs. He has made a framework of a set of hierarchy of human needs and explained the strength of certain needs which is shown in figure below.

![Maslow's Need Theory](image)

Fig. 2.1: Maslow's Need Theory

However, there is no proper explanation about the direct cause-effect relationship between needs and behaviour. Further it is difficult to know...
the various levels of needs among consumers at large. Thus, this theory does not fully answer the "why" of consumer behaviour.

3. **Learning Model**

   Learning model, more popularly known as SR Model is very useful to modern marketing and marketers. Learning can be defined as all changes in behaviour which occurs as a result of practice and based on previous experience. Therefore, behaviour is deeply affected by learning experiences of the buyers.

   Learning process involves following three steps:

   a. A drive is a strong internal stimulus which impels action. This becomes a motive when the drive is strong enough and motivates the person to look out for ways to satisfy the needs (drives).

   b. Cues act as a stimuli. These could be in the form of advertisements, sales promotion techniques, attractive product and so on. Such cues are existing in the environment in the form of information courses.

   c. Through a process of trial and error in a stimulus response situation, the buyer will respond accordingly. The individual will choose a specific response so as to satisfy the drive (need) which is acting as a strong stimulus at that time.

   Thus learning is an important part of the buying behaviour. Marketers must understand the learning process of a buyer and try to build up brand loyalty, brand images as well as store patronage.
The SR model is made clear by following figure:

**DRIVE**
A drive is a strong internal stimuli that implies an action

**CUES**
Cues are the stimuli coming from marketing and social environment of the buyer information suggestions

**RESPONSE**
Learning targets place through trail and error in a stimulus response situations.

**REINFORCEMENT**
leads to Repeat Purchase

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Fig. 2.2 : SR Model-A learning Model.

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4. Sociological Model

According to this model the individual buyer is a part of the institution called society. Since he is living in a society, he gets influenced by it and in turn also influences it in its path of development. He is playing many roles as a part of various formal and informal associations organisations i.e. as a family member, as an employee of a firm, as member of an informal cultural organisation. Such interactions leave some impressions on him and may play a role in influencing his buying behaviour. Intimate groups comprising of family, friends and close colleagues exercise a strong influence on the life style and the buying behaviour of an individual member. The group generally has an informal opinion leader, whose views are respected by the group. This leader is able to influence the members life style and buying decisions.

Similarly, depending on the income, occupation place of residence etc., each individual member is recognised as belonging to a certain social class. As a member of a particular class, he may enjoy certain status and prestige. Further each class has its own standard of life style and buying behaviour pattern. So an individual member will adopt the role suitable to conform to the style and behavioural pattern of the social class to which he belongs.

The marketers through a process of market segmentation can work out on the common behaviour pattern of a specific class and group of buyers
and try to influence their buying pattern.

**HOWARD SHETH MODEL**

The model basically serves two purposes

1. It indicates how complex the whole question of consumer behaviour really is.
2. It provides the framework for including various concepts like learning, perception, attitudes etc. which play a role in influencing consumer behaviour.

Inputs in the Howard-Sheth theory, the most significant stimulus affecting the buying behaviour are the information cues about the characteristics of the product. These cues may be significative if it comes to the buyer from the product itself when he is involved in a shopping activity. A similar set of cues, which are symbolic in nature may also act as information sources. Both these significative and symbolic information cues represent the firms marketing efforts. The product or broad characteristics acting as information cues are quality, price, distinctiveness, service and availability. There are impersonal sources like mass media communication and advertising, over which the firm has no control. However, the information sources also include sales and service personnel who can add and help the marketing efforts of the firm. The third source is social information cues which could affect buying behaviour towards the product or brand and these include family, friends or other members of the groups with which the buyer comes into contact or to which he aspires to be in. This social
Fig. 2.3: Howard Sheth model of buyer behaviour.
source is personal and the company/ marketer has no control over this source.

**Perceptual Constructs:** This refers to all the complex states or psychological processes (perception) and how the individual deals with the information cues received from various sources. It can be seen that all information available is not attended to (attention) and may not always be crystal clear in its meanings (stimulus ambiguity). Although the individual may be engaged in an overt search for information, sometimes he/ she may be bombarded with unwanted information. Moreover, any information cues to which the individual may attend may be distorted (perceptual bias) as a result of his own frame of reference.

**Learning Constructs:** The second set of hypothetical constructs in this theory are more complex and numerous. 'Motives' refers to the goals, the individual attempts to achieve through his/ her buying behaviour. These goals are derived from the various drives (needs) which may be acting as a cue for his/ her motive.

More closely related to the buyers intention is his attitude towards the product/ brand. Whether he/ she has formed a positive attitude etc. are some of the factors which may affect the attitude an individual has towards the product/ brand.

Other learning constructs include 'brand comprehension' i.e. knowledge/ awareness about the brand characteristic features that forms the basis for the buyers evoked set of alternatives; choice criteria, and the confidence the individual has about his/ her brand comprehension, attitudes or
intentions. Finally, the model includes a construct, 'satisfaction'. This refers to 'feedback' mechanism, i.e. the past purchase and past use evaluation of the output of the process.

**Exogenous variables:** This theory also includes a number of variables which are not explained but have a bearing on some or all of the constructs discussed above and indirectly influences the output or consumer response.

1. **Social and organisational setting:** Man is basically a social animal. Because of his interactions with various groups and society, they look to each other for guidance regarding what to buy, how to buy/dress etc.

2. **Social class:** In order to conform to the norms of the social class to which he/she belongs, the individual will be engaged in a behaviour which will be acceptable to the social class to which he belongs.

3. **Culture:** refers to the shared, somewhat consistent pattern of behaviour of a group of people. Each culture has a set of beliefs, values, etc. So the pattern of buyer behaviour will be based on a pattern of behaviour shared in a specific subset of the larger culture - a sub culture trail.

4. **Purchasing power / Financial status:** The money/income available for purchasing goods and services during some specified time period also plays a role in influencing the consumption pattern and thereby his buying behaviour.

**NICOSIA MODEL**

In the last recent years marketing scholars have build buyer
behaviour models taking the marketing man's point of view. The Nicosia model is one such behaviour model. It also is said to be systems model, because the human being is analysed as a system, with stimuli as the input to the system and the human behaviour as an output of the system.

This model was developed in 1966, by Francesco Nicosia, an expert in consumer motivation and behaviour. The Nicosia model tries to explain buyer behaviour by establishing a link between the organisation and its (prospective) consumer. The model suggests that messages from the firm first influences the predisposition of the consumer towards the product or service. Based on the situation, the consumer will have a certain attitude towards the product. This may result in a research for the product or an evaluation of the product attributes by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product otherwise the reverse may occur. This is in brief about the activity explanations in the above model.

The Nicosia model, groups the above activity explanations into four basic areas - Field one has two sub-areas. The consumers attribute and the firm's attributes. The advertising message sent from the company will reach the consumer's attributes. Depending on the way, the message is received by the consumer, a certain attribute may develop. This newly developed attribute becomes the input for area two.

The second area or area two - is related to the search and evaluation, undertaken by the consumer, of the advertised product and also to
Fig. 2.4: Engel-Kollat-Blackwell model of buyer behaviour
verify if other alternatives are available. In case the above step results in a motivation to buy the product / service, it becomes the input for third area.

The third area explains how the consumer actually buys the product.

And area four is related to the uses of the purchased items. This fourth area can also be used as an output to receive feedback on sales results to the firm.

**ENGEL-KOLLAT-BLACKWELL MODEL**

This model talks of consumer behaviour as a decision making process in the form of five steps (activities) which occur over a period of time. Apart from these basic core steps, the model also includes a number of other related variables grouped into five categories.

- Information input
- Information processing
- Product brand evaluation
- General motivating influences
- Internationalised environmental influences

The arrows shown in the model (fig. 2.4) indicate the direction in which the influence is exerted. The five steps (activities) involved in the decision process stage are briefly explained here under:

**a) Problem recognition:** The consumer will recognise a difference between his or her actual state and what the ideal state should be. This may occur on account of an external stimuli, for example a young girl has seen an
advertisement of an exhibition of American Diamonds and may feel the desire to possess the same or seeing a beautiful dress displayed in the show-room may make a youngster to feel the need for a new dress.

It may be noted that the consumer must perceive a sufficiently large discrepancy between actual and ideal states in order to be activated, recognise a problem and find a way to solve it.

b) Information Search: Initially the information available with the consumer may be consistent to the beliefs and attitudes held by him or her. While being involved in an information seeking or search stage, the consumer will try to gather more information from various sources. These sources could be sales persons, personal or friends or neighbours or mass communication media. The information processing takes place in various stages. The individual gets exposure of the stimuli which may catch his attention, be received and stored or retained in memory. This method of information processing is selective in nature and the consumer will accept the information which is conclusive to what is perceived by them.

c) Alternative Evaluation: Now the individual will evaluate the alternative brands. The methods used for evaluating the various products will be dependent on the consumers underlying goals, motives and personality. The consumer also has certain (predetermined beliefs about the various brands in terms of the characteristics associated with the different brands. Based on these beliefs the consumers will respond either positively or negatively towards a particular brand.
d) **Choice**: The consumer's choice will depend on his or her intention and attitude. The choice will also depend upon normative compliance and anticipated circumstances.

Normative compliance relates to the extent to which the consumer is influenced by other people like friends, family members etc. Thus normative compliance and anticipated circumstances will attempt to influence the individual. The person's choice of the product can also be dependent on the sensitivity of to individual the handle unanticipated circumstances like losing the job, funds diverted for another urgent cause etc.

At this stage, a purchase decision is likely to occur unless when confronted by unanticipated circumstances. In case of the latter occurring, it may act as a barrier to the purchase decision.

**Outcome**: The outcome may be either positive or negative. If the end result is positive, the outcome will also be positive. Conversely, if there is dissonance, that is a feeling of doubt experienced by the consumer, about the choice made by him or her. The outcome will not be positive. Now the consumer will search for more information to support his or her choice.

The above mentioned Engel-Kollat-Blackwell model has taken into consideration a large number of variables which influences the consumer. The model has also emphasised on the conscious decision making process adopted by a consumer. The model is easy to understand and is flexible, it recognises that a consumer may not go through all the steps always. This is because in case of repeat
purchases the consumer may by pan some of the steps.

One limitation of the model is the inclusion of environmental variables as general motivating influences but not specifying the effect of these on the buyer behaviour. These models represented a significant departure from the traditional practice of building an area of research on the basis of specific behavioural concepts, such as, social class or reference groups. These models represented a new way of viewing consumer problems, as well as demonstrated fresh methodology for approaching behavioural phenomena.

The date, the field of consumer behaviour has apparently had mixed success. In terms of the objectives of marketers, they being the prime beneficiaries of consumer behaviour research, the field has yet to offer consistent, decisive rules. In India, from the research view point, consumer behaviour is an area which is not too much explored and has yet to receive its due and proper emphasis from the researchers.

Talking of footwear, although this industry has developed adequately in India and many brands of different footwear are being marketed, yet the specific studies on buyer behaviour towards footwear market have received little attention on the part of the researchers. There is hardly any study available on buyers' behaviour that deals exclusively with footwear. So in reviewing the literature, interest is perforce focussed on studies conducted, in India and abroad, dealing not only with footwear but also on such investigations as offer findings related to footwear and/or directly deals with allied products, to generate some understanding of
analogous nature.

The available studies on buyer behaviour for footwear and other related products, worked out by different individuals and organisations, are reviewed as under:

**REVIEW OF STUDIES**

**Mcdermott** (1936) conducted a survey of customer reactions to buying at departmental stores in the city of Chicago. On the basis of interviews with 6334 housewives, it was found that people preferred one store over another because of price, convenience, service, quality of goods, attitude of clerks, brands, relation goods and credit.

By interviewing a random sample of 2800 consumers in New York, **Bader** (1939) found that in case of foodstuffs consumers were more inclined to buy foodstuffs from independent food stores. The reasons for favouring various types of stores were the locations of store, as most important, with price as the second important factor, and personal attention third. Consumers were found to offer resistance to price fixed items.

Another comprehensive survey was carried out in eleven North-Eastern Ohio countries, by **Wolfe** (1942) to determine the interconnection between brand consciousness and brand usage for fourteen household products which included food products such as coffee, canned soup, dry cereal, cooking cereal, etc. He found that users of the products showed higher brand consciousness compared to the non-users, and radio advertisements were more influential than advertising media.
Heidingsfield (1949) studied the factors which motivate consumers to purchase from a particular store, by interviewing 500 families living within Philadelphia city limits. The nature of the merchandise was found to be the principal reason for preferring a particular store followed by prices, convenient location and service.

Banks (1950) investigated the relationships between preference and purchase by a panel of Chicago housewives of brands of scouring cleanser, coffee, ice-cream, peanut butter, potato chips, mayonnaise and salad dressing and catsup. It was found that there was a direct and close relationship between existing levels and household products and their relative purchase by housewives.

Brown (1950) studied the factors considered in brand choice for coffee, in Los Angeles, by employing the qualitative 'depth interview' technique. Prestige, advertising, habit and acceptable experience in use again constituted the important factors in influencing brand choice.

Engle (1956) studied the bread buying habits of 500 households in a western city. Freshness, flavour, toasting quality, advertising were found to be highly important in consumers' brand preference and motivation. Monotony, brand not handled by favourite store, advertisements of new brand were found to be the reasons which accounted for the shift in brands by the consumers.

Trier, Smith and Shaffer (1960) conducted an exploratory study of decision-making in food buying by selecting a sample of 242 Lansing, Michigan, housewives. The influential factors such as cost of food, friends, parents, husbands, food preparation time, food value, food quality and mass economic variables such as
size of family, type of family, age of wife, education of wife, number of working
members in the family, occupation of husband, income of family and percentage of
income spent on food. None of the food buying attitudes had any significant
relationships to family income. However, higher income wives were found to have
stronger preferences for certain foods than lower income wives. The well-educated
and dominating housewives were seen to be more open to suggestions about food
buying from their friends, husbands or mass media.

The report by Starch and Staff (1958) remains one of the most thorough
studies of male versus female influence in buying decisions. It was found that based
on cultural attitudes and patterns of consumption, respondents viewed the non-durable
products as predominantly masculine. In these cases, wives expressed few brand
preferences and purchased only those brand that their husbands requested. A high
level of within family agreement regarding who influenced the choice of brand was
found, that is, an average of only 8 percent of the couple did not verify each others'
answers for the non-durables.

Wolgent (1958) has stated that in the American families, economic decisions
are most commoly made jointly by husbands and wives. She has also noted that joint
decisions on the purchase of household goods were reported only 54 percent of the
time. With advancing age, and increased length of marriage, reports of joint decisions
decline; and one member or another is increasingly likely to decide alone.

Komarovsky (1961) based on examination of various empirical studies,
arrived at conclusions that wives in the lower socio-economic classes seemed to
have greater influence in decision-making relating to expenditures. She found that among the younger couple, a higher rate of joint decision of both husband and wife was found in all the social classes.

Cunningham (1961) studied the food purchasing records of 50 families related from the Chicago Tribune Panel for seven product categories. He found no significant relations between store and brand loyalty; and that more loyalty was generated towards chain stores than towards speciality stores or independents.

Frank, Douglas and Palli (1967) analysed the relationship between how much a household concentrates its purchase on small package sizes of grocery products and socio-economics and purchase characteristics of the households. It was found that number of adults in the family were positively correlated with package size proneness while number of persons in the family income occupation, education of head of household, total consumption and brand loyalty were found to be negatively correlated.

Thompson (1967) in research on 144 Worcester, Massachusetts, shoppers discovered three distinct shopping strategies in terms of the number of stores visited per shopping trip. It was found that 54 percent of the respondents did their weekly shopping at one store only, while 37 percent visited two or more stores and 9 percent shopped around extensively, for specials with little consistent pattern. No correlates of these pattern were presented. Price and quality were more important than nearby location as patronage motives.
Angus and Stull (1969) analysed different characteristics of consumers and non-users of Phoenix area, that may explain the acceptance of filled milk in terms of consumer attitudes. They found that the low evaluation for caloric content of imitation milk and "good" and "whole-some" image of regular whole milk were the factors which might have led families to adopt a favourable attitude for regular whole milk. No significant differences were found between the users and non-users with respect to disposable family income and the age of the home-maker.

Rao (1969) analysed three year period (1960-62) purchase histories of housewives from the Chicago Tribune diary panel for three consumer products - toothpaste, a paper product and coffee. In this study, he emphasized the inter-relationships among the various related elements of the consumers' purchase decision, store visited, brand purchased and the size of purchase. The two main components of store effect are found to be availability of the brand and the in-store promotional environment of the brand. It was also found that store switching increases brand switching.

Enis and Paul (1968, 1970) explored correlates of food shopping loyalty among shoppers in a small city. Of seven socio-economic characteristics only education and occupation were significantly related to store quality. No association was found between loyalty and spending patterns and it was concluded that the more loyal consumers allocated much larger percentages of their budgets to their first choice stores than did less loyal consumers. The consumers' level of educational attainment and the occupation of the head of the consumers' household were
significantly related to the degree of store loyalty exhibited, the degree of loyalty in family life cycle and the total annual household income.

Ratnam and Spielmann (1972) studied consumer attitude relating to taste, acceptability and personal preferences of 250 households in the Honolulu metropolitan area, for regular milk, skim milk and filled milk. It was found that acceptability factors for skin milk and filled milk represented attitudes that adversely affect regular milk consumption through substitution. Consumption of filled milk, however depended more on economic factors. Income had a low impact on the consumption of skim milk.

Silk and Davis (1974) reported that housewives frequently brought the brands that their husbands requested. In one survey more than half the housewives reported doing so for convenience products, while in another survey, the percentage of wives who reported that their husbands' brand comments were very important to them in making brand decisions ranged from 26 percent for peanut butter to 98 percent for dog food. Also of interest in their findings is that the husbands in their interviews consistently underestimated the importance of their comments on brands to the wives.

Green and Cunningham (1975) examined the potential impact which changes in the female role will have upon family purchasing patterns. The sample employed in the study consisted of 257 randomly selected married women from Houston, Texas. It was found that purchase decisions related to glories are wife-dominated. Budgeting decisions were found to be made generally joint by both husband and wife.

Haley, Overholser and Associates (1975) studied the relative influence of
husbands and wives for buying 87 packaged products. It was found that husband involvement was lowest in actual shopping with men having made an average of 23 percent of all purchases during the preceding month. At the same time, husbands directly influenced an average of 32 percent of the brand and product decisions. Husbands' indirect influence (taking their preference into account) was even higher; they accounted for an average frequency of 38 percent of indirect influence for the 87 products and brand decisions.

**Gaski and Etzel** (1984) conducted a study to measure index of consumer sentiments and attitudes toward marketing with data collected from the consumer Mail Panel of the research firm market. They concluded that aggregate consumer attitude toward marketing is slightly in the unfavourable range and the attitude of male and female respondents appear to be significantly different. The product quality and price are perceived as most important factors.

**Das N.K. and Kaushal V.K.** (1973-1976) revealed that sexually illustrated ads play a significant role in case of cosmetics. The reasons for this could be that most of cosmetics are used in a short time and hence there is less brand loyalty. The users are tempted to try as many number of brands as they can before they choose one for adoption.

**Tondon R.K. and Subbaiah B.K.** conducted a research study during 1973 to 1976. They recommended "Advertising in coming years is likely to play a more prominent role not only in marketing of various products and services, but also in educating the public and making their living better."
With a view to evolve better marketing policy, the Marketing Research Corporation of India (1973) ascertained consumer reaction and preference relating to quality and packaging of dairy milk in Madras city. Over 65 percent of households rated the quality of dairy milk as 'average' indicating the need to improve the quality.

Kaurshal Rajeev, Raghubanshi C.S. and Sinha B.K. (1974-75) undertook a study to diagnose the role of various factors responsible for the formation of brand loyalty of washing soaps and syndets. It was concluded that increase in income will tend to increase the habit of seeing advertisement. It was found that respondents with higher education are quality conscious where as the respondents with lower education are price conscious.

Verma Yoginder Singh (1978) conducted a study to analyse the brand switching in dry cell batteries by taking a sample of 150 respondents of Simla City. It was observed that 85% of buyers approach retail shops and general merchants for purchase of dry-cell batteries. 64 percents of the respondents show a willingness to switch over to any brand in case quality is deteriorated or price is increased beyond a certain limit. Advertisements affects the buying behaviour. Among various media of information, which influence purchase; buying behaviour is mainly influenced by the newspaper and magazines put together. It was concluded that education affects the buying behaviour while income does not affect it regarding dry cell batteries.

Basha N.I. Chand and Shankar N. Ravi (1978) studied about 'Marketing through Retailers' and the study revealed that the Indian market being sellers' market for most of the products, the retailers take this as an opportunity by sky rocketing the
prices and profiteering. Retailers as an important link between marketers and consumers are expected to play a basic role in serving and satisfying the need of the consumer. But at the same time they resort to number of malpractices which create problems to the consumers in buying through retailers.

Mehta Subhash C. in collaboration with Prasad Keshav (1979) studied "The consumers' view of marketing". They concluded that consumers generally perceive an improvement in the quality of products available in the market, except for consumer durables where there are divided opinions about their quality and performance. It was also found that usefulness of advertising is widely recognised and despite the fact that retail outlets provide the final contact between consumers and manufacturers, consumers feel the final pinch due to price increase at store.

Sitamber and Murli Manohar (1980) studied the shopping behaviour of 120 consumers of Warangal town. The study revealed that in higher and lower income groups, female members purchases family requirements and in middle class families, it is the male head of the family that takes the responsibility of purchases. The quality of goods, nearness of store, quick and courteous service and reasonable rates are the main criteria for the selection of a particular shop. General trend showed that the super bazar have been a failure to attract the average consumer.

Subrahmanyam (1982) studied the consumer behaviour of 300 families of Visakhapatnam city for grocery products. Motives for buying groceries were examined and it was found that consumers considered 'need' as the 'most important' motive leading to purchase of grocery items. 'Quality' and 'price' were considered most
important by a few families. The housewives played a vital role in taking purchasing
decisions for groceries. It was concluded that a large number of respondents in
Visakhapatnam city generally purchased the consumer products including groceries
from the private retail shops followed by super bazar and consumer co-operative
stores. People preferred to buy from a single shop.

Dhunna (1984) studied the consumers preference for soft drinks by taking a
sample of 100 persons in Rohtak city (Haryana). 'Taste' and 'refreshing ability' were
found to be the major factors for preferring a particular brand. Non-availability of the
most preferred brand resulted in their shift of brand loyalty.

Murali P. and Himachalam D. (1984) concluded in their study 'Types and
Media of goods Advertising in India' that cosmetics products require advertisements.
The demand for these items are mainly from urban centres and by moderate income
group of people rather than rural section and poor people. Further it is the voice of
the housewives that prevails in the selection of most of these products, that
advertisements must be about cosmetics.

Dhar Upender (1985-86) conducted a study to find causal factors affecting
the brand loyalty. It was found that social, economic, and aesthetic factors are not as
important as the qualities which serve actual purpose of the product.

Sivayam M. Nama (1987) analysed the socio-economic factors that influence
the consumers while making their choice of advertisement media by conducting a
study in Madurai city. For this purpose advertising for toilet soaps and the socio-
economic factors such as education, age and income of the consumers are
considered as factors influencing their preferences. It was also found that the reasons for using these brands of toilet soaps are: image or reputation established by the company and the quality of the product.

Raut Kishore Chandra (1987), conducted a study on "Consumers' attitude towards advertising" and found that advertising definitely influence all the sections of our society with varied degree. Consumers expressed their overall satisfaction over the quality and content of advertising. Further, they believe that advertisements tend people to buy things they can not afford and they make consumers more materialistic.

Thanulingam N. and Kochadai M. (1988-89) conducted a study "An Evaluation of Consumer Awareness". The study was an empirical research bared on survey method. The researcher has elicited the opinion regarding the knowledge of label, habit of reading and following the label, verifying direction for use and making patch test about cosmetics. Out of 120 consumers nearly 65 percent consumers have knowledge about the lable and habit of reading and following lable. Very few people make patch test and varify the decisions.

Singh Raghbir (1988-89) studied the marketing and consumer behaviour of consumers of Chandigarh city. The basic conclusions emerging from the study were that advertising is the major source of information and has little effect on the final decision making regarding milk products. The housewives emerges to be dominant decision-maker in the family. The consumers tend to switch over to other brands because of monotony of use, manufacturing defects or non-availability of a particular
brand. The factors like nearness to home, availability of refrigeration facilities and pleasant behaviour of the store personnel weigh very much for store preference/selection. The majority of families buy their products from a particular store.

Statistically, significant differences have been found regarding the role dominance in budgeting decisions according to both income and educational classifications of the households.

Singh (1989) conducted the study on consumer perception of certain product features of Steel Almirah and pointed out perceptions of qualities of a product by the consumer plays a crucial role in the marketing milieu. It was found that it is on the basis of perceived qualities, the consumer takes the initial and an important step regarding the ultimate purchase, by further enquiries.

Parkash Ravi S., Durga Raju S. and Sreekanth H. (1991) undertook a study to enquire the reasons for buying fluorescent Tubes, to identify the consumer preferences of important brands of fluorescent tube lights and to assess the promotional measures to influence the retailers. The study revealed that important reasons for buying fluorescent tubes are economical price, brightness and durability of the tubes. Dealers appeared playing an active role in disseminating information to the consumers. There were complaints about availability of accessories and their quality.

Shukla A.V. and Bang V.V. (1994) studied to analyse the present day buying behaviour of a two-wheeler purchaser conducted in Amarwati city. The study revealed that safety, required maintenance and mileage (product attributes) are very important
criteria for a consumer in the process of making a purchase decision. Personal experience and word of mouth play a very vital role in information hunt. Income is a major influencer as far as choice of a consumer durable is concerned.

Rao P. Purushotam and Rao P. Prasad (1994), based on intensive research carried out on shampoo consumers in twin cities of Hyderabad and Secunderabad, arrived at conclusions that the females are relatively more sensitive to hair care compared to males. Building a brand and developing brand loyalty should be the main objective of the marketing programme of shampoo. As the market is competitive, it is necessary to closely examine the competition to arrive at the pricing strategy from time to time.

Naik G.B. (1994) with a view of determining the consumer behaviour in the purchase of textiles, conducted a study taking a sample of 100 from city of Belgaum. The study revealed that consumers prefer that textile which is priced reasonably followed by suitable design and attractive colour and they prefer current fashionable textile to durability. The survey explored that there are large number of consumers who prefer foreign made textiles. Consumers have switched on their choice to readymade garments from tailor made garments due to the reasons that former are cheap, easy to get and there is no waiting time.

Dhunna Mukesh, Rajan Ajay and Satpal (1994) made an attempt to highlight the consumers views over the issue of marketing of shoes. The study showed that people paid more time to glimpse though sexy and nude advertisements rather than plain and simple advertisements. Recall for advertisements with nude models
with their cultural depictions was highest and ironically was the most forceful idea behind the purchase of shoes next time.

Sahoo S.C. and Ali S.Zishan (1994) conducted a survey covering 90 mothers of various occupations, family income, size, age, etc. in Bhubneshwar. The study revealed that children are incapable of dealing logically with advertisements, because of their inability to analyse the commercials. Since peer group influence and acceptance is a major criterion in their brand choice. Mothers in the older age group are not in favour of banning of T.V. advertisements directed at children.

Narayan Asit and Narayan B. (1996) in their study 'Advertising-The Psychographic Dimension' stated that the life style analysis a very important psychographic element has been heartily embraced by marketing practitioners in the promotion of products. Personality is closely related to the consumer behaviour hence advertisements must emphasise personality traits with the product.

Dahiya Dharam Sukh (1996) undertook a study in Rohtak taking a sample of 100 respondents aimed at measuring the attitude of consumers towards advertising particularly the ethical aspects involved in it. It was clear that consumers have positive attitude towards advertising and personal characteristics: sex, age, education etc. don't influence the consumers attitude. Advertisement media is a single useful tool for all categories of buyers. The findings showed that existing advertisements lack persuading power which is a very important element of any promotional programme.

Raj S. Prithvi (1998) conducted a study covering 100 respondents to highlight
the perceptions of consumers towards soft drink. The study revealed that taste is the most important attribute in preferring a brand of soft drink followed by quality. Print-Broadcast media is an important source for the consumers to know about the brands. Personal desire was the most important reason for consuming a particular brand of soft drink. Influence of friends was the next reason for choosing a particular brand. All the respondents were satisfied with present package of soft drinks.

Thyagarajan V. (1998) conducted a survey to analyse the 'consumer complaining intentions' regarding motor cycle. The study revealed that majority of the users are faced with either product or service problems. Service problems dominates when compared to product problem in 100cc motor cycle and semi-urban buyers face more service problems than the urban category. Majority of the buyers with service problem category prefer private action. The private action in most of the cases way is doing nothing at all and saying nothing to anyone.

Singh Rajmani and Yarso A.S. (1999) in their study 'Consumer Behaviour and Consumption Pattern of Toilet Soap' in Imphal City, Manipur stated that T.V. is an important source of information and majority of buyers were of view to go to another shop in search of their favourite brand if it is not available in the nearby market. Good quality is the most significant factor that induces user to buy a particular soap. Majority of buyers were satisfied with the price and quality of the soaps they were using.

Rodge J.R. (2001) undertook a study in Prabhani City taking a sample of 150 respondents aimed at measuring the influence of advertisement on consumers.
of different age groups and areas. The study revealed that reading and watching ads. helped more the urban groups in purchasing as compared to rural groups. Statistically it was noted that there is non-significant difference between the groups which meant that the advertising medias are equally important and effective for both of the groups.

**Sarwade W.K.** (2002) conducted a study covering 70 rural families living in the Marathwada region to highlight the emerging dimension of buyers' behaviour in rural area. The study revealed that quality and price formed a very important consideration in the purchase decision of the rural consumers in case of consumer durables while price is the factor which influences the purchasing decision as against the quality of the product. Many families made joint decision in the villages. However, for in certain decisions one member or another is likely to have the greater role. They get the new product information from the shopkeepers and T.V. is the second source of information. It was noted that 'income' is the variable which determine the purchasing pattern. As most of the consumers from higher income group generally purchase the products which are highly popular in urban area.

The foregoing review of existing literature on the subject reveals that though many researchers have directed their efforts to investigate the consumer behaviour related to other products, but there has been no comprehensive study devoted to buyer behaviour regarding footwear. Footwear is widely used item, the study of buyer behaviour regarding footwear would be of immense help in providing a realistic background to the attempt of analysing the different dimensions of behaviour towards footwear.