CHAPTER II
REVIEW OF LITERATURE

2.1 INTRODUCTION

In order to find a research gap, earlier studies relating to the consumer behaviour and purchase decisions have been thoroughly studied. The study has been identified with personal preferences on various durable products which are available in the study area and other similar research studies are also taken into account.

The views expressed by various authors have been reviewed in a broad sense so as to confine itself for reference. Based on the consumer preferences and their mode of selection of durable products, the reviews have been divided into the following major headings:

1. Market information obtained from various sources about the products
2. Selection of a product based on the unique features and brand preferences
3. Social status of consumers and its impact on decision making
4. Influence of family members and friends on purchase decisions
5. Psychological factors influencing purchase decisions
6. Purchases decision making process of the consumers.

2.1.1 MARKET INFORMATION

‘Buyers beware’ is the concept when purchase has been done. Therefore, information about the product is a needed one while purchasing product. There are different promotional techniques like Publicity, Advertisement and Personal Selling which are important matters for any product. Here various promotional
techniques relating to marketing of a product are expressed which are very essential for selecting the best possible product.

Edward, W.’s, (1964)¹ experiments also suggested that increased amount of information may only be part of the solution to the consumer problem and reported several experiments that dealt with acquisition and use of information. He attempted to compare the ‘real with ideal’ performance as based on the Bayesian Decision Model and found that the subjects tended to show a “qualitative correspondence” with the Bayesian Model.

Hans, B. Theolli, (1965)² has studied all types of information which have been designed for the express purpose of aiding the consumer in his decision making, by providing clues, facts, evolutions and comparisons of a multitude of products that are not normally available either through commercial or personal channel of communications. Since the information sources belong to this group are normally outside commercial and personal channels sphere, they have been called as “Independently organized consumer information system”. These independent sources can be divided into three types of consumer information—quality marking, informative labeling and comparative product testing.

Philip Kolter, (1967)³ viewed communication as the process of transmitting information. From the managerial view point, communications

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³Philip Kolter, (1967), Marketing Management: Analysis, Planning and Control, Prentice-Hall, Inc, Chapter18
It appears that much of the communication literature in marketing is written from the structuring of more effective communications and promotional mixes in order to increase a company’s market share. The consumer’s informational needs are not of their concern.

Paul, E. Green, et.al.’ (1968)\(^4\) study indicates that “as the consumer makes purchase decisions in the situations where there are a large number of choices, he experiences a considerable degree of anxiety and discomfort”. At the same time, the post-purchase dissonance was greater, the greater the number of possible choice from alternative brands.

The frustrations resulting from the market complexity, which was stimulated, in the experiment through an increasing number of brands from which subjects were forced to choose could not be alleviated fully by providing new information on these brands.

Regarding the consumers’ interest in pre-purchase information, Hans, B. Thorelli, (1971)\(^5\) in his study found that those with more education might be more information-minded than those with less education. Actual or potential buyers or owners of a product were more likely to be better informed than others, and one might expect that higher income or wealth was accompanied by greater product-informedness.


A research study by Vithala, R.Rao, (1972)\(^6\) examined the relationship between the amount of explicit information and brand perceptions and the effect on perceptions of brand image (conjured up by the brand name alone) though other sources of information use were available.

The main findings of this research was to study the degree of relationship between market place related beliefs and pre-purchase external search for information exhibited by consumers prior to purchase typically had to be very limited; in some cases little or no external search occurred.

The earlier shopping behaviour studies conducted by George Katona and Eva Muller, (1973)\(^7\) provided three broad classes of variables, as potential determinants of information source usage patterns of durable goods buyers. They are (a) personal or background characteristics of consumers consisting of demographic descriptors such as age, education, and occupation, as well as satisfaction with the previous buying and ownership experience,(b) situational factors at the time of purchase including such variables as economic constraints, condition of previously purchased product (if any) and special opportunities to buy advantageously and (c) characteristics of consumer’s purchase decision process consisting of internal factors such as size of the evoked set of brands, evaluative criteria, specific self-confidence and so on.


Joseph, W. Newmann and Richard Stealin, (1973) conducted a telephone survey about the following pre-purchase activities of major household appliances:-(1) visits to different retail outlets, (2) reading habits of books, pamphlets, magazines, newspapers and (3) seeking advice of opinion of friends, neighbors or relatives. These activities were termed as retail, neutral and personal sources of information. The findings of the study indicate that major appliance buyers can be classified according to distinctive patterns of pre-purchase information source usage, which are understandable in terms of various explanatory variables.

The study by Joseph, W. Newmann and Richard Stealin, (1973) presents research findings which help to answer many questions such as a how many sources of information do consumer consult before they buy? Do the sources vary in number and kind? What part does advertising play in the purchase decision process? The study, reported here, covered automobiles and six major appliances. Forty four percent of the buyers reported using only one type of source or none. Another forty four per cent used either two or three types of sources while twelve per cent used four or more.

Terrence O’Brien, (1977) examined four factors-demographic, personalities, source and message and product class and their effects on information handling. The products chosen for the study were cars and breakfast. It was found that the factors had varying effects on information handling. Search

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9 Ibid, p. 23.
initiation had no effect on these variables, nor did education affected search initiation.

Higher educated subjects were more likely to go in search of information probably because they were more familiar with sources and benefits of such a search in difference being greater for the presumably higher interest product class of automobiles. The psychological variable, a personality measure has no effects on search or decision making but was found to influence the way information was asked.

**Linda, L. Golden, (1979)**\(^{11}\) in his research study, investigated the influence of comparative and non-comparative advertising on purchase intention ratings, perceptions of believability, credibility, quantity of information and usefulness of information. The impact of the advertisers’ comparative position and claim was considered.

**Geoffrey, C. Keil and Roger A. Layton, (1981)**\(^{12}\) examined three dimensions of information seeking-a source of information dimensions, a brand dimension, and a time dimension. The findings of the above study were that the Australian consumers like their U.S counterparts, differ greatly in their use of alternative information seeking behaviour studies, the results indicated that some consumers undertook substantial activity. The relationship between price and search behaviour was positive, indicating that the greater the net price paid, the longer the search time period.

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Bhawani Prasad and Kumari, (1987)\textsuperscript{13} studied the importance of refrigerator among other consumer durables. Study of 200 owners of Allwyn refrigerator in the twin cities of Hyderabad and Secunderabad and districts of Nizambad and Karimnagar in Andhra pradesh indicates that a very positive impact of advertising is found on the consumer durable market.

Venkteshwar, M, and Reddy, Dasara, Pharmi, (2007)\textsuperscript{14} have focused on tracing and identifying the element in consumer decision making. The Research has studied 200 urban working women belonging to different occupation, education and income groups. Study observed television as a major source of information for 65.5\% consumers. Surprising by 45\% employed women still feel radio as a source of information. In purchase of consumer durables, 53\% would decide for brand. Price is relatively more important factor and husband and wife take decision jointly.

The views expressed by various authors mentioned above are very helpful for any consumer before selecting a product. This section explained the various information regarding the durable products which are required at frequent intervals.

2.1.2 PRODUCT’S FEATURES AND BRAND PREFERENCES

The present day consumers give more importance to product features and brand preference. Through repeated usage, the consumer learns which brand is to choose and which one is to avoid. The experiences with branded goods can carry over to other product classes of some brands as well as to branded goods in general. Therefore, various authors who have expressed their views on the importance of product features have been included here for reference.

Brand names are pervasive throughout the market and offer cues to the consumer that can aid in his decision process. In effect, brand names can become decision rules within the consumer’s choice process. Branded goods are supposed to exhibit a certain consistency in quality, quantity and performance. For instance, Ponds India Ltd., has effectively encased its goodwill on brand name by introducing some premium soaps in the market. Where these characteristics are maintained, brand names enable the consumers to recognize goods and to compare them with other known brands. Thus, the consumer can formulate his own notion of expected satisfaction.

Lee, K. Anderson, et.al., (1966)\textsuperscript{15} reported experiments on the relationship between product proliferation and information value. They found, first, that as the number of brands in a purchase decision increases, the consumer becomes less aware of and less sensitive to changes in any of the brands involved in the decision. Secondly, they found that with the increasing number of brands, the information for each item appeared to decline. They concluded that as the

number of choices increases, the purchase decision becomes more difficult. That is, the added advantage of new sources of information for a purchases decision is outweighed by the disadvantages of added time and effort involved in the decision.

Staffan, B. Linder, (1970)\(^{16}\) relates brands to advertising as a means of making factual knowledge more accessible than otherwise to provide quasi information for people who lack the time to acquire the genuine insights. They get the surrogate information they want to have, in order to feel they are making the right decision.

Robert, B. Woodruff, (1972)\(^{17}\) in his article presented his research work focusing on the problems of measuring a consumer’s past information about brand attributes. The finding suggested that a consumer’s prior information could be segregated by brands and attributes.

However, separating prior information by attributes requires that the assessment procedure allows a consumer to consider prior information about each brand’s attributes separately, since his information about each brand or attributes is likely to be different.

Lessig, V. Parker and Beverlar B. Anderson, (1974)\(^{18}\) examined the consumer’s preferential expectations concerning attributes on objects and their pictorial perceptions of the attributes. The findings suggested that differences did

\(^{16}\)Staffan, B. Linder, (1970), The Harried Leisure Class, Columbia University, Press New York, p.71


exist among individuals in terms of the appropriateness of various preference models.

Clint, B. Tankersly, (1977)\textsuperscript{19} was much interested in some new findings on automobile brand loyalty. Though brand loyalty is a subject of high interest to marketers, the empirical research on it has been limited especially to consumer durables. A new measure of loyalty was compared with the traditional repurchase definition and significant influences on loyalty were identified by multivariate analysis. The respondents were an adult from a probability of loyalty was higher than average for persons who bought car frequently were satisfied with their care, life style, culture and sub-culture.

Brown, S.P. and Stayman, D.M, (1992)\textsuperscript{20} had made a research showing that attitude toward a brand significantly impact intention to buy that brand and there is a significant positive relationship between brand attitude and intention to buy. A proposed multi-brand model of intentions indicates that consumers’ intentions to choose a specific brand are based on the attitudes held simultaneously about all the brands in a product category.

Their results showed that the direct effect positively impacts intention to buy a focal brand, while the comparative effect negatively impacts intention to by a focal brand is determined by his / her attitude toward the same brands.


Laroche, N, et.al, (1996)\textsuperscript{21} pointed out that purchase intention is one type of judgment about how an individual intends to buy a specific brand. Valuables such as considering buying a brand and expecting to buy a brand measure purchase intention. Forming purchase intention toward a focal brand requires making explicit overall evaluations of all brands within the consideration set.

Selvaraj, A. and Mahendran, A, (2003)\textsuperscript{22} pointed that majority of the respondents prefer to buy the Videocon washing machine for its best quality and reasonable price. The respondents also preferred medium capacity washing machine for its comfortability.

Rajeswari, V. and Ayisha Millath, M, (2003)\textsuperscript{23} analysed the consumers from their preferences based on their personal background, experience, quality, reliability and service available for specific brand. In this result, most of the respondents are using Aquaguard water purifier.

Venkatarama Raju, D. and Saravanan,S, (2005)\textsuperscript{24} mentioned that the purchases of household appliances are mostly for reducing physical strain of the users.

Yoon, C. Cho, (2007) investigated how customer perceptions and attitudes differ based on retail formats. The impacts of factors, including brand name familiarity and gender, on customers’ attitudes toward perceived usefulness and ease of use were examined.

Chattopadhyay Tanmay Shivani Sharadha and Krishnan Mahesh, (2009) explained the customers’ holistic perception of the extra values due to brand name. He also explains that organization that makes a new product for society always take care of products, price, brand name, quality of perceptions of the consumers. Generally consumer perception is that higher price is associated with better quality of the product which may not be true.

Shilpa, S.Kokatrur, (2009) observed that consumers focused on quality, money, packaging, taste, price and brand image of products. Therefore, there is a need of making brand image in front of customers.

Lilly, J, (2010) pointed out that to move consumers from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the customer existing preference sets. Preference is a scale and brand moves up, down and even off that scale with and without a vigilant brand management Strategy, pricing, promotional deals and product availability. Aristotle professed, obtaining and sustaining preference is an important step on

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the road to gain brand loyalty. This will help to generate more resources, gain greater market share and beat off the competition.

**Kathirvel, N. and Chandrasekaran, N, (2010)** examined that the important product attributes of any television like price and company image have received favourable appreciation from the respondents. The researcher also found that consumer behaviour concept is an unpredictable one in any kind of market.

**Kedar Shukla and Amol Raut, (2010)** noted that most of the Indian Air Conditioning industry produced the wide range of products, technological advancement, supply chain network and after sales service network can certainly create the domination among the other country Air Conditioners.

**Faraz Ahmad, (2010)** narrated that the consumer bought the plasma Televisions for image very bright, very thin screen, the picture is large and wide viewing angle and also it reduces viewing angle in at least one direction.

**Saravanan,S, (2010)** stated that women got aware of the new products introduced in the market and of their special feature price and quality. They have the capacity to identify the duplicate products and also avoid the unnecessary items.

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Sunny Jaswal, (2010)\textsuperscript{33} examined that most of the consumers are using Godrej Air Conditioners and Refrigerators for their satisfied performance. The existing customers said that the brand name has influenced their purchase decision.

Subrahmanian, Mu, (2011)\textsuperscript{34} noted that the perception of the women were looking for products more suited to their physical and emotional needs and wants to gain ground.

The opinions of the various authors have clearly exemplified the importance of Brands and features while purchasing products. Therefore, it is necessary to take into account the expression of varied views in order to give more value addition to the research work.

\textbf{2.1.3 SOCIAL STATUS}

Social class or income is more closely associated with specific consumer activity particularly with product purchase patterns. Those who believe that social class is much better than income for market segmentation claim that income categories are quite often irrelevant in analyzing markets and explaining consumers’ shopping habits, store preferences and media usage.

Lee Rainwater, Richard P. Coleman, et.al, (1960)\textsuperscript{35} has studied the relationship of the product choice and usage which differ among the social classes. There are items that are bought mainly by the upper classes, such as bonds.

and exotic vacations and others that are purchased mainly by lower classes, such as roller derby tickets and cheap wine.

He observed that the middle class have a much greater frequency of ownership of motorboats, campers, pickup trucks for sport or work, tractor lawnmowers, show blowers, remote-control Televisions, backyard swimming pools, lakeside homes, late model sport cars for their teenage college children, and large, expensive cars for themselves. In contrast upper class at the same income level spends a greater percentage of time and money on private club membership, unique educational experiences for their kids, high culture objects and events and civic affairs. Their houses may be no more expensive but have the “proper” address.

Raymond, A. Bauer, (1963)\(^{36}\) brought out another implication of the findings that the consumer who presumably has the greatest need to use limited funds efficiently i.e., households of lower education and income level is likely to seek and use information. Consumers are not passive recipients of commercial messages, but that they exercise initiative. Consumers consider search cost and in many cases do not feel it worthwhile to contact several kinds of sources.

Andrew Gaborand, S.and W.J.Granger, (1964)\(^{37}\) found that the lower class consumers are more poorly informed about price and product alternatives.


Frederick, E. Webster, (1964) concluded that consumers are also more likely to buy products on sale or priced lower. Regarding price perceptions among the middle and working classes, a shopping simulation showed that working class homemakers have a greater reliance in the general belief that there is a price/quality association that is, the higher the price of a product, the higher the quality.

They perceive that they have an inability to discriminate between products and are, therefore forced to fall back on a general belief in order to handle this problem which product to buy.

Coleman, (1970) compared the superiority of social class to income of three families, all earning approximately the same amount per year but belonging to different social classes with radical differences in their spending patterns.

Joseph, N. Fry and Frederick, H. Sillerm, (1970) stated that the better educated homemakers in both classes had stronger beliefs that price and quality are related and they preferred lower-priced product alternatives.

James, H. Myers, et.al, (1971) stated that income is more useful than social class for segmentation of markets. His study showed that for a number of low-priced consumer packaged goods, both income and social class were found to correlate with buying behavior. However, product usage generally proved to be more closely related to income than to social class.

A study by J.H., R.R. Stanson and A.F. Hung, (1971)\textsuperscript{42} has compared the social class and income as correlations of buying behaviour for a variety of low-cost packaged goods.

\textbf{Jain and Sharma, (2000)}\textsuperscript{43} studied 584 respondents. out of 800 questionnaire of Delhi in 5 professional categories observed that selected products represent different product categories in terms of both durables and frequency of purchase as required. Study shows that the levels of consumer involvement differ across products. As against non durables, consumer perceives durables as more involving products.

\textbf{SRI- IMRB, (2000)}\textsuperscript{44} evaluated a comparison of the education and income levels of different clusters, and it indicated that 150 respondents who give higher priority to consumer electronic products are more educated and affluent. The study also revealed that the transportation durables of the preceded consumer electronic products in the acquisition of hierarchy, suggesting a tactical approach.

\textbf{Atur Rahman, (2010)}\textsuperscript{45} explained that there is a strong relationship between consumer credit and lifestyle demographics of people. People borrow consumer credit to purchase household goods that are aligned with their requirements and are compatible with their age, income, education and family life cycle. In a consumption environment, a person chooses a product or brand which seems to posses a maximum possibility of the definition or elaboration of his lifestyle industry. Alternatively a person makes a choice in a consumption


\textsuperscript{44} SRI- IMRB, (2000) “consumer rise in brand culture”, the economic times, Feb, 22\textsuperscript{nd} 2010, p.16.

environment in order to define or actualize his lifestyle. Identification through the
products or brands chosen the study establishes the relevant of influence on
demographic factor on consumer credit consumption behaviour. This implies that
focusing their alteration on the demographic factor of consumers which are related
to use household goods borrowed by consumers.

The objective of this study was to determine whether social class or
income best explains which products are found in homes. The social class was
found basically inferior to income as a correlate of buying behaviour for the
consumer package goods covered on their study.

2.1.4 FAMILY MEMBERS INFLUENCE

Family members may have different roles to play in making decisions
within the family. They may initiate demand or contribute information and they
may decide on where to buy, which brand and style to buy, how to pay for the
product, how to consume the product, what benefit to expect from the product and
how to share in maintaining the product. Hence, the articles relating to the family
members’ and friends’ attitude towards brands at the time of purchase are
expressed here in detail.

Bernard Berelson and Gary Steiner, (1964)\textsuperscript{46} stated that in traditional
families among societies throughout the world the husband is more likely to
provide material support and primary leadership authority within the family, and
the wife is more likely to provide affection and expressive needs of all small
groups (including the family); that is, the need for leadership and fulfillment of the
task on the one hand and the need for morale and cohesion on the other.

\textsuperscript{46}Bernard Berelson and Gary Steiner, (1964), Human Behaviour: An Inventory of Scientific
Findings, Harcourt, New York, p.314
Arch, G. Woodside and John, F. Willenborg, (1965) found from their study that an increasing numbers of younger and better educated men and women are bargaining with each other about their chief life interests. And this is occurring not only among those soon-to-be or newly married but also among couples married for some time.

Green, R.T. and Cunningham, I.C.M, (1970) pointed out that Wife’s occupational status may have an effect on the nature of household decision making.

Filiatrault, P. and Ritchie, J.R, (1980) indicated that younger, more educated couples and couples with higher social class were also found to have modern sex role norms. It was suggested that couples with modern sex role orientations will make more traditional sex role orientations who will be more like to have one spouse dominate the decision-making process. Traditional sex roles are rigid and tend to make the decision-making in the family less complicated, i.e. the expected roles and responsibilities of each spouse are quite clear. With the modern sex roles, the expected behavior flexibilities and autonomy associated with each role, complicates the decision-making process.

Scanzoni, J. and Szinovacz,M, (1980) suggested that a person’s power to make decisions stems from the ability to provide for the fulfillment of his/her

marriage partner’s needs. Therefore, the more a husband fulfils his duty to provide for the family, the more the wife will allow the husband to define the norms of decision making. This would, in turn, suggest that if the wife contributes significantly to the household income, then the wife’s influence would be greater than in households where she does not contribute an income are dominant in their households; rather, it is more likely that there is more equality in the amount of influence exerted in the decision making process.

Belch, M.A. and Ceresino, G, (1985)\(^{51}\) has found that the roles played by family members differ with regard to the product being purchased, the stage in the decision-making process and characteristics of families and spouses. These roles may change over time due to changes in the environment, such as economic development, which consequently may lead to adjustments in the role structure of the decision-making process.

Qualls, W.J, (1987)\(^{52}\) conducted a study to investigate whether there are differences in sex role orientation among races in a developing multi-racial country and what factors influence the perceptions of sex role orientation.

Qualls, W.J, (1987)\(^{53}\) has stated that prevalence of women working outside the home is not only because of the necessity to supplement the family’s income, but also because of changes in cultural norms and societal standards. These changes in sex role attitudes and behaviors can be explained using a sex-role paradigm. The sex role orientation (SRO) of a family (i.e. whether a family is


\(^{53}\)Ibid. pp.264-79.
traditional or modern) reflects the cultural values regarding the roles placed by different members of the family, in particular that of the wife/mother and husband/father. A family’s SRO is the underlying force that ultimately affects household decision-making process.

Chankon Kim and Hanjoon Lee, (1989)\textsuperscript{54} points out that the changing role patterns of husbands and wives are having numerous effects. Previous marriage patterns meant that there were generally no decisions to be made regarding the wife’s chief life interest and sphere, nor the husband’s. She concentrated on domestic activities and he concentrated on occupational efforts.

Brown, J.E. and Mann L,(1990)\textsuperscript{55} described as Step-families or blended families formed as a result of individuals remarrying or co-habiting with new partners are more prevalent than single parent households.

Mujahid Mukhtar,E. Mukhtar,H, (1991)\textsuperscript{56} have studied the role of decision making for household durables: good measure of women’s power within a household in Pakistan”. It is their influence in the purchase of new home improvement technology good, whose response and lifelong nature makes their purchase an important decision. The study identified various cultural and economic factors that affect women’s decision making power: urban women, women in nuclear families, educated women in extended families, illiterate women and unemployed women.

Cherlin, A, (1992)\textsuperscript{57} noted that changes in the economic environment have led to changes in the roles of husbands and wives. The behavior of each spouse within the family is affected by attitude norms and preferences that each spouse brings into the family. These norms are in turn, shaped by factors such as individual attitudes, the attitudes of each spouse’s and environmental factors.

Webster, C, (1995)\textsuperscript{58} pointed out that the changes are also occurring in the perception of the role of women in society. Changes in education, the advent of career women and the growing number of dual income families challenged earlier beliefs on role structure and purchase influence.

Sex role norm is an important factor in family decision-making, especially in the context of the wife’s involvement in the decision-making process. A traditional view reflects distinct roles for the male and female. A modern or nontraditional sex role ideology is based on an equal distribution of power between the husband and wife.

Belch, M.A. and Ceresiono, (1997)\textsuperscript{59} explained the roles played by family members differ with regard to the product being purchased, the stage in the decision-making process, and characteristics of families and spouses in his study. These roles may change over time due to changes in the environment, such as economic development, which consequently may lead to adjustments in the role structure of the decision-making process.

\textsuperscript{57}Cherlin, A, (1992), Marriage, Divorce and Remarriage, Harvard University Press, Cambridge, MA.
Winkler, A.E, (1998)\textsuperscript{60} analysed that changes are occurring in the perception of the role of women in society today. These changes, including education, growing number of double income families and the advent of career women, have resulted in challenges to earlier beliefs about the role structures and the purchase influence of family members. An increasing number of women are contributing to the resources of their families and more women are motivated to succeed in their careers; this, balanced with the responsibility of running a household has meant changes in consumption expenditures and decision behaviour patterns.

Gupta, Soma Sen and Verma, (2000)\textsuperscript{61} have done a study under convenient sampling of 50 household of New Delhi by a questionnaire. It indicates that husband’s influence is considerably higher than wives. Children also play an active role in brand selection of Colour Television. Moreover educated and working women influences are more than non-educated and non-working.

Allan, G, and Crow, G, (2001)\textsuperscript{62} stated that decision making for child centered and family products within blended families are more complex given the additional number of people potentially involved.

Interesting to note is that pioneering work conducted in the area of family type indicates that “blended” families do not think of themselves as unique. Indeed, the growing incidence of step-families has only recently begun to attract much popular or academic interest and this may be because it appears to be


reluctance even among many step-families to acknowledge that their experiences are likely to be different from those of other family forms.

**Cheal, D, (2002)**\(^{63}\) pointed out that blended and single parent families are more likely to be reflected in lower socioeconomic groups. This indicates that a lack of resource may also compound any disagreements or may exacerbate the differences when deciding on child-only or family purchases. Some individuals within the family may have more influence on decision making regardless of family type or gender role preference (i.e. they may make a greater economic contribution to the household personality type).

**Lee, C.K.C. and Beatty S.E, (2002)**\(^{64}\) pinpointed that the children have a significant influence in the purchase of products for which they are the primary consumers, such as food, toys, children’s clothes and school supplies. They also have a significant influence on the purchase of leisure activities or where the purchase decision has a personal relevance to the child.

**Clarke, L. and Joshi, H, (2005)**\(^{65}\) stated that family life has changed dramatically in the past three decades and social trends indicate that the composition of the family will continuously be changed. There has been a decrease in the proportion of households containing an “intact” family unit (two biological parents and their dependent children) and an increase in the proportion of lone parents.

\(^{63}\)Cheal, D, (2002), Sociology of Family Life, Palgrave Macmillan Basingstoke.  
Saravanan, S, (2010) explained in his paper that purchase is to be made on the basis of quality, income and accordingly to the budget. Women must know the standard shops which sell product at reasonable price with the excellent service. They should give importance to the package date, manufacturing date, ISI mark expiry date, brand and so on. While purchasing they should bargain and clarify their doubts regarding the products they buy. Women should be aware about the new product introduced in the market and of their special feature, price and quality. They should be capable of identifying duplicates products and should avoid purchasing necessary items. Maximum number of women consumers is not aware of the consumerism and consumer rights. Hence the government can conduct some consumer awareness program for the women consumers and it can help to improve purchasing behaviour among the consumers and it can save consumers from falling into traps of the deceiving sellers. Thus, the roles played by both family members and friends on purchasing branded products have been explained. The decision on purchase of a product is mainly based on various factors like income, fashions and life style of the family. Therefore, the views expressed on these lines by various authors have been included here. It is apt to note that these views would have more exposure and helpful to execute the research successfully.

2.1.5 PSYCHOLOGICAL FACTORS

Human psychology influences the motivation to purchase a product, which has popularity. Moreover emotional intelligence occupies a pivotal role in purchasing a product. Psychological factors generally influence a man to make or

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not to make purchase of a particular brand. Therefore, various attitudes mentioned about the psychological factors are included here.

**Herbert, E, Krugman, (1965)**\(^{67}\) stated that consumer behaviour does not pass through the normal sequence of belief, attitude, and behaviour. Consumers do not search extensively for information evaluated characteristics and make a decision on which brand to buy. Instead, they are passive recipients of information in television or print advertisements. Advertisement repetition created brand familiarity rather than brand conviction.

After purchase they may not even evaluate the choice because they are not highly involved with the product. For low involvement, the buying process for a product begins with brand beliefs formed by passive learning and is followed by purchase behaviour which may be followed by evaluation.

**Heald, G.I, (1970)**\(^{68}\) in his paper states the traditional short term econometric forecasting models for durables and generally represents expenditure as a function disposable income relative price an index of purchase control and as an estimation of total stock of durables.

**Hans, B. Thorelli, (1971)**\(^{69}\) specified that need is identified as an important element in consumers on their purchase intentions. The influence of physiological needs as factors in consumer perception has been clearly demonstrated in a number of studies.

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Secondly, psychological needs also influence perception in similar manner. For instance the consumer’s mental state of affinity may play a role in purchase decisions.

Thirdly, the sociological needs such as a status, dominance and love affiliation also contribute to purchase choices. This concept has been widely accepted by behavioral scientists when needs drive a consumer to purchase a product, the follow up is naturally to go in for collecting information on the purchase.

Richard, D. Nordstorm and John E. Swan, (1976)\(^7\) has studied the psychological implication in the consumer behaviour, when a change of agency is effected and found that changes in market structure variables could affect consumer loyalty behaviour.

This research work presented supportive evidence from an expo facto experiment showing that a chance in business ownership was related to significantly alter brand and store loyalty patterns. It made a reference to Ford agency. These findings highlighted a need to recognize that loyalty was dependent on factors outside the physical product as motivation and that to hold loyal the buyers, from the viewpoint of dealers, there must be continuity of operation.

Rom, J. Markin, (1979)\(^7\) has examined several aspects including the typical models and assumptions inherent in consumer decision process models and to develop the psychological concept of rationalization and examine the existential support for the concept. The findings revealed that the consumers were sometimes

rational and not always. Consumers did rationalize their decisions and the rational consumer obsessed with seeking, searching and information processing activity was largely a normative rather than a positive model.

Harold, H. Kassarjian and Mary Jane Sheffet, (1981)\(^72\) says that personality is usually described in terms of such traits as self-confidence, dominance, autonomy, deference, sociability, defensiveness, and adaptability.

Personality can be a useful variable in analyzing consumer behaviour, provided that personality types van is classified accurately and that strong correlations exist between certain personality types and product or brand choices.

Joseph Sirgy, M, (1982)\(^73\) claimed that personality is self-concept or self-image. Marketers try to develop brand images that match the target market’s self-image. It is possible that a person’s actual self-concept differs from his ideal self-concept and from the self-concept of others. It is difficult to define self-concept theory which has a mixed record if success in predicting consumer response to brand images.

Ronald, P. Hill, (1987)\(^74\) made a study on the mood of consumer with the objective of looking at the mood literature and its development thereof.

Thomas, J. Reynolds and Jonathan Gutman, (1988)\(^75\) assumed that the psychological forces shaping people’s behaviour are largely unconscious and that

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a person cannot fully understand his or her own motivation. A technique called laddering can be used to trace a person’s motivation from the stated instrumental ones to the more terminal ones. Then the marketer can decide at what level to develop the message and appeal. When a person examines specific brands, he or she will react not only to their stated capabilities but also to other, less conscious cues. Shape, size, weight, material, color and brand name can all trigger certain association and emotions.

Jan Callebaut’s, (1994)\(^{76}\) recent research held that each product is capable of arousing a unique set of motives on consumers. For example, whisky can attract someone who seeks social relaxation, status, or fun. Therefore, different whisky brands have specialized in one of these three different appeals called as “motivational positioning”.

Saikat Banerjee, (2008)\(^{77}\) explained that the behavior of a consumer largely depends on interplay between inner self and outer stimuli. Consumption decision made in the market cannot be viewed as an independent event. It is closely related with values and social relationship and cultural allegiance.

Mandar Naresh Dhumal and Avishkar Tayade, (2008)\(^{78}\) explained that rural population account for 70% of the Indian population and it is increasingly at the high rate in comparison to urban population. The buyer of rural and urban area are different in their characteristics while buy any product. The reasons behind its differentiation are many like: age and lifestyle, occupation, economic situation,


lifestyle, personality and self concepts, psychological factors like perception, cognition and motivation.

The above said factors relating to buyers’ attitude, belief, custom, culture and other psychological factors are explained. The views expressed and different ideas described by various authors relating to the psychological factor would add more information to carry out the research work.

2.1.6 PURCHASE DECISION PROCESS

The decision choice process engaged in by consumers tends to take a product or brand perspective in the literature on consumer research, in actuality the product and outlet choice phenomena cannot be separated. While making a purchase of durable products people give more importance to various factors. Durable products live long; hence, buyers follow various processes before making a purchase. They are problem recognition, search and Evaluation process, Purchase process and Post-purchase behaviour. In this section, various authors have explained their views in several ways.

2.1.6.1 Problem Recognition

Robert, W. Pratt, (1965)\textsuperscript{79} has analyzed the Conversion of Purchase Intentions. The marketer may also find significant implications for his marketing strategy by investigating the relationships between purchasing intentions and buying behaviour.

Longitudinal analysis of intention data allows the marketer to understand the dynamic of marketplace activity. He obtains a clearer picture of which brands

are converting predispositions into buying action. This information can help him to determine the point at which marketing success or failure is occurring and isolate the reasons.

Richard, W. Olshavsky and Donald H. Granbois, (1979)\(^8\) viewed that the range of consumer problem solving approaches can be placed on a spectrum from routine problem solving, to limited problem solving, to extensive problem solving as follows.

1. Routine Problem Solving (RPS) – When consumers buy a brand they have purchased before, it usually involves little or no information seeking and is performed quickly. Consumers are brand loyal and tend to buy in a habitual, automatic, and unthinking way.

2. Limited Problem Solving (LPS) – When consumers buy a new brand in a familiar product category, it usually involves a moderate amount of information seeking and time in choosing.

3. Extensive Problem Solving (EPS) – When consumers buy in an unfamiliar product category, it usually involves the need to obtain substantial information and a longer tome to choose. They must form a concept of the new product category and determine the criteria to be used in choosing a brand.

Joseph Sirgy, M, (1983)\(^1\) explore the process of consumer decision making towards a typical consumer problem solving model consisting of four basic type of activities of purchasing. The consumer’s four steps are (1) Problem


recognition, (2) information search and evaluation, (3) purchase decision, and (4) post-purchase behaviour.

The assumptions underlying this and other decision process approaches to consumer behaviour seem to be the following.

1. Two or more alternatives exist, so that a choice must be made by the consumer.

2. Consumer evaluative criteria facilitate the forecasting of each alternative’s consequences for the consumer’s goals or objectives.

3. The consumer uses a decision rule or evaluative procedure to determine the chosen alternative.

4. Information obtained from external sources and/or memory is used in the application of the decision rule or evaluative procedure.

Rani, S.Sakthivel, (2010) explained that most important difference between the rural and urban is in degree of sophistication of the consumer. Urban consumers are generally familiar with such products home their address and value related to purchase and consumption will be different. The conversion of rural consumers to purchase sophistication product is great challenge for the marketers. But this kind ensures a good demand for sophistication product in the future. Here in the market may have to work harder to sell their goods in rural areas because of diversity of value and attitude present in three regions. Use new term such as “new and improve”. Since these may be effective in rural areas. Examine the obstacles in the part of consumer access to information and illiteracy and diverse methods to overcome these kinds of obstacles note the cultural similarities in

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consumer behaviour which might allow standardization of marketing strategies across countries. However it must be noted that it is possible to capitalize on the similarities among the rural markets. Several researchers have suggested to the possibilities of clustering area which allow the standardization of marketing across the region.

2.1.6.2 Search and Evaluation Process

The Pre-search decision making has been used to denote the decisions of consumers to make before actively engaging in external search for information on product and store alternatives.

Because consumers have been exposed to advertising messages over a long period and had previous purchase experience with a brand, there is likely to be considerable information stored in their memories. When the decision process is initiated, consumers will rely on this stored information to help them to make a variety of decisions before engaging in external information seeking. Thus, a considerable amount of decision making may be done prior to external search. Note that consumers who have already made pre-search decisions are ready to buy and may require a minimal amount of persuasive selling effort.

George Katona and Eva Mueller, (1955)\(^3\) examined consumer behaviour in terms of outlets visited and their various studies suggest that approximately 40 to 60 percent of shoppers visit only one store before making a purchase. This appears to hold across both durable and nondurable goods.

James, H. Myers and Mark, (1968)\textsuperscript{84} provided enough evidence regarding number of alternative buyers consider again suggests limited search. His study reported that 41 percent of refrigerator shoppers considered only one brand. While those considering only one brand of washing machine and vacuum cleaner were 61 percent and 71 percent, respectively.

John, A. Howard and Jagdish N. Sheth, (1969)\textsuperscript{85} suggested the variety of information of potential interest to consumers exists in the external environment. Three general categories are (1) information about the existence and availability of various product and service offerings, (2) information useful in forming evaluative criteria, the standards which are employed to evaluate alternative and (3) information on the properties and characteristics of alternatives.

In general, it appears that the type of information sought depends upon what the consumer already knows. When the consumer has little knowledge about available offerings, search effort tends to focus on learning about the existence of alternatives and forming appropriate evaluative criteria. When one feels sufficiently informed in these areas, search is likely to be redirected towards learning more about the characteristics of available offerings in order to evaluate them.

Joseph Newman, (1972)\(^{86}\) identified three major areas of consumer information: (1) marketer dominated sources, (2) consumer sources and (3) Neutral sources. Information in marketer dominated channels stems from sales people, packaging and other sources under the control of the marketer.

Chem, L. Narayana and Rom, J. Markin, (1975)\(^{87}\) examined shoppers arrival and departure to display their products. It was found that less than 12 seconds elapse between the time grocery shoppers arrive and depart from a product display on average. Forty two percent of shoppers spent 5 seconds or less. In addition 5 percent of the purchases only the chosen brand were handled and 90 percent of the shoppers physically inspected only one size.

Pickering, J, (1978)\(^{88}\) points out that cross – sectional investigations perform reasonably well explaining individual household behavior both in terms of level of outlay on consumer durables and in identifying purchase of particular commodities.

James, R. Bettman, (1980)\(^{89}\) has advised the marketer to show interest in knowing how consumers process the information gathered during the search process on their evoked set of brands. There are two broad approaches, namely, brand processing or attribute processing. In brand processing the buyer assesses one brand at a time. Thus, the consumer may decide to look at a particular brand, examines several attributes of that brand and then assess several attributed for a

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second and third brand, for instance. In attribute processing the consumer examine a specific attribute and then compares several other brands on that attribute. Then a second attribute may be selected for comparison and so on. These two information processing strategies are referred to as choice by processing brands (CPB) and choice by processing attributes (CPA) respectively.

James, R. Bettman and Whan Park, C, (1980)\(^90\) point out that perhaps those with considerable experience or knowledge regarding a product and its purchase can be expected to rely more on a brand processing approach.

Consumers using a compensatory decision rule will allow perceived favorable ratings or brand evaluative criteria to offset unfavorable evaluations. That is, brand strengths can compensate for brand weak assessment by consumers. This decision rule evaluated brands individually along all dimensions or attributes with the overall evaluation being the sum of the weighted ratings along each attribute.

The brand obtaining the highest sum would be the brand purchased by the consumer. The evaluation scores are multiplied by the importance of weights and summed to provide each brand’s total score. The brand scoring highest in terms of total satisfaction contributed would be the alternative selected.

Raju, P.S, (1981)\(^91\) has found out that consumers appear to require an optimum level of stimulation from their environment. When stimulation is sufficiently below this level, external search will lead to novel and exciting

\(^{90}\)Ibid, pp.234-248.

stimuli. When stimulation is much greater than optimum, external search will tend to be toward less-novel stimuli.

The urgency of a need or the amount of available time exerts pressure on the purchase decisions. Store conditions are perceived as being crowded and special opportunities arise to purchase at an especially attractive price.

Raju, P.S, (1981)\textsuperscript{92} suggested that consumers typically consult few information sources (friends, articles, advertisements and so on) before making a purchase. This showed that prior to purchase, 15 percent of major appliances and car buyers have not consulted any information source while 30 percent consulted only one and 26 percent consulted two.

James, F. Engel and Roger, D. Blackwell, (1982)\textsuperscript{93} expressed their views that the shoppers also appear to acquire limited amount of information about the brands actually under consideration. They found that of the 560 items of readily available information to consider when choosing among sixteen brands of cereal, the median number of items reviewed was only seven.

James, F. Engel and Roger, D. Blackwell, (1982)\textsuperscript{94} have identified the number and type of evaluative criteria may vary by product. Consumers generally use few evaluative criteria when purchasing most grocery items. However, when one is purchasing a home car or other major durable item, more evaluative criteria would typically be used in the evaluation process.

\textsuperscript{92}Ibid., pp.223-249.
\textsuperscript{93}James, F. Engel and Roger, D. Blackwell, (1982), Consumer Behaviour, 4\textsuperscript{th} ed., Dryden Press, New York,p.418.
\textsuperscript{94}Ibid., pp.577-578.
Henry Assael, (1981) emphasized that consumers do calculate actual scores for brands to (1) determine the brands to be considered, (2) define their needs and rank them, (3) determine the degree to which brands meet their needs and (4) select the brand that will best meet their most important needs, as they perceive them.

Girish Punj, (1987) made a study to develop a profile of consumer characteristics according to the level of pre-search decision making they had engaged in for new automobiles. The type of information may be used by the manufacturer and retailer to develop effective promotional strategies such as deciding on the nature of point-of-purchases materials and the critical selling points to be covered by the salesperson were taken in the study.

The result or outcome of study showed that a consumer: (1) makes a decision and proceeds to engage in purchase behaviour, (2) is constrained by certain environmental variables (such as a determination that his checking account cannot stand the purchase), or (3) determines that insufficient or inadequate information exists in his memory to make a decision now, so that external search is undertaken.

Brenda, J. Cude, (1987) described that consumer sources include all those interpersonal communications not under the control of the marketer. Neutral sources include a portion of the mass media, government reports, and publications from independent product testing agencies.

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These groups are not under the direct control of the marketer. It appears that although marketer dominated sources may be extensively used in the early stages of product awareness and initial interest, personal sources play the most useful factor in latter stages of the decision process.

Brenda, J. Cude, (1987) in his explanation held that external search will be undertaken and will continue as long as the consumer perceives the benefits of search to be greater than the costs involved. Included among the potential benefits of external search are (1) a more comfortable feeling about making an informed purchase (2) an increase in the actual chances of making a choice that leads to greater satisfaction, (3) the positive feelings derived from being generally knowledgeable about products and services. (4) the pleasure that can result from engaging in shopping activities and (5) the high potential monetary payoffs to search. This factor has been confirmed using data from twelve product tests in Consumer Reports which indicated that the potential maximum loss to consume from purchasing a worst choice rather than a best choice was great.

2.1.6.3 Purchase Processes

Wroe Alderson and Robert Sessions, (1962) examined the impact of image element on the goods and services offered by a retail outlet. There are five attributes considered to be important here: quality selection or assortment, styling or fashion guarantees, and pricing. The Product variety and assortment of a store have been found to influence store choice. Consumers prefer stores that offer

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either a wide variety of product lines brands and prices or substantial depth to
their assortment such as in sizes, colours and styles over stores with only medium
depth or breadth of assortment.

David, T. Kollat, (1966)\textsuperscript{100} has studied the consumer personality
demographic or buying. However, the percentage of unplanned supermarket
purchases appears to increase with (1) size of the grocery bills, (2) number of
products purchased,(3) major shopping trips, (4) frequency of product purchase,
(5) absence of a shopping list and (6) number of years married.

William, E. Cox, Jr. and Emest, F. Cooke, (1970)\textsuperscript{101} has found that
consumers who are willing to drive longer times seem to be attracted by the size
of the shopping center.

Kent, B.Monroe and Joseph, B. Gultinan, (1975)\textsuperscript{102} brought out a
summary model of the store choice process. The model indicates that
demographic characteristics, lifestyle characteristics and other buyer
characteristics lead to general opinions and activities concerning shopping and
search behaviour.

Elizabeth, C. Hirschman and Michael, K. Mills, (1980)\textsuperscript{103} found that the
consumer selects a store to shop, just as in selecting products and brands within
stores; the consumer makes use of certain information sources.

\textsuperscript{100}David, T. Kollat, (1966), “A Decision Process Approach to Impulse purchasing”, Science,
\textsuperscript{101}William, E. Cox, Jr. and Emest F. Cooke, (1970), “Other Dimensions Involved in shopping
\textsuperscript{102}Kent, B.Monroe and Joseph B. Gultinan, (1975), “A path Analytic Exploration of Retail
\textsuperscript{103}Elizabeth, C. Hirschman and Michael K. Mills, (1980), “Source Shoppers Use to Pick Stores”,
They found that previous shopping was more important than advertising. This finding suggests that only a limited number of consumers generally less than half engage in active external information search when making retail trips. Thus most consumers appear to be using a routine behaviour pattern. This may mean that retail advertisers may be restricted in potential effectiveness to less than half of the target population.

James, F. Engel and Roger, D. Blackwell, (1982)\textsuperscript{104} have observed that the brand loyalty is positively related to perceived risk and market structure variables such as the extensiveness of distribution and market share of the dominant brand, but it is inversely related to the number of stores shopped.

Meryl Paula Gardner, (1985)\textsuperscript{105} assessed that the quality of the store surroundings or ecological design, may affect the consumer mood state at the point of purchase, which in turn may influence purchase behaviour, brand evaluation and information acquisition.

Sunil Gupta, (1988)\textsuperscript{106} suggested that price promotions can induce brand switching in favour of the promoted brand. A study of regular ground coffee found that more than 84 percent of the sales increase due to price promotion came from brand switching while purchase acceleration in time accounted for less than 14 percent and stockpiling for less than 2 percent.

\textsuperscript{104}James, F. Engel and Roger D. Blackwell, (1982), Consumer Behaviour, 4\textsuperscript{th} ed. The Dryden Press, New York, pp.577-578.


Kumar, V. and Robert, P. Linone, (1988)\textsuperscript{107} examined related factor of importance to retailers than to shoppers and may substitute stores to make their purchases particularly as a result of price promotion.

Frederick, W. Langrehr, (1991)\textsuperscript{108} observed that consumers shop for experiential and emotional reasons as a well as for goods, services, and information. In fact the purchase of goods may be incidental to the experience of shopping and it could be argued that people buy so that they can shop.

\textbf{2.1.6.4 Post – purchase behaviour}

Harper, W. Boyd, Jr, and Sidney, J. Leny, (1963)\textsuperscript{109} suggested the way in which marketer to understand the user’s consumption system, that is, the manner in which the consumer performs the total task if whatever she is trying to accomplish when using the product, whether it is washing clothes or cooking a meal.

Richard, N. Cardozo, (1965)\textsuperscript{110} studied whether the purchase confirms the consumer’s expectations and reinforcement takes place. When expectations are not confirmed, however, cognitive inconsistency develops and the consumer will likely to reduce the dissonance by evaluating the product somewhat negatively. Thus, where a product fails to measure up to the consumer’s


expectations or guidelines for evaluation the result may be no initial sale, no repeat sale, or unfavorable word-of-mouth communication.

John, A. Howard and Jagdish, N. Sheth, (1969)\textsuperscript{111} viewed that satisfaction is an important element in the evaluation stage. Satisfaction refers to the buyer’s state of being adequately rewarded in a buying situation for the sacrifice he has made. Adequacy of satisfaction is a result of matching actual past purchase and consumption experience with the expected reward from the brand in terms of its anticipated potential to satisfy the consumer’s motives.

Gerald Linda, (1979)\textsuperscript{112} has found that once consumers purchase and use a product, they may become either satisfied or dissatisfied. Research has uncovered several determinants which appear to influence satisfaction, including demographic variables, personality variables, expectations and other factors. For example, older consumers tend to have lower expectations and to be more satisfied. Higher education tends to be associated with lower satisfaction. Men tend to be more satisfied than women. The more confidence one has in purchase decision making and the more competence in a given product area, the greater ones satisfaction tends to be. There is also greater satisfaction when relevant other consumers are perceived to be more satisfied.

Robert, A. Westbrook, (1980)\textsuperscript{113} has found that higher levels of product satisfaction are also indicated by persons with more favorable attitude towards the consumer domains those are the marketplace, business firms, and consumerism.

Del, I. Hawkins Kenneth et.al, (1980)\textsuperscript{114} have opined that the consumer disposition can influence a company’s marketing strategy in several dimensions. First, marketers may have to become more involved in facilitating consumer’s disposition processes if buyers are not to become discouraged and withdraw from the purchasing process. Old products must often be disposed off before new ones can be purchased.

This might be due to the need for money with which to make a down payment on the new item. Or it could be a lack of storage space for both the old and new product that dictates its disposal second, forecasting sales for both the old and new product will have to take into account stocks of used goods which may also be on the market.

Ralph, L. Day, (1986)\textsuperscript{115} observed that Consumers form certain expectations prior to the purchase. These expectations may be about (1) the nature and performance of the product or service (that is, the anticipated benefits to be derived directly from the item), (2) the costs and efforts to be expended before obtaining the direct product or service benefits and (3) the social benefits or costs accruing to the consumer as a result of the purchase that is the anticipated impact of the purchase on significant others.

Robert, A. Westbrook, (1987)\textsuperscript{116} examined consumer’s expectations from a product, as well as whether those expectations are met, are strong determinants of satisfaction. Although the cognitive dimension of post-purchase evaluation has been stressed here, it is important to recognize that consumer’s emotional experiences in connection with product ownership and usage are also important. These positive affective responses need to be stimulated by marketers in the post-purchase period in order to enhance consumer’s satisfaction and possibly favourable word-of-mouth communication.

Gurav Kunal, (2008)\textsuperscript{117} explained that the need to be developed customer loyalty and pay the much more concentration on marketing strategy and relationship between promotional schemes, customer trust and customer face to face communication.

Mishra Hari, Govind and Chetan Mahajan, (2008)\textsuperscript{118} found in their studies that competition are growing in market and changing consumer choice. So there should be necessary to continuous change in product promotion and take care about the customer requirements to identify the customer need and accordingly design the product.