opportunities available to them. Equally, they striving hard to minimize the weaknesses to come out of threats.

**Summary**

Government of India has established number of textile production centre and textile parks for assisting and promoting the readymade garment industry in India. Ministry of Textiles has set up Foreign Direct Investment cell to attract Foreign Direct Investment in the textile sector in the country. Present textile industry has been adopting information technology application in textile industry. Readymade garment industry got 8th rank in India’s top ten commodities of export and its share of total India’s export is 2.90 per cent. In the year 2012 – 2013 India’s readymade garment export has achieved $265.95 billion. In India, many leading readymade garment seller like Venheusen, Raymond, Peter England and so on adopting marketing strategies for improving and increasing the readymade garments selling.

**CHAPTER III**

**An Overview of Consumer Behaviour**

**3.1. Introduction**

The field of consumer behaviour is rooted in the marketing concept, a business orientation that evolved in 1950s through several alternative approaches towards doing business, namely, the production concept, the product concept, and the selling concept. The consumer behaviour is rooted in marketing strategy when some marketeers began to realise that they could sell more goods easily, if they produced only those goods which the consumer
would buy. Instead of trying to persuade customers to buy what the firm had already produced, marketing-oriented firms found that it was a lot easier to produce only products they had first confirmed through research that consumers wanted. Consumer needs and wants became the firm’s primary focus.

This consumer-oriented marketing philosophy comes to be known as a marketing concept. Even before the evolution of the marketing concept, an intuitive understanding of the consumer behaviour was the key to the growth of companies that have remained highly successful, even today. The companies that focused on understanding their customers are the ones that continue to grow and remain leaders in their industries inspite of increased competition and changing business environments.

The importance of consumer behaviour in marketing has been described by many practitioners “Consumer behaviour is a rapidly growing field of research and teaching which in addition to considerable value of marketing managers and others who are professionally concerned with buying activity”. An important reason for studying consumer behaviour is the evaluation of consumer groups with unsatisfied needs and desires. The essence of the modern marketing concept is that all elements of business should be geared to the satisfaction of consumers. The total marketing efforts must be so designed that the consumer perceives its various features as providing an answer to his perceived problems and felt needs.
Consumer analysis seeks to determine the underlying currents and cross currents in the consumers' minds. It focuses on the causes rather than the results of effective marketing strategy employed by the firms that are successful in the markets. The term consumer research represents the process and tools used to study consumer behaviour. The adoption of the marketing concept underscores the importance of consumer research and provides the groundwork for the application of consumer behaviour principles to marketing strategy. The study of consumers and their consumption behaviour in depth is essential in order to design new products and marketing strategies that would fulfill consumer needs. Every consumer is unique and thus uniqueness is manifest in the search, purchasing, consuming, reaching and the like. Thus, consumer behaviour must be properly understood by the marketers.

3.2. Consumer and Customer

3.2.1. Consumer

A consumer is anyone who typically engages in any one or all of the activities mentioned in the definitions. Traditionally, consumers have been defined very strictly in terms of economic goods and services wherein a monetary exchange is involved. This concept, over a period of time has been broadened.

The term consumer is used for both personal consumers and organisational consumers and represents two different kinds of consuming entities. The personal consumer buys goods and services for personal use. The other category of consumer is the organisational consumer such as local or state
government, schools, hospitals, corporate sector, departmental store, private service, private business centre, show room, manufacturing and service and others. The organisational consumer buys goods and services for the employees, patients, workers, students and so on.

3.2.2. Customer

Anyone who regularly makes purchases or/and uses the services from a store or a company is termed as “customer”of that store or the company, i.e. the service provider.

3.3. Consumer Behaviour

Consumers are the users of goods and services, hence, consumers derive consumption, utility of goods and services. The term ‘consumer’ is used to describe two different kinds of consuming entities, namely, the personal consumers and organisational consumers. Personal consumers are individuals who purchase for the purpose of individual or household consumption. They are often referred to as end users or ultimate consumers. The organisational or industrial consumers encompass profit oriented and nonprofit businesses, government agencies and institutions like schools and hospitals that purchase for running their organisation. It is argued by some, like Howard and Sheth\textsuperscript{90} that studying ultimate consumers also exhibits much about industrial and intermediate buyers and others involved in purchasing of business firms and institutions. Most of the industrial purchasing behaviour is unique because it

\textsuperscript{90} The theory of Buyer Behaviour, Wiley, Newyork 1969.
often involves different buying motives and the influence of a large variety of people. Hence, that study of consumer has become imperative.

Behaviour refers to the way of acting or functioning of one. Behaviour is the interaction with the ambient surrounding environment, inherent in living creatures and mediated by their external (motor) and inner (psychic) activeness. Behaviour is generally mediated by needs, motives, personality, perception, learning, involvement attitude, communication, persuasion, culture, reference groups, family and social class.

Consumer behaviour is that subset of human behaviour that is concerned with the decision and acts of individuals in purchasing and using products. Consumer behaviour is defined broadly. The Dictionary of Marketing and Advertisement defines consumer behaviour as “observable activities chosen to maximise satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for particular brands so on.

According to Ostrow and Smith’s Dictionary of marketing, the term consumer behaviour refers to “the actions of consumers in the market place and the underlying motives for these actions. Marketeers expect that by understanding what causes consumers to buy particular goods and services they will be to determine which products are needed in the market place, which are obsolete, and how best to present the goods to the consumers”.
Consumer behaviour is “observable activities chosen to maximise satisfaction through the attainment of economic goods and services such as choice of retail outlet, preference for the particular brands so on”.  

The term consumer behaviour refers to “the action of consumers in the market place and the underlying motives of these actions. Marketeers accept that by understanding what causes consumers to buy particular goods and services they will be able to determine which products are needed in the market place, which are absolute and how best to present the goods to the consumer”.  

3.4. Factors Influences on Consumer Behaviour

3.4.1. Social Factors:

The behaviour of a consumer is influenced by social factors, such as the consumer’s small groups, family, social roles and status.

3.4.1.1. Reference Groups

Many groups influence the buying behavior of an individual. The reference group of an individual consists of all the groups that have a direct or indirect influence on the attitudes or behavior of the individual. Groups having a direct influence on a person are called membership groups. These are groups to which there is fairly a continuous interaction, such as family, friends, neighbors and co-workers. Primary groups tend to be informal. A person also

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91 The Dictionary of Marketing and Advertising p.29.
belongs to secondary groups, which tend to be more formal and where there is less continuous interaction such as religious and trade union groups. People are significantly exposed an individual to new behaviours and lifestyles. They also influence the person’s attitudes and self-concept because everyone normally desires to “fit in” and they create pressures for conformality that may affect the person’s actual product and brand choices. The importance of reference group influence varies among product and brands.

3.4.1.2. Family

The impact of family on the formulation of values, attitudes and purchasing patterns is considerable. The family defines the purchase needs and also puts financial strains within which the buying is to be done. The members of a family assume specific roles in their everyday functioning, such roles or tasks extend to the realm of consumer purchase decisions. Key consumer-related roles of family member include influencer, gate keepers, deciders, buyers, prepares, users, maintainers and disposers. A family’s decision-making style often is influenced by its lifestyle, roles and cultural factors.

3.4.1.3. Roles and States

A person belongs to many groups, namely family, clubs, organisation and the like. The person’s position in each group can be defined in terms of both roles and status. A role consists of the activities people are expected to perform according to the person around them. Each role will influence some of consumer buying behaviour. Each role carries a status reflecting the general
esteem given to it by the society. People often choose products that show their status in society.

3.4.2. Cultural Factors

Cultural factors exert the broadest and deepest influence on consumer behaviour. Cultural factors comprise of a set of values and ideologies of a particular community or group of individuals. It is the culture of an individual which decides the way one behaves.

3.4.2.1. Culture

A.L. Korebar and T. Parsons defined culture as “a complex of values, ideas, attitudes and other meaningful symbols created by man to shape human behaviour and the artifacts of that behaviour as they are transmitted from one generation to the next”. Culture can be defined as the largest single grouping of people showing a distinctly unique social heritage.

In the context of consumer behaviour, culture is defined as the sum total of learned beliefs, values and customs that serve to regulate the consumer behaviour of members of a particular society.

Beliefs and values are guides for consumer behaviour while customs are usual and accepted ways of behaving cultural influences are pervasive that they are hard to identify and analyse. Each group or society has a culture and cultural influences on buying behaviour which may vary greatly from country to country.

3.4.2.2. Sub-Culture:
A sub-culture is a distinct cultural group that exists as an identifiable segment within a larger, more complex society. Its members possess beliefs, values and customs that set them apart from other members of the same society. At the same time, they hold the dominant beliefs of the overall society. Subculture includes nationalities, religions, racial groups and geographical regions. Many subcultures make up important market segment.

3.4.2.3. Social Class:

Every society has some form of social class structure. Social classes are society’s relatively permanent and ordered divisions whose members share similar values, interest and behaviours. Social class is measured as a combination of occupation, incomes, education, wealth and other variables. Social classes show distinct product and brand preferences in areas such as clothing, home finishing, leisure activity and automobiles.

3.5. Stage in Family Life Cycle

Family means husband, wife and children living with them, but the member of the family differs from society to society. In India, family consists of parents and their children, wives of male members and their children. Consumer researcher defines family “as two or more persons related by blood, marriages or adoption who reside together”. 93 Life cycle refers to the progression of stages through which individuals and families proceed over time. The Wells and Guber traditional family life cycle model are presented as below.

Table 3.1

93 P.C.Jain, Monika Bhatt, Consumer Behaviour In Indian Context, S.Chand and Company Pvt Ltd., 2013, p.83.
Wells and Guber Traditional Family Life Cycle Model

<table>
<thead>
<tr>
<th>Sl. No.</th>
<th>Life Cycle Stage</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Bachelor</td>
<td>Young single people not living at home</td>
</tr>
<tr>
<td>2.</td>
<td>Newly Married Couples</td>
<td>Young newly married couple without children</td>
</tr>
<tr>
<td>3.</td>
<td>Full Nest I</td>
<td>Young married couple with youngest child under 6 years</td>
</tr>
<tr>
<td>4.</td>
<td>Fully Nest II</td>
<td>Young married couple with a youngest child over 6 years</td>
</tr>
<tr>
<td>5.</td>
<td>Full Nest III</td>
<td>Older married couple with dependent children (usually teens)</td>
</tr>
<tr>
<td>6.</td>
<td>Empty Nest I</td>
<td>Older married couples with no children at home, husband employed</td>
</tr>
<tr>
<td>7.</td>
<td>Empty Nest II</td>
<td>Older married couples with no children at home, husband retired</td>
</tr>
<tr>
<td>8.</td>
<td>Solitary Survivor I</td>
<td>One remaining spouse, employed</td>
</tr>
<tr>
<td>9.</td>
<td>Solitary Survivor II</td>
<td>One remaining spouse, retired</td>
</tr>
</tbody>
</table>

3.6. Consumer Perception

Perception is the process by which an individual selects, organises, and interprets stimuli into a meaningful and coherent picture of the world. Stimuli includes products, packages, brand names, advertisements and commercials, and the like. Perception is an individual process and depends on internal factors such as an individual’s beliefs, experiences, needs, moods, and expectations. Perception is also influenced by the characteristics of stimuli such as the size, colour, and intensity, and the context in which it is seen or heard. Perception includes three distinct processes: (a) Sensation; (b) Information selection; and (c) Interpreting the information.

3.6.1. Sensation

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Sensation is the immediate, direct response of the sense organs (eyes, ears, nose, mouth, and skin) to a stimulus such as brand name, package, advertisement and so on. A stimulus is any unit of input to any of the senses. Marketeers are interested in knowing the physiological responses of the consumers to various marketing stimuli such as visual and audio elements of a commercial or the design of the product package so that it would attract consumer attention.

3.6.2. Information Selection

Information selection refers to paying attention to particular stimuli. Sensory inputs are only part of the perceptual process. There are internal psychological factors that include a consumer’s personality, needs, motives, expectations, and experiences. The individual psychological factors explain as to why people pay attention to some of the things and ignore others. For this reason it is not unusual that people select, attend, understand, and perceive the same stimuli in different ways. Consumers pay attention only to those stimuli that are relevant to their needs or interests and filter out the irrelevant ones. On a typical day, it is exposed to a large number of stimuli, but can remember only those that seem to be relevant and ignore all others.

3.6.3. Interpreting the Information

Interpreting the information requires people to organise, categorise, and interpret the information registered by the senses. This process is uniquely individual as it is based on what individuals expect to see in the light of their experiences, the number of possible explanations they can think of, their
personality, needs, motives, and so on. The meaning attributed to a stimulus depends in part on the nature of the stimulus. Some advertisements have attempted to communicate objective, factual information in a straightforward manner, others are ambiguous and apparently seem to have no relationship with an advertised product and the individual will usually interpret the meaning in such a way that they serve to fulfill personal needs, wishes, interests, and so on.

3.7. Level of Involvement in Consumer buying Behaviour

Consumer involvement is considered as an important variable that can explain how consumers process the information and how this information might influence their purchase or consumption related behaviour. However, there is wide agreement that the degree of involvement has a very significant effect on consumer behaviour.

Purchase involvement is the level of concern for, or interest in, the purchase process stimulated by the need to consider a certain purchase. There are several broad types of involvement related to the product, the message, or the perceiver.

3.7.1. Product Involvement

Product involvement refers to a consumer’s level of interest in a certain product. Marketers communicate many sales promotions to increase consumer involvement in a product. Tata Indica V2 sponsored a contest in which participants were to submit five words that describe the car starting with the letter “V.”

3.7.2. Advertising Involvement
Advertising involvement refers to the consumer’s interest in processing the advertisement messages. Television is said to be low-involvement medium and consumers process information in a passive manner. In contrast, print is a high-involvement medium as the readers actively process information.

### 3.7.3 Purchase Situation Involvement

Purchase situation involvement may occur while buying the same item in different contexts. There are various types of consumer-decision processes. It is useful to view purchase decision involvement as a continuum and as the consumer moves from a low level of involvement with the purchase situation to a high level of involvement, purchase decision-making becomes increasingly complex. This is shown in Figure 3.1.

**Figure 3.1**

*Involvement Level and Types of Decision-Making*

- **Low-involvement purchase**
  - Nominal decision-making
  - Problem recognition (selective)
  - Information search (limited, internal)
  - Evaluation of alternatives

- **High-involvement purchase**
  - Limited decision-making
  - Problem recognition (generic)
  - Information search (internal, limited external)
  - Evaluation of alternatives

- **Extended decision-making**
  - Problem recognition (generic)
  - Information search (internal, external)
  - Evaluation of alternatives
**Nominal Decision-Making** is also referred to as nominal problem solving, habitual decision-making, or routine problem solving. Recognition of need is likely to lead directly to an intention to buy. Information processing is very limited or non-existence. There is generally low-involvement with most low priced and frequently purchased products which are consumed on an ongoing basis and involve nominal decision-making. A problem is recognised, consumer’s internal search from long-term memory comes up with a single preferred solution, the preferred brand is purchased and no brand evaluation occurs unless the brand fails to perform as expected. Some of these decisions are so nominal that the consumer does not even think of purchasing an alternative brand.

**Limited Decision-Making** is usually more straightforward and simple. It involves internal (long-term memory) and limited external search, consideration of just few alternatives, simple decision rules on a few attributes and little post purchase evaluation. It covers the middle ground between
nominal and extended decision-making. Buyers are not as motivated to search for information, or evaluate each attribute enthusiastically, but actually use cognitive shortcuts. When the level of consumer involvement is low, limited decision-making may not be much different than nominal decision-making.

**Extended Decision-Making** corresponds most closely to the traditional decision-making perspective. Such decisions involve extensive internal (long-term memory) and external (outside sources) information search followed by a rigorous evaluation of several alternatives because consumers do not possess any meaningful information about the product or service and need lots of it. The evaluation often involves careful consideration of attributes of one brand at a time, and taking stock of how the attributes of each brand measure up to a set of desired characteristics. All these happen in response to a high level of consumer’s involvement in making a purchase decision.

Depending on whether the involvement is short term or long term, consumer involvement could be of two types, viz., situational and enduring.

1. **Situational Involvement:** This is a state of arousal directed towards attaching relevance to a person/object/situation for a short term. As an affective state, it creates a level of involvement when a person thinks about a particular person/object/situation. It is specific to a situation and is thus temporary in nature. It could vary from low to high, depending upon the situational factors.

2. **Enduring Involvement:** When the level of involvement towards the product/service category extends over a period of time across situations, it is referred to as enduring involvement. The person shows a high-level of interest
in the product category and spends time collecting and processing information and integrating it within his memory.

Enduring involvement with a product category often gives birth to an opinion leader. An opinion leader is a person who holds an interest in a particular product/service category and becomes a specialist who makes efforts to gather all information about the category, the brand offering and so on. They talk about and spreads the information. When a person wants to make a purchase, who seeks the advice and guidance of such an opinion leader who helps him make a decision.

3.8. Consumer Decision-making:

A consumer purchase is actually a response to a problem. Consumer Decision-making pertains to making decisions regarding product and service offerings. It may be defined as a process of gathering and processing information, evaluating it and selecting the best possible option so as to solve a problem or make a buying choice. Consumer decision-making pertains to the following decisions:

(a) **What to buy:** Products and Services  (b) **How much to buy:** Quantity
(c) **Where to buy:** Place  (d) **When to buy:** Time  (e) **How to buy:** Payment terms.

*All purchase decisions are not similar. The effort put into each decision-making is different.*

3.8.1. Decision-making:
A decision is defined as choosing an option of the few/many available. Decision-making is the process of choosing between two or more alternatives. It is the selection of an alternative out of the few/many choices that are available.

Decisions Making can be of two types such as (a) Programmed decision-making, and, (b) Non-programmed decision-making.

(a) **Programmed Decision-making**: This is applied to problems that are routine and regular. Such problems are simple to deal with and guidelines to sort out such problems exist. Such decisions are made without much thought. With respect to marketing, these are decisions related to day to day purchases or convenience and shopping goods; these are generally low involvement purchases. They may also be habitual in nature, and brand loyalty could easily develop.

(b) **Non-programmed Decision-making**: This is applied to problems that arise suddenly and are unique or novel. As the problem is sudden and novel, it is complex and requires a lot of information gathering, deliberation and thought. With respect to marketing, these are decisions related to infrequent purchases or specialty goods and emergency goods; these are high involvement purchases.

### 3.9. Consumer Decision-Making Process

Consumer decision-making generally involves five stages: Problem or need recognition, information search, alternatives evaluation, purchase, and post-purchase evaluation. This is shown in Figure 3.2.
3.9.1. Problem Recognition

The purchase decision-making process begins when a buyer becomes aware of an unsatisfied need or a problem. Problem recognition is a critical stage in the consumer decision-making process because without it, there is no deliberate search for information. Rarely is there a day when they do not face multiple problems which individuals resolve by consuming products or services. Consumer commonly face problems such as the need to replenish items of everyday consumption.

The process of problem recognition combines some highly relevant consumer behaviour concepts such as information processing and the motivation process. First of all, consumers must become aware of the problem through information processing arising as a result of internal or external

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stimuli. This leads to motivating consumers; they are aroused and activated to engage in some goal directed activity (purchase decision-making).

Routine problems are those where the difference between actual and desired states is expected to be felt and would call for immediate solution. For instance, convenience goods of everyday use are associated with this category of problem recognition. Both routine and emergency problems, stimulate purchases of goods and services with a minimum time lag between purchase and actual consumption. Emergency problems are possible, but are unexpected and necessarily need immediate solutions.

3.9.2. Information Search

Consumers engage in both internal and external information search. After problem or need recognition, consumers generally take steps to gather adequate information to select the appropriate solution. Information search refers to what consumer surveys in their environment for suitable information making a satisfying purchase decision. Problem recognition is an ongoing process for consumers and they use internal and external searches to solve these problems. Consumers can also be involved in ongoing search activities to acquire information for possible future use.

3.9.3. Sources of External Information:

Sources of external information include:

(i) relatives, friends, neighbours, and Chat groups.

(ii) professional information from handouts, pamphlets, articles, magazines, journals, books, professional contacts, and the Internet.
(iii) direct experience through trial, inspection, and observation.

(iv) marketer initiated efforts included in advertisements, displays, and sales people.

Besides recalling and learning about the availability of different solutions, an important objective of information collection is to determine appropriate evaluative criteria. These criteria are the standards and specifications that the consumer uses in evaluating products and brands. The consumer establishes what features or attributes are required, to meet their needs.

The information collection yields an awareness set of brands/products. Awareness or consideration set is composed of recalled and learned about solutions. Awareness set contains the evoked set, inert set, and inept set.

**Evoked set** is composed of those brands the consumer will choose to evaluate the solution of a particular problem or need. **Inept set** includes those brands that the consumer finds unworthy of consideration. **Inert set** is composed of alternatives that the consumer is aware of but would not consider buying and would treat with indifference.

### 3.10. Attitude of Consumers

Consumer attitudes are a composite of a consumer (1) beliefs about, (2) feelings about, (3) and behavioural intentions toward some object within the context of marketing, usually a brand or retail store. These components are viewed together since they are highly interdependent and together represent
forces that influence how the consumer will react to the object. This is also shown in Figure 3.3.

3.10.1. Beliefs:

The first component is beliefs. A consumer may hold both positive beliefs toward an object (e.g. coffee tastes good) as well as negative beliefs (e.g. coffee is easily spilled and stains papers). In addition, some beliefs may be neutral (coffee is black), and some may differ in valance depending on the
person or the situation (e.g. coffee is hot and stimulates—good on a cold morning, but not good on a hot summer evening when one wants to sleep).

The beliefs that consumers hold need not be accurate (e.g. that pork contains little fat), and some beliefs may, upon closer examination, be contradictory (e.g. that a historical figure was a good person but also owned slaves).

3.10.2. Affect:

Consumers also hold certain feelings toward brands or other objects. Sometimes these feelings are based on the beliefs (e.g. a person feels nauseated when thinking about a hamburger because of the tremendous amount of fat it contains), but there may also be feelings which are relatively independent of beliefs.

3.10.3. Behavioural Intention:

The behavioural intention is what the consumer plans to do with respect to the object (e.g. buy or not buy the brand). As with affect, this is sometimes a logical consequence of beliefs (or affect), but may sometimes reflect other circumstances.

3.11. External Influences on Purchase Behaviour

3.11.1. Marketing - Mix Decisions

Once unsatisfied needs and wants are identified, the marketeer has to determine the right mix of product, price, distribution and promotion. In this context, consumer behaviour study is very helpful in finding answers to many perplexing questions.
1. **Product:** The marketeer designs the product or service that would satisfy unfulfilled needs or wants. Further decisions regarding the product concern the size, shape and features. The marketeer also has to decide about packaging, important aspects of service, warranties and accessories etc.

2. **Price:** The second important component of the marketing mix is price. Marketers must decide what price to charge for the product or service. These decisions will influence the flow of revenue to the company.

3. **Promotion:** Promotion is concerned with marketing communications to consumers. The most important promotion methods are advertising, personal selling, sales promotion, publicity and direct marketing.

4. **Place:** The next decision relates to the distribution channel, that is, where and how to offer products and services for sale.

3.12. **Consumer Behaviour Models Based on Involvement:**

Consumer involvement affects the ways in which consumers seek, process, and transmit information, make purchase decisions and make post-purchase evaluation. As the level of consumer involvement increases, the consumer has greater motivation to gather, comprehend, elaborate and assimilate on the information. A marketeer needs to design his marketing mix in a manner that he can activate the involvement process to his favor, and marketing communication has a key role to play. A few models have been proposed that are based on consumer involvement; these are discussed below.

3.12.1. **The Learn-Feel-Do Hierarchy Model:**
With implications for marketing communication, the learn-feel-do-hierarchy model was proposed by Vaughn and his colleagues in the 1980’s at Foote, Cone and Belding; thus, it also came to be known as the FCB Matrix. Consumer decision-making varies across the nature of product/service offerings. According to the model, some purchases are backed by a lot of cognition and thinking, while others are based on feelings and emotions. The combination of these reference points produces a strategy matrix. The marketer has to choose appropriate strategies for different kinds of product/service offerings. One needs to analyse the nature of one product, and design one promotion strategy accordingly; the advertising medium should relate to the product category.

The learn-feel-do model is a simple matrix that links consumer decision-making and consumer choices to three components which are information (learn), attitude (feel), and behaviour (do). The matrix classifies consumer decision-making along two dimensions, high/low involvement and thinking/feeling. Involvement as a dimension is represented on a continuum as high and low; over time one moves from high to low involvement. Thinking and feeling represent the other axis again as two ends of a continuum; with time, there is a movement from thinking toward Feeling. In the matrix, based on cross combinations, there are four cells, like High Involvement/High Thinking, High Involvement/High Feeling, Low Involvement/Low Thinking and Low Involvement/Low Feeling are presented in Figure 3.4.
(a) **High Involvement/High Thinking**: This quadrant of the matrix consists of high involvement and thinking, typically signifying higher level of *rationality*. 
Products that fall into this quadrant are high involvement products, where decision-making involves a lot of thinking. Because of the nature of product/service offerings that fall in this category, consumers have a high need for information. Consumer decision-making is also driven by economic motives. Examples of products that would fall into this quadrant include cars, laptops, real estate, and so on as well as innovative products. The strategy model is learned feel do.

(b) High Involvement/High Feeling: This quadrant is representative of situations which are high involvement and high feeling; while there is a level of involvement, information and thinking are less important than the feeling factor; this is because such purchases are related to the person's self-esteem. The affect component is stronger than the information factor. The person is drawn by the feeling, emotional and psychological motives; and, they become a "feeler" about the product. Examples include sports cars and motorcycles, fashion apparel and jewellery, perfumes and so on. The strategy model is feel learned do.

(c) Low Involvement/Low Thinking: The third cell requires minimal effort on the part of the consumer, both in terms of involvement and thinking. It has actually resulted from habit forming within the consumer (or the doer), as a result of habitual buying and purchase. One becomes a reactor in the sense that whenever one has a need, one reacts and immediately purchases whatever brand one has been purchased. Over a period of time, almost all products would fall into this quadrant. Examples of products that would involve the low
involvement/thinking dimensions include staples, bread, stationery, soap and the like. The strategy model is feel learned do.

**(d) Low Involvement/Low Feeling:** The products that fall into this quadrant signify low involvement and low feeling; yet, they promote self satisfaction. Consumers buy such products to satisfy personal tastes, many a times influenced by peer influence and social pressures. Examples include cigarettes, liquor, movies and the like. The strategy model is do feel learn.96

3.12.2. The Product versus Brand Involvement Model:

This model assesses consumer involvement at two levels, (i) product and (ii) brand. A consumer may be involved with a product/service category, but may not be necessarily involved with the brand. The converse may also be true, where they may be involved with the brand and not with the product/service category.

According to the model, consumers can be classified into four types according to their involvement with the product/service category and with the brand. These categories are as follows: Brand loyalists, Information seekers, Routine brand buyers and, brand switchers. The model could hold relevance when involvement is used as a segmentation criteria. This model is shown in Table 3.2.

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Table 3.2
The Learn-Feel-Do Hierarchy Matrix

<table>
<thead>
<tr>
<th>Brand Involvement</th>
<th>Product Involvement</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>High Involvement</td>
</tr>
<tr>
<td>High Involvement</td>
<td>Brand Loyalists</td>
</tr>
<tr>
<td>Low Involvement</td>
<td>Information seekers</td>
</tr>
</tbody>
</table>

(a) **Brand Loyalists:** Brand loyalists are consumers that are highly involved with the product category as well as the brand. As both product and brand are of high involvement, the marketer should provide information about the product category as well as the brand. As the consumers are involved with the brand as well, they exhibit brand loyalty.

(b) **Information seekers:** This is a consumer category that is highly involved with the product category, but shows low involvement with the brand. The consumers here do not think much about the brand, show less preference

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towards the brands and would not have established a preferred brand; brand loyalty is absent in most cases, and may be very low in a few cases. Such consumer put in efforts to search out collect information about the product category and the various brands. After they have processed such information and compare the various options, they make a decision on which brand is best.

(c) **Routine Brand Buyers:** Routine brand buyers are not highly involved with the product category, but shows involvement with a particular brand within that category. They tend to show a level of loyalty towards the brand, although they are not particularly interested in the product category. If and when they need to use a product, they patronize a particular preferred brand only.

(d) **Brand Switchers:** Consumers who fall in this category are neither involved with the product category nor with the brand. Consumers buy anything they can get hold off and not particular about the product or the brand. As the term suggests, they keep on switching their brands. They do not have an emotional bond with any brand. Generally, such consumers are price sensitive and respond to price.

### 3.13. Buying Roles

Consumer decision-making is a complex process. It is an interplay of reactions amongst a consumer and his cognition, affect and behaviour on the one hand, and the environmental forces on the other hand. The actual transaction/ exchange is preceded by a considerable amount of thought processes and influences. This could be explained in terms of the five “Buying Roles” viz., Initiator, Influencer, Decider, Buyer and, User. The
A marketer needs to understand these roles so as to be able to frame suitable strategies to target them. This is shown in Figure 3.5.

**Figure 3.5**

**Consumer Purchasing Behaviour**

(a) **Initiator**: The person who identifies a need and first suggests the idea of buying a particular product or service.

(b) **Influencer**: The person who influences the buyer in making his final choice of the product.

(c) **Decider**: The person who decides on the final choice: what is to be bought, when, from where and how.

(d) **Buyer**: The person who enters into the final transaction and exchange process or is involved in the physical activity of making a purchase.
(e) **User:** The person who actually consumes the product or service offering.

### 3.14. Psychological Factors

Psychology is the study of the individual, which includes motivation, perception, attitudes, personality and learning theories. All these factors are critical to an understanding of consumer behaviour and help us to comprehend consumption related needs of individuals, their actions and responses to different promotional messages and products and the way their experiences and personality characteristics influence product choices.

A person’s buying choices are further influenced by four major psychological factors, namely, (i) motivation, (ii) perception, (iii) learning and (iv) beliefs and attitudes.

#### 3.14.1. Motivation:

Motivation is the driving force with individuals that impels them to action. The driving force is produced by a state of uncomfortable tension which exists as the result of an unsatisfied need. All individuals have needs, wants and desires. The individual’s subconscious drive to reduce need induced tension results in behaviour that he or she anticipates will satisfy needs and thus bring about a more comfortable internal state.

All behaviour is goal-oriented and sought after results of motivated behaviour. The form a direction that behaviour takes (the goal is selected) are a result of the thinking process (cognition) and previous learning (experience). The process in the motivation shown in Figure 3.6.
Consumers, at any given time, are generally influenced by a set of motives rather than just one motive. The strength of an individual’s motives may vary at different times and occasions.

Every person has needs. Some of these needs are basic to sustaining life and are in tune with needs such as air, water, food, and shelter. Acquired needs are learnt needs that we acquire as a result of being brought up in a particular culture and society. For instance, needs for self-esteem, prestige, affection, power and achievement are all considered as learned needs. Motives are also be classified as (i) utilitarian and (ii) hedonic. A consumer’s utilitarian needs focus on some practical benefits and identify with product attributes that define product performance such as economy or durability.
Hedonic motives relate to achieving pleasure from the consumption of a product or service and are often associated with emotions or fantasies. Hedonic needs are more experiential as they are closely identified with the consumption process. For instance, a hedonic need might be the desire to be attractive to the opposite sex. The evaluative criteria for brands are usually emotional rather than rational (utilitarian).

Many of the needs of an individual remain dormant for long periods. The arousal of any particular set of needs at any given point in time gets triggered by an individual’s physiological condition, emotional or thinking processes or due to situational factors.

(a) **Physiological Arousal:**

Most of the physiological cues are involuntary and often arouse some related needs. For example, a person can heat up water at a store to take a bath, and can make a mental note to buy a geyser.

(b) **Emotional Arousal:**

Sometimes latent needs are stimulated because a person gets involved in thinking or daydreaming about them. This occurs when consumers deliberate about unfulfilled needs.

(c) **Cognitive Arousal:**

Sometimes just random thoughts may stimulate arousal of needs. An advertisement “home away from home” may remind a person of home and he may suddenly become aware of his need to call his wife or children.

(d) **Situational Arousal:**
A certain situation confronting a consumer may also trigger arousal. This can occur when the situation attracts attention to an existing bodily condition.

3.15. Post-Purchase Action

The favourable post-purchase evaluation of the consumers leads to satisfaction. Consumers choose a particular brand or retail outlet because they perceive it as a better overall choice than other alternatives that were evaluated while making the purchase decision. They expect a level of performance from their selected items that can range from quite low to quite high. Expectations and perceived performance are not independent and consumers tend to perceive performance in line with their expectations. After using the product, service, or retail outlet, the consumer will perceive some level of performance that could be noticeably more than the expected level, noticeably below expectations, or match the expected level of performance. The satisfaction with a purchase is basically a function of the initial performance level expectations, and perceived performance relative to those expectations.

Consumers engage in a constant process of evaluating the things that they buy as these products are integrated into their daily consumption activities. In case of certain purchases, consumers experience post-purchase dissonance. This occurs as a result of the consumer doubting her/his wisdom of a purchase. After purchase, most products are put to use by consumers, even when they experience dissonance. Consumers experience post-purchase dissonance because making a relatively longer commitment to a selected alternative
requires one to forgo the alternative not purchased. In the case of nominal-decisions and most cases of limited-decisions, consumers are unlikely to experience post-purchase dissonance because in such decisions consumers do not consider attractive attributes in a brand not selected.

As one may expect, a positive post-purchase evaluation results in satisfaction and the negative evaluation causes dissatisfaction. In case the perceived performance level of the consumers is below expectations and fails to meet the expectations, this will definitely cause dissatisfaction and the product or the outlet will be most likely pushed in the inept set and dropped from being considered on future occasions. The consumer is also likely to initiate complaint behaviour and spread negative word-of-mouth.

The consumer generally experiences satisfaction when the performance level meets or exceeds the minimum performance expectations. Similarly, when the performance level far exceeds the desired performance level, the consumer will not only be satisfied but also will most likely be delighted. Such an outcome tends to reduce the consumer’s decision-making efforts on future purchase occasions of the same product or service to accomplish need satisfaction. Thus, rewarding purchase experience encourages consumers to repeat the same behaviour in future. A delighted consumer is likely to be committed and enthusiastic about a particular brand and usually unlikely to be influenced by competitors’ actions. An ecstatic and gratified consumer is also inclined to spread favourable opinions about the brand to all concerned.

3.16. Consumer Behaviour Models
Consumer behaviour models serve two distinct functions such as (i) It explain the factors that affect purchase of a particular type of goods and services and (ii) It allow the future prediction to be made and are able to assess the likely customer of various marketing strategies. The same is shown in Figure 3.7.

3.16.1. Monadic Model:

Market researcher traditionally used economic models to predict the consumer behaviour. The concept of income, price and so on and their relation
to buying behaviour to predict the outcome. But in reality it was found that social, psychological factor go to a great extent in forming a buying behaviour. As a result marketeer started using psychological models to predict the buying behaviour. Whether pure economic models were used or pure psychological models were used, the market researcher were using monadic models using only one discipline of study.

### 3.16.1.1. Elasticity Model:

This is a micro economic model. In the case of this model, when other things remain constant (ceteris paribus) if there is increase in price, the demand of the commodity will go down. The lowering of the demand will depend on the nature of the commodity. The demand for a particular commodity that does not respond to a price change is known as price inelastic commodity. Similarly, income elasticity sets a relation between the change in consumer income and change in the quantity demanded and classifies commodities as income elastic and income inelastic.

### 3.16.1.2. Response Hierarchy Model:

This model attempts to predict the sequence of mental stage that the consumer passes through on the way to purchase. This model is purely psychological. There are three mental stages, namely cognitive, affective and behavioural. Cognitive stage deals with the creation of knowledge or awareness in the mind of the consumer. The next stage is concerned with developing an interest in the mind of the consumer which will result in developing a change in attitude towards the specific product. The attitude transformation finally brings
us response hierarchy models in the AIDA model. AIDA stands for attention, interest, desire and action depicting the sequence of mental stages that the consumer passes through before the action of buying. This is shown in Figure 3.8.

**Figure 3.8**

**Response Hierarchy Model**

3.16.1.3. Micro Economic Model:

It was developed in the early 19th century and deals with the pattern of goods and prices in the entire economy. The model focuses on the consumer’s act of purchase, which is only a portion of consumer behaviour. Hence, the theory was based on a number of assumptions about consumers. The micro economic model has an important influence on the understanding of consumers with the modernization of certain aspects of the micro economic model. It continues to have an important influence on contemporary thinking about consumer behaviour.
3.16.1.4. Macro Economic Model:

It focuses on aggregate flows in the economy the monetary value of goods and resources where they directed and how they change over time, through this, conclusions are drawn about the behaviour of consumers who influence these flows. Even though, it is not a full-unified model of consumers, it provides a number of insights into their behaviour. One aspect of the model is how consumers divide their income between consumption and savings. Another proportion of the model is referred to as the permanent income hypothesis. It is useful, the traditional approaches stress economic values and tend to ignore the influence of psychological factor.

3.16.1.5. The Black Box Model:

Black Box Model is also called stimulus response model, consumer's mind and thought processing are treated as a “black box” which cannot be opened to find out how it is working. The model highlights the input stimulus like a promotional advertisement and resultant output the purchase behaviour. This model is shown Figure 3.9.

![Figure 3.9](#)

**Black Box Mode**

<table>
<thead>
<tr>
<th>Input Stimulus</th>
<th>Purchase</th>
</tr>
</thead>
<tbody>
<tr>
<td>Behaviour</td>
<td></td>
</tr>
</tbody>
</table>
Black Box Model although does not go on to describe as how purchase behaviour is formed, mentions personality, motivation, attitude and learning process as the factors standing between input stimulus and output behaviour. Monadic theories fail to explain the complex, multifaceted buying behaviour, as a consumer is a mixture of rational (highlighted by economic price elasticity model) and emotional and cognitive (highlighted by psychological models) buyer.

3.16.2. Electric or Multivariable Models:

The consumer receives information from various sources, which is processed in the central processing unit (the mind), influenced by external environment like economic, social, cultural and psychological. Some of the well known multivariable models are (i) Howard-sheth model, (ii) Engel, Blackwell and miniard model, (iii) Nicosia model, (iv) Anderson model, (v) Product adoption model, and (vi) Family decision-making model. This is also shown in Figure 3.10.

3.16.2.1. The Howard-Sheth Model

The Howard Sheth model, serves as an integrating framework for a very sophisticated comprehensive theory of consumer behavior. It should be noted that the authors actually use the term buyer in their model to refer to industrial purchases as well as ultimate consumers. Thus,
it can be seen that their interest was to develop a unified theory useful for understanding a great variety of behaviours. This is shown in Figure 3.10.
(i) **Input Variables:**

These include information inputs about the alternative services or products available, including rational and emotional elements.

(ii) **Behavioural Determinants:**

These variables are the pre-existing elements in the consumer’s mind and existing predisposition of the consumer influenced by his culture, family and other such factors.

(iii) **Perceptual Reaction:**

Information from the inputs is not accepted at their face value by the customer but is processed in the minds of the consumers and then interpreted.

(iv) **Processing Determinants:**

These are the factors affecting as how the gathered information is evaluated. Factors affecting are motivated and the past relevant experience (the learning process). The learning process will include experiences about the product and also on post purchase services.

(v) **Inhibitors:**

These are the external constraints, inhibiting the actual or potential purchase behaviour.
(vi) Output Variables:

The outcome of the process of interacting elements resets in the purchase decision, not to purchase or post dated purchase. This model brings out that the buying process is an end product of the objective (rational) as well as subjective (emotional) element.  

3.16.2.2. The Engel, Black well and Miniard Model:

This model considers the consumer behaviour as a decision process comprising five major activities over a period of time. These activities are:

(a) Need recognition
(b) Search for information
(c) Alternative evaluation
(d) Purchase and
(e) Outcome.

The influencing variables on these activities are

(a) Stimulus inputs like information from mass media, personal contacts and general market sources;

(b) Information processing involves the active memory where information is stored and from where information can be retrieved;

(c) Decision process which involves search process, evaluation process and purchase process; and

(d) Environmental influence is the fourth variable that influences all the five activities.

The Engel, Blackwell and Miniard Model is shown in Figure 3.11.

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Francesco Nicosia gave a consumer behaviour model based on the technique of computer flow charting with feedback loops. Nicosia believed that
stimulation techniques are effective in explaining in greater depth and detail the consumer decision process. This model insists more on decision-making which precedes and succeeds the buying act. There are four basic fields in the model. Each field in the model is like a sub-program in the overall master program.

I. **Field one** covers flow of a message from its origin, the promotion or advertisement of the product or brand to the final reception and ‘assimilation’ of the message by the buyer. Environmental factors, personality of the buyer and learning experience affecting the reception of the message is considered in field one.

II. **Field two** is concerned with data search and comparative evaluation.

III. **Field three** covers all the possible transformation of the motivation into the act of buying.

IV. If the purchase occurs **Field four** consists of storage and use of the product. The output is feedback which may or may not result in repeat purchase. Fourth field closes the consumer loop as the cycle is completed.

Some market researchers feel the search and evaluation process is over rational which may be true for highly valuable products, but far less likely to take place for low cost of goods. This model is shown in Figure 3.12.

**Figure 3.12**

**Nicosia Model of Consumer Decision Processes**
3.16.2.4. Andreason Model:

This model develops a general model of buyer, choice behaviour built upon several conceptions about attitude information and changes drawn from

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social psychology. According to Alan R. Anderson, the key to attitude change is exposure to various kinds of information. The exposure may be voluntary or involuntary. The entire process, starting from stimulus to outcome comprises four stages, namely, input stimulus, perception and filtration, disposition changes and various feasible outcomes.

Attitude formation and change are central concepts of the model. There is a distinction between what the actual information is and how people perceive it. The information is not stored objectively, but subjectively. Channels of communications are also subject to perceptual judgement. A marketeer should try to build a favourable attitude in consumer.

Market segmentation strategy attempts to fit existing attitude and behaviour in terms of product design, distribution and the like while product differentiation strategy attempts to change attitude and behaviour to make the consumer accept a particular product. Anderson believed that model will be useful as “a detailed organizing concept marketing decision makers who must take the customers' decision explicitly into account when employing either or both of these strategies”. This model is comprehensive but is highly complex.

3.16.2.5. The Product Adoption Model:

Rogers defined the “diffusion” as the process by which an “innovation” is communicated over time, among the individuals within society who constitute the target market. Rogers suggests that diffusion of innovated
products follows as “normal curve” while it permeates through the classes of consumers. The diffusion process depends on four factors.

(a) The innovation itself

(b) The communication process and channels used

(c) The time at which individuals decide to adopt the product

(d) The various classes of consumers

There are five categories of consumers involved in this whole process of diffusion of innovation such as (i) Innovators (ii) Early Adopters (iii) Early Majority (iv) Late Majority and (v) Laggards.

3.17. **Bettman's Information Processing Model of Consumer Choice**

Bettman introduced a consumer behaviour model in 1970s that bases itself on the information processing that takes place within a consumer. The consumer is central to a host of information processing activities. One receives a large amount of information externally from the marketeer, competitors and the environment. One also has a large store of information within him as a database that he builds over time from his learning, experiences, social influences and the like. With a huge amount of information that one is exposed to, the processing becomes difficult and unmanageable. This model is shown in Figure 3.13.

**Fig 3.13**

**The Bettman Information-Processing Model of Consumer Choice**
3.17.1. Processing Capacity: Bettman assumes that while the information processing capacity varies across people, it is limited for each one of us. Every person has a limited capacity to process information; thus, consumers are not interested in extensive information processing, and select strategies that make product selection an easy process. They try to bypass their limits by being
selective towards information receptivity, ignoring certain information that they consider irrelevant or in comprehensible, prioritizing information that is required and is in use. The marketeer needs to understand the information processing capacities of individual consumers while delivering marketing information; this would provide invaluable insights to marketeers for the design of their marketing communication strategies.

3.17.2. Motivation: The decision-making choice process within a consumer is provided strength, intensity and direction through motivation. There exists a hierarchy of goals’ mechanism that provides different sub-goals to simplify the choice selection. Depending upon the goal hierarchy (priority of goals), this component acts as the powerful and imposing component that controls directly not only the subsequent processes of attention, information acquisition and evaluation, decision processes and the consumption and learning processes, but also controls indirectly the various sub-processes in the model via the main process components. The continuation and suspension of various sub-processes and their interrelationship with the main processes are all impacted by motivation. This component also converts the non-action or passive inputs in the consumers into action outputs or active behaviour.

3.17.3. Attention and Perceptual Encoding: According to Bettman, attention could be voluntary as well as involuntary in nature. When a consumer actively, consciously seeks attention to achieve his goals, it is referred to as a voluntary attention. It is the conscious allocation of processing capacity to current goals. Non-voluntary or involuntary attention is the short term attention that one
provides before deciding whether one should process the information that one has been exposed to and as to whether one should provide a voluntary attention.

3.17.4. Information acquisition and evaluation: The consumer decides on the kind of information as well as the quantum of information required for the choice decision. Based on heuristics, one assesses the importance and availability of information. If one has the necessary information in a sufficient quantum in his memory, one goes ahead with the next stage. Memory is the source for the internal search for information. If one feels that the information that one has in one’s memory is insufficient, when it is found to be insufficient, one acquires more information through external search. At this stage of the consumer again experiences the switch on and off modes through the scanner and interrupt mechanisms.

3.17.5. Decision Process: After information search and evaluation, the consumer takes a decision. The final decision of the brand is based not only on the acquired and evaluated information but also his personal characteristics, demographics, psychographics (motivation, learning and experiences, attitude, personality, perception.), social influences and situational factors. This stage is also affected by the scanner and interrupt mechanisms.

3.17.6. Consumption and learning processes: After the consumer buys decides on a choice, one purchases the brand. The experience that one gains through the decision-making and the consumption of the product in terms of satisfaction/dissatisfaction gets stored in his memory. This learning affects
subsequent decision-making for similar product categories, and affects the future heuristics for consumer decision-making. It provides the consumer with information to be applied to the similar choice situation in future. This stage is also affected by the scanner and interrupt mechanisms.\textsuperscript{101}

3.18. Consumer Behaviour in International

The field of consumer behaviour is based on the marketing concept, a business orientation that evolved in the 1950’s through several approaches referred to as production concept, the product concept and the selling concept. Thirty years before the birth of the marketing concept Alfred P. Sloan realised that all consumers are not alike and the importance of segmenting the market which is now known as market segmentation. Market segmentation is a concept that is the corner stone of modern marketing today. Though the idea of producing and selling only those goods that match, consumer needs took hold during 1950’s.

3.19. Consumer Behaviour in India

India is very vast geographically. Consumers here are scattered over a vast territory. As the country is also marked by great diversity in climate, religion, language, literacy level, customs and calendars, lifestyles and economic status, here consumers present a complex and bison Group.\textsuperscript{102}


\textsuperscript{102} Awadesh kumar singh and sathyaprasad pandey, Rural Marketing – Indian perspective, New age international Publishers, p.17.
As on May 2011, the population of India stood about 1.207 billion with 742 million people living in rural areas and 285 million in urban areas. About 25 per cent of the total consumers is concentrated in the urban areas and 75 percent live in rural areas of the country. Within the urban segment, there is a tremendous concentration of consumers in the metros. The diversity among Indian naturally leads to variations in the consumption patterns and buying behaviour. There is also marked variation in consumption between the urban consumer and the rural consumer of the country. Hence, it is difficult to draw a profile of Indian consumers. No comprehensive study of the Indian consumer has been undertaken. So far, only fragmented studies have been attempted by different agencies.

The Indian consumers are noted for the high degree of value orientation. Such orientation to value has labeled Indian as one of the most discerning consumers in the world. Even luxury has to design a unique pricing strategy in order to get a foothold in the Indian market. Indian consumers have a high degree of family orientation. This orientation in fact, extends to the extended family and family friends as well. Brands that support family values tend to be popular and accepted easily in the Indian market.

Indian consumers are also associated with values of nurturing, care and affection. These values are far more dominant than the values of ambition and achievement. Products which communicate feelings and emotions are welcomed by the Indian consumers. Apart from Psychology and economics, the role of history and tradition in shaping the Indian consumer
behaviour is quite unique. Perhaps, only in India, one sees traditional products along side modern products.\textsuperscript{103}

Different segments of Indian Consumers are:(i) The Socialites (ii) The Conservatives (iii) Women Consumer (iv) Professional Consumer (v) Rural Consumer (vi) Children in Family and (vii) Purchase Online Consumer.\textsuperscript{104}

3.20. Consumer Behaviour in Tamilnadu

Tamilians are known for their intelligence and hard work. They shine in engineering field, scientific research and government jobs. The total population of Tamilnadu, according to the 2011 census is 72.13 million, males constituting 50.13 per cent and 49.87 per cent being females. Tamilians are part of Indian culture, however, they maintain their identity by possessing distinct beliefs, different ways of doing the same thing which set them apart from other sub cultural groups.

The brand preference for readymade garments is largely influenced by a number of factors such as advertisements, price, quality, and so on. These factors play a vital role in the decision-making process and in the brand preference.

In Tamilnadu, the consumer behaviour towards readymade garments on the basis of their standard of living. The consumption is based on quality, design, durability and so on. The consumers in the major cities like Chennai,

\textsuperscript{103} Gupta, SL and Smitra Pal, “Consumer behaviour”, An Indian Perspective Text and Cases, p.36 – 37.

Tirchy, Coimbatore and Madurai prefer to wear western garments. The consumers belong to various culture. Hence, the buying behaviour towards readymade garments depends upon their cultural background, income, profession and so on.

3.21. Consumer Behaviour in Madurai City

The temple city of Madurai is prominent for the architectural wonders, has also made mark with its developing economy. The real estate boom in Madurai, in the last decade, has resulted in capital influx into the city. Jasmine flowers city are exported all over the world, fetching a good revenue. The pace of industrial development has also increased, resulting in job opportunities. The city is also remarkable for its textile market and sungudi sarees.

Madurai city is the headquarters of Madurai district. The total population of Madurai city according to the 2011 census was 1,016,885, male who constitute 50.09 per cent and 49.91 per cent are female.

In past decades, the consumers bought readymade garments at the time of religious festival like Deepavali, Pongal, Ramzan, Chirtmas and other related occasions like beginning of academic year. After that, the purchases were made on the occasion of birthday, wedding day and new year. Now, consumers buy readymade garments whenever they need them. They were attracted by the quality and durability of readymade garments. As a result, many branded companies operate their own exclusive show rooms in Madurai city. Also the consumer behaviour is based on income level. The high income group prefer to buy branded garments followed by middle income group who