CHAPTER II

REVIEW OF LITERATURE

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2.3. Summary
2.1. Introduction

In order to have a proper perspective of the subject, it is essential to have a bird’s eye view of the findings of other academic researchers. Thus the planning and execution of any research should be preceded by thorough review of literature in related fields since it helps to familiarize with the work that has been done in that area, eliminates the possibility of unnecessary duplication of efforts and provides valuable information on research techniques. In this chapter, an attempt has been made to make a presentation of the subject concerned by stretching to the past studies by other scholars related to the topic which provides the basic insight into the problems under study.

2.2. Synthesis of Review of literature

The synthesis of Review of Literature is grouped into six categories as Consumer Behaviour and Purchase of Home appliances, Consumer behaviour towards purchase of branded products, attitude of consumer behaviour, consumer attributes towards purchase decisions, Consumer behaviour towards retailing and Consumer behaviour in other aspects of decisions making. These issues are discussed elaborately and this discussion will definitely make the readers under the subject in a better manner.

2.2.1. Consumer Behaviour and Purchase of Home appliances

Kalaiselvi and Muruganandam (2013), it is found from their analysis that majority of the respondents prefer price discounts rather than the non-price offers. So the Home appliance companies have to go for advance planning in finding the
consumers’ preferences regarding promotional schemes. It is found that many home appliance companies offered several promotional schemes, but experienced less than expected success in those schemes because of the known reasons like failure to match the schemes to the objectives, lack of creativity and lack of proper planning. Therefore it is concluded that irrespective attractive promotional schemes that are offered, “BRAND NAME” plays a dominant role in purchasing the Home appliances. Majority of the respondents have shown interest in some of the promotional schemes such as price discount, exchange scheme, warranty, etc. Further, it is evident from the studies that the consumers prefer price discounts as the first priority while compared to non-price schemes. Most of the consumers in Erode city, Tamilnadu, India have replaced their Home appliances during the Exchange offer period and are satisfied with the Home appliances, purchased at the time of offer period.4

S.Vijayalakshmi and V. Mahalakshimi (2013), have stated that the purpose of their study is to determine the factors that affect consumer preferences and behavior in the electronic Home appliances market in India. To find the relationship between cultural and personal factors and different types of consumer behavior, a one-way ANOVA was used. Data that represented these factors were divided into three groups: education (a cultural factor), age and monthly income (personal factors). The results of the study revealed that there is significant difference between the influences of education and age on consumer behavior (p>0.05). The monthly income factor only has an impact on consumer behaviour under routine response behavior. In this case,

the F ratio was the highest (F=2.995) and the significance value was below 0.05 (sig. = 0.151).5

Neethikumar and Aranganathan (2014), have examined the consumer behaviour on procurement of durable goods in Kanchipuram district. As the economy grows it unleashes the Percapita income of the individuals and escalates the income and hence aspirations of the individuals triggered by various peer group pressure and advertisement together influence the consumer choice to procure the durable goods. As the procuring potentiality and the aspiration to procure have enhanced the consumption of durable goods, the study had unearthed the intensity of various socio economic and psychological factors on consumer behaviour to procure durable goods. It is also noteworthy that the influence of peer groups and other pecuniary factors influence the consumers to procure durable goods in semi-urban areas as well. Additionally, the results of this study suggested that consumer specialization level (behavioral, cognitive, and affective) is closely related to their future behavior pattern, such as recreation substitutability. Consumption pattern enhances the overall sales which ultimately results in overall development in the economy. In the changing context, utilization of Home appliances is imperative and useful to the housewives as well as working women. It reduces the tension and pressure of the individuals and enable them to lead sophisticated life. On the other hand purchasing power is also a prominent factor which influences the consumers. However, the demonstration effect

and group behaviour had significant influence on consumer behaviour towards procurement of durable goods.\textsuperscript{6}

Uma and Sasikala (2014), in their analysis stated that the consumer behaviour and preferences have a great impact on the Home appliance products. The Home appliances like Television, Air Conditioner, Refrigerator, Washing Machine and Mixer Grinder were once considered as life purchase but now people become more open to the idea of exchanging their old appliances for new ones. The relationship between consumer behaviour and Home appliance products can thus be seen as an individual’s purchases and use of products and services where these choices constitute part of his lifestyle expression and its reflection.\textsuperscript{7}

Shahram Jenab\textsuperscript{i} at el., (2013), have presented the analysis considering the claim on the relationship between brand's reputation and consumer's behavior in hypothesis 1 and its confirmation by research findings. It is suggested to LG's marketing managers (and to other similar and rival companies in area of home appliances) to have a variety of marketing tasks in order to enhance the reputation of their brand. This marketing objective can be fulfilled by using media such as television, radio, etc. Since there is a significant relationship between brand's identity and consumer's behavior, LG's marketing managers have to pay more attention than before to improve the quality of products in order to maintain their position in the


market and creating a new environment to be distinct from others. Moreover, since research results show a significant relationship between brand's image in consumers' minds and their behavior for developing permanent competitive advantage, the management of LG should realise the factors related to continuous investment in quality, communication, customer relationships and varied marketing.\(^8\)

Vijayalakshmi at.el., (2013) based on their study conducted in Hyderabad city concluded that consumers in Hyderabad city have pertinent knowledge about diverse brands of the Electronic Home Appliances. Knowledge about Electronic Home appliances differ based on the age level. The demographic factors like age, gender, marital status, qualification, occupation, income and family type are discriminating the buying behavior of Home appliances. Based on this study, it is understood that the awareness level of Electronic Home appliances are moderate in Hyderabad City. Most of the respondents have the relevant knowledge on the renowned brands like Godrej, Whirlpool, LG, Samsung and other brands. Based on grades and rankings given by respondents, the main factors involved in selecting Home appliances are; price, brand name, quality, service and other offers extended by the retailers. Respondents are not prejudiced by retailers’ information.\(^9\)


Janaki and Santhi (2013) have examined the influence of marketing stimuli in purchase of Home Appliances under product mix element such as brand name, quality, appearance and performance. It is found that economic power had predominant influence on purchase of Home appliances followed by the elements of promotional mix, like word of mouth and celebrity advertisement. Under physical distribution mix, installation and the reasonable price had greater influence in purchase decisions of Home appliances. Education and income are the most important among the socio-economic variables. Education provides wholesome understanding of the market while income provides the bases of purchasing power. Also education brings in quest for knowledge and understanding. Thus, education and income of the respondents were considered for analysing the association with involvement shown by the respondents at various stages of purchase of Home Appliances. It is found from the analysis, that education and income of the respondents are the two socio-economic variables which have significant association in all the stages which the buyers undergo while purchasing Home appliances and has significant impact on the involvement of respondents in each and every service offered at the different stages of purchase.\textsuperscript{10}

Neha Sharm (2013) stated that nothing can be sold without knowing how the prospective buyers behave. Understanding the consumer psychology, thus, becomes the key factor that can decide the success or failure of a marketing strategy. It is revealed from the present study that consumer behaviour depends on a number of variables such as demographic variables, personality, needs and buying motives,

family life cycle stage, family buying roles and the factors included in the choice criteria (e.g. technology, brand image, price, style and after sales services). Therefore, proper formulation of marketing strategy needs an overall understanding of this behavioural pattern of consumer.\textsuperscript{11}

\textbf{2.2.2. Consumer behaviour towards purchase of branded products}

De Chernatony, L.,(1999) stated that brand preference refers to measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available. A Primary advertising/promotional objective is to establish a situation in which a particular brand is regarded as more desirable than its competitors. It is a brand prerequisite of a first sale whereas brand loyalty is necessary for repeat purchases. The stage of brand loyalty at which a particular buyer will select a particular brand, but will choose competitor’s brand, if the preferred brand is unavailable.\textsuperscript{12}

Keller,K.L., (2003) had mentioned that in today’s time global warming is the topic of prime importance. Due to the condition of the country people may prefer to use products that are eco-friendly and productive to the environment. In this, the

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\textsuperscript{12} De Chernatony, L. (1999), “\textit{Brand management through narrowing the gap between brand identity and brand reputation},” Journal of Marketing, American Marketing Association, USA, Vol. 61, p. 157-179.
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socio-cultural variable is attached. It is because of global warming that people use eco-friendly products.  

Aaker and Joachimsthaler (2000) have studied that the Consumers can either be subjective or objective while testing the persuasiveness of brand names. Retail stores, selling the products also play an important role in swaying the decisions of consumers. The whole package or visual appeal of the retail outlet can determine sales.  

Elliot and Wattanasuwan (1998) stated as brand preference is the selective demand for a company's brand rather than a product and the degree to which consumers prefer one brand over another. In an attempt to build brand preference, advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the brand over other brands in any category.  

SimQes and Dibb (2001) have elaborated on choices made by consumers who are new to a market, are driven by two competing forces, namely, consumers’ desire to collect information about alternatives and their aversion to trying risky ones. These forces give rise to three stages of purchasing: an information collection stage that

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focuses initially on low-risk, big brand names; a stage in which information collection continues but is extended to lesser-known brands; and a stage of information consolidation leading to preference for the brands that provide the greatest utility. The authors use a logic-mixture model with time-varying parameters to capture the choice dynamics of different consumer segments. The results show the importance of accounting for product experience and learning when studying the dynamic choice processes of consumers who are new to a market. Insights from this study can help marketers tailor their marketing activities as consumers gain purchasing experience.

Luis at al. (2007) proposed the positive effects of participation in a virtual community on both consumer trust and loyalty to the product, brand or organization around which the community is developed. The survey reveals that participation in the activities carried out in a virtual community may foster consumer trust and loyalty to the mutual interest of the community (the free software in this case). In addition, the study also found a positive and significant effect of consumer trust on loyalty. In this respect, this study has shown that managers may foster consumer trust and loyalty by developing virtual brand communities and promoting consumers’ participation in them.

Ewing (2000) investigated brand loyalty by examining actual past behaviour and its impact on future behavioral intentions, as well as willingness to recommend

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the brand to another customer known to him. Findings indicated that purchase expectation / intention remain a valid research metric. It would appear that the brand / consumer interface offers greater predictive ability than the retailer / consumer interface. Willingness to recommend a brand to another consumer does not seem to be influenced by past behavior, but the higher the respondent’s expectation to purchase the brand, the higher will be their willingness to recommend the brand.\textsuperscript{18}

Aaker David (2000) studied that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers' food preferences and their nutritional awareness behaviour, within three environments (home, school and social). The results indicated that the perceived dominance of home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an 'independence' trait, particularly during the adolescent years. The authors suggested that food preferences are often of a 'fast food' type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behavior did not always appear to reflect such knowledge, particularly within the school and social environments.\textsuperscript{19}

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Banumathy and Hemameena (2006) have argued that buying behaviour is very much influenced by his own experience and experience of his neighbour consumers and his own family members. The involvements of his own family members were exerting maximum influence on his purchases. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behaviour. Consumers were influenced by touch and feel aspect of any promotional activity.\textsuperscript{20}

Beverland (2001) explained that the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increases. The urban consumers preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.\textsuperscript{21}

Gupta (2004) stated that in the Indian economy, branding has emerged as an important marketing tool and brands play an important role in facing competition. Ranging from the shopkeeper to the most sophisticated supermarkets, departmental stores, plazas and malls which provide the latest and better quality products, the customer now has multiple options to choose from. The study tries to explore the purchase behaviour of consumers with respect to items of daily needs and the type of shops they patronized. The survey was conducted in the city of Ghaziabad and

\textsuperscript{20} Banumathy, S. and Hemameena, M., (2006), \textit{“Analysis of brand preference of soft drinks in the global environment,”} Ind. J. Marketing, 36 (6), 12-16.

\textsuperscript{21} Beverland, M., (2001), \textit{“Creating value through brands: the ZESPRTM kiwi fruit case,”} British Food J. 103 (6), 383-399.
proportionate stratified sampling was used. The results of the study show that people generally prefer to purchase and stock for a month rather than keep purchasing frequently. Although different categories of products are purchased from the different types of shops, departmental stores and wholesale shops emerge as consumers’ first choice.²²

2.2.3. Attitude of consumer behaviour

DeBono (2000) referred to Psychological factors that are internal to an individual and generate forces within that influences her/his purchase behavior. The major forces include motives, perception, learning, attitude and personality.²³

Kuruvilla and Joshi (2010) studied the profile of Indian mall consumers. They identified characteristics differentiating the high rupee volume purchasers at the mall and then go on to evolve a model that can help predict heavy rupee volume purchasers in a catchment. The study, spanning eight cities of India and 3026 mall consumers, indicates that the heavy shoppers are significantly different from the other groups along multiple demographic and socioeconomic variables, behavioral variables, attitude and shopping orientation. The analysis of the profile of mall visitors indicates that a majority of the consumers are in the age group of 25-45, highly educated, double income families belonging to middle and upper income groups. The high rupee


volume purchasers comprise more men, larger families, higher incomes, higher qualifications, more professionals and businessmen. These heavy shoppers visit the malls with their family and spend on all categories of items more than the other two groups showing significant differences in the mall related behavior. The heavy shoppers have more active lifestyle, value, fun and security.  

In Theory of Reasoned Action (TRA), Ajzen (1980) stated that the intention to do or not to do was influenced by two basic determining factors, namely, attitude towards a specific behaviour and social influence which were subjective norms. Ajzen completed that theory with beliefs. Attitude came from the beliefs towards behavior (behavioural beliefs) and the subjective norm came from the normative beliefs.

2.2.4. Consumer attributes towards purchase decisions

Khraim et.al., (2011) in his study provides an understanding of the influence of consumer religiosity on Jordanian consumer’s evaluation of retail store attributes. Data collected in the survey have included retail stores attributes, religiosity and demographic characteristics of respondents. Data were collected from 800 randomly selected consumers in several shopping centres in Amman. Different methods of statistical analysis have been used such as mean differences, one way ANOVA, percentile, and factor analysis. The findings reveal that among the six factors considered (locational convenience, service, post purchase services, merchandise,

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kinship and local goods), the most important factor for consumers has been merchandise, which includes four items with cheaper prices scoring the highest mean among all items.

Results of the hypothesis testing indicate that there was a difference between high, moderate and low consumers’ religiosity in evaluating the importance of all retail store factors. This paper provides retailers with knowledge on consumer behaviour in Jordanian culture context by categorizing the attributes that are considered by consumers when making choices regarding where to shop.26

Olsen and Skallerud (2011) in their study examined grocery shoppers’ beliefs about store attributes as antecedents to shopping value by exploring whether dimensions of store attribute beliefs have differential effects (i.e. strength and direction) on hedonic versus utilitarian shopping value. Shoppers at three grocery outlets in a Norwegian city were approached. After they had agreed to participate in the survey, they received a package containing an information letter, the questionnaire, and the pre-paid return envelope.

A total of 572 (60 per cent response rate) questionnaires were returned within two weeks of delivery. Findings from a survey of grocery shoppers suggest that one unique store attribute (e.g. personal interaction) can relate negatively to utilitarian shopping value and positively relate to hedonic shopping value, while others (e.g. physical aspects) may have the opposite valence, or direction to the different

dimensions of shopping value. Future studies should also include not only shopping value antecedents, but also consequences such as re-patronage intentions and anticipation, satisfaction, loyalty and positive word of mouth. Developing adaptive selling techniques and combinations of store layouts may be useful strategies to overcome the differential effects of store attributes on shopping values.

This study shows the differential effects that store attributes can have on shopping value. This research extends previous research, which has focused largely on the main effects of store attributes (i.e. one-dimensional measures of store attributes), by finding support for significant interactions between the two types of shopping value and dimensions of store attributes.27

Prasad and Aryasri (2011) in their study indicates a detailed study on the effect of shoppers’ demographic, geographic and psychographic dimensions in terms of format choice behavior in the fast growing Indian food and grocery retailing. Descriptive research design is adopted, applying mall intercept survey method, using structured questionnaire for data collection. Both descriptive (mean and standard deviation) and inferential statistical tools like x^2, factor analysis and multivariate analysis are used to analyse the data collected from 1,040 food and grocery retail customers from upgraded neighbourhood kirana stores, convenience stores, supermarkets and hypermarkets in conjoint cities of Secunderabad and Hyderabad in Andhra Pradesh in India.

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The findings suggest that shoppers’ age, gender, occupation, education, monthly household income, family size and distance travelled to store have significant association with retail format choice decisions. The choice decisions are also varied among shoppers’ demographic attributes. The findings from shoppers’ psychographic dimensions like values, lifestyle factors and shopping orientations resulted in segmentation of food and grocery retail consumers into hedonic, utilitarian, autonomous, conventional and socialization type.

The study has practical implications for food and grocery retailers for better understanding the shopper behaviour in the context of changing consumer demographic and psychographic characteristics in an emerging Indian retail market. The findings may help the retailers to segment and target the food and grocery retail consumers and, as a consequence, to undertake more effective retail marketing strategies for competitive advantage. Given the absence of published academic literature and empirical findings relating to store format choice behavior in food and grocery retailing in India, this study may serve as a departure point for future studies in this area of concern. The research is also relevant to retail marketers in terms of format development and reorientation of marketing strategies in the fastest growing Indian retail market. 

The study by Erdem et al. (1999) examines the linkages between consumer values and the importance of some salient store attributes. The findings of the

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exploratory study indicated that the important judgments for store attributes were influenced by the set of terminal and instrumental values viewed as important by the shoppers. Even though the importance of store attributes was related to both kinds of values, it seems that there was a disproportionate predominance of terminal values in this influence. In addition, combining values with demographic information can provide a better understanding of targeted consumers, and marketing programs based on this understanding can enhance the effectiveness of retail management.29

Herpen and Pieters (2000) have argued that retailers need to decide on the content and structure of their product assortments and thereby on the degree of variety they offer to their customers. The study shows that the product based and attributes based approach to assortment variety lead to substantially different measures with different effects on consumer perception of variety. This study tries to explain the concept of variety, examines and compares proposed measures of assortment variety and it tries to determine how well they are able to capture the perceived variety by consumers. Data was collected from 62 undergraduate students from a university in Netherlands. Each participant made judgment about 12 product assortments which differed with respect to size, attribute dispersion and attribute association. The results based on multi-level linear regression model indicate that the attribute-approach

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captures consumer’s perception of assortment variety better than the product-based approach and that it offers new insights into assortment variety.\(^{30}\)

According to Morschett et al. (2005), shopping motives influence the perception of retail store attributes as well as the attitude towards retail stores. An empirical study was carried out in Germany with 560 grocery shoppers using quota sampling method. The study highlights that on the basis of four central dimensions of shopping motives (scope orientation, quality orientation, price orientation and time orientation), a taxonomic analysis has been done which identified the four segments of shoppers differing significantly in the configuration of motives expecting to be satisfied by the shopping activity: (1) one-stop shoppers, (2) time-pressed price shoppers, (3) dedicated quality shoppers, and (4) demanding shoppers. Finally the results support the proposition that consumers differ in their attitude towards a grocery store according to their shopping motives.\(^{31}\)

The study by Dalwadi et al. (2010) emphasizes that the product range, store layout, shopping convenience, promotional schemes, product pricing, customer service, employee behaviour, and store ambience significantly influence the customers. The study also provides crucial insights to people in organized retail business by identifying important variables like courteous Staff members, customer attention, offers and discounts, comfort and elegance, proximity, variety, speedy


service and assurance. These are the variables which must be kept in mind while designing the retail operations. The study further reveals that a majority (nearly 70%) of the respondents opine for opening new (modern) organized retail stores. Hence, it can be said that there is an optimistic future for organized retailers. Moreover, it was also found that most (approximately 80%) of the young respondents (18-34 yrs) are in favour of organized retail stores. Therefore, forming the ‘Young Shoppers’ Club’ is a good business strategy and the members can be offered special offers, discounts, organizing contests etc. Such a strategy would help in attracting the young shoppers to visit the retail store.  

2.2.5. Consumer behaviour towards retailing

Barry Berman and Joel R. Evans (2007) have identified that as "the high net-worth consumers become more discerning about their investments in luxury goods, the coveted luxury handbag category players are raising the bar in uniqueness, exclusivity and artistic value to satisfy consumer demand for true luxury," said Milton Pedraza, CEO of the Luxury Institute. "The Judith Leiber brand is rated as much for being a work of art as it is rated a luxury by the only pundits who count -- wealthy consumers who can buy the brands. Our impartial surveys are based on the principle that highly educated and discerning luxury consumers have the ultimate expertise and trustworthiness in luxury consumption. The Luxury Institute conducts its research with independent panels, and uses third party analytical firms to tabulate the results so

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that the true voice of luxury consumers is amplified for the benefit of their peers and industry executives alike.”

Seock and Sauls (2008) in their study investigates Hispanic consumers shopping orientations and their apparel retail store evaluation criteria and to examine age and gender differences in their shopping orientations and retail store evaluation criteria. A structured questionnaire was developed to collect data on the variables in the study. The questionnaire was developed both in English and Spanish. Factor analysis was employed to identify Hispanic consumers shopping orientations and their retail store evaluation criteria. Pillai’s trace multivariate analyses of variance were used to examine the hypotheses. Six shopping orientation constructs and three constructs of store evaluation criteria were identified. The results revealed that males and females have different shopping orientations and apparel retail store evaluation criteria. Shopping orientation and apparel retail store evaluation criteria also varied across the age groups. This study has practical implications for apparel retailers regarding how to position their stores in targeting different groups of shoppers and how to allocate their resources and promote products. Additionally, the findings of the study will reveal how to provide an optimal shopping experience to Hispanic consumers so that apparel retailers can develop localized marketing strategies to target

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the areas with a large Hispanic population. Despite the importance of understanding Hispanic consumer’s apparel shopping behavior, little research has been conducted.\textsuperscript{34}

According to Srivastava (2008), the increase in the number of retail chains across the country is an indication that organized retailing is emerging as an industry and will boom in a big way in the near future. The sector has more than 12 million retail outlets. It has the highest retail destiny in the world and in terms of ownership, it primarily consists of independent, owner managed shops. The emerging modern large scale formats viz. supermarkets, speciality stores, chain stores, department stores, hypermarkets, factory outlets and discount stores have transformed the retailing environment in India. Malls comprise of 90% of the total future retail development. A significant trend in the market is the development of a combination of retail and entertainment centres. Malls with multiplexes such as cinema theatres, food courts and play places for children are becoming the centres for family outings. Household groceries, food and apparel are the key drivers in Indian retail industry.\textsuperscript{35}

The purpose of the research by Jain and Bagdare (2009) is to review the concept of customer experience and identify its major determinants in the context of new emerging retail formats by analysing customer expectations. The study highlights that as compared to traditional stores, new format stores are pre-engineered retail outlets, characterized by well-designed layout, ambience, display, self-service, value

\textsuperscript{34} Yoo-Kyoung Seock and Nicki Sauls (2008), \textit{“Hispanic consumers shopping orientation and apparel retail store evaluation criteria an analysis of age and gender differences,”} Journal of Fashion Marketing and Management Vol. 12 No. 4, pp. 469-486.

added services, technology based operations and many more dimensions with modern outlook and practices. They seem to attract and influence young minds by satisfying both hedonic and utilitarian needs. Customer experience is governed by a range of demographic, psychographic, behavioral, socio-cultural and other environmental factors.\textsuperscript{36}

Mishra (2007) tries to explore the way organized retail has dramatically changed, not only the Indian traditional retailing structure but also in the consumption behavior. The Indian market has seen vast changes in political, economic and social environment which has had a great impact on consumption. The study was conducted in seven major cities like Delhi, Chennai, Kolkata, Hyderabad, Bhubaneswar and Mumbai with the main objective to find the most favoured retail attributes by consumers and factors influencing the choice of consumers. The results indicate that consumers buy essentially convenience goods with low level of risk from organized outlets and essential products of more involvement from traditional retailers. The hypermarket, mall, supermarket are the preferred stores by consumers and organized retail is preferred due to convenience and variety.\textsuperscript{37}

Benito et al. (2007) analyse the relationship between the geo-demographic profile of consumers and retail format choice while accounting for the effects of spatial convenience. The proposed model focuses on the geo-demographic

\textsuperscript{36} Jain, R., and Bagdare, S. (2009), \textit{Determinants of Customer Experience in New Format Retail Stores,} Journal of Marketing and Communication, 5 (2), 34-44.

\textsuperscript{37} Mishra, M.S. (2007), \textit{The consumption pattern of Indian Consumers: choice between traditional and organized Retail,}
characterization of three generic grocery retail formats: (1) conventional supermarkets, which represent a classic self-service format; (2) hypermarkets, or large supermarkets with extended assortments; and (3) discount stores, which are supermarkets with limited assortments and low prices. According to results of the proposed model, consumers first select the retail format and then the specific store within that format. In general, those households that patronize supermarkets are more advanced in the cycle of their family life, have higher educational levels, and work in more professional activities rather than in the services sector. Discount stores are preferred by older households, those with less education, and those employed in less qualified professional activities, such as the primary and building sectors. Finally, the hypermarket seems to attract the grocery spending of the youngest households with small children, lower educational levels, and more basic professional activities.\textsuperscript{38}

The study by Tripathi et al. (2008) proposes to link store choice, format choice and consumer demographic variables, through a hierarchical logistic choice model in which the consumers first choose a store format and then a particular store within that format. The different demographic and socio economic factors can affect the format choice and the store choice in two different ways. One is that these factors directly affect the format and the store choice. The other way is that these affect the shopping basket, the timing of the shopping trip, and therefore indirectly affect the format choice. The results of the study depict that the larger families will have larger basket sizes and larger number of shopping trips. The household size of a family has a

positive effect on the likelihood of a shopping trip. Similarly high family income levels, may lead to higher consumption levels, which would imply larger aggregate shopping. On the other hand, number of working members in the family is expected to relate to the income of the family, the consumption levels and thus the size of the basket. The increase in the number of working adults will increase consumption in two ways. Firstly it will have a positive effect on the income and the consumption, secondly it might result in higher demand for services and products as a result of the time constraint of the adults and the opportunity cost of time.\footnote{Tripathi, S., Sinha, P.K. (2008), \textit{“Choice of a Retail Store and Retail Store Format: A Hierarchical Logit Model,”} Indian Institute of Management Ahmadabad, W.P. No. 2008- 04-03: 1-22.}

According to Kaur and Singh (2007), youth is an important consuming class owing to time pressures in dual career families with high disposable incomes. With the retailers eyeing their presence in the market, it is pertinent for them to identify the target shoppers as well as to identify the prime reasons as to why they shop. Therefore this study throws light on the important dimensions of motivation for the youth when they shop. The results reveal that young consumers, interestingly, tend to shop not from a utilitarian perspective but from a hedonic perspective. Their key indulgence includes getting product ideas or meeting friends. They also view shopping as a means of diversion to alleviate depression or break the monotony of daily routine. In addition to this, they also go shopping to have fun or just browse through the outlets. This age group is particularly found to be considerably involved in the role of information seeker from the market and disseminator of the same to the peer group or to the family. Sensory stimulants such as the background music, odour or feel of the
products play an important role in shaping the shopping exercise of these individuals and could set off impulsive buying in them. Moreover, this age category indulges in economic shopping and then the sensory stimulants are not able to sway them away. Marketers can hence tap this important target segment by framing the promotional strategies appropriately.\footnote{Kaur, P., and Singh, R. (2007), “Uncovering retail shopping motives of Indian youth,” Young Consumers, 8 (2), 128-138.}

2.2.6. Consumer behaviour in other aspects of decisions making

Martin R Lautman and Koenpouwels (2009) in their article given in Journal of advertising research entitled "Metrics that matter: Identifying the importance of consumer wants and needs", suggested that there is a need for the development of data fusion models that capitalize on the advantages and disadvantages of various important assessment methodologies, multistage models reflecting hierarchical consumer decision making and competitive set formation would seem to have potential value.\footnote{Martin R Lavtman and Koen Pauvelsn (2009), “Metrics that matter: Identifying the importance of consumer wants and needs,” Journal of advertising research, vol. 49, p. 3.}

M. Khan, (2007) in his study stated that, the consumers are the most important factor for business continuation, the understanding of consumer behavior is one of key elements in preparing marketing strategy. Consumer behavior is the study of what to buy, how to buy, where to buy, and when to buy in what quantity. Apart from the decision of to buy and not to buy, there is also a decision regarding which source to buy. Consumer behavior is also the study of factors that affect the behavior both internal and external such as, self-concept, social and cultural background, age,
family, attitudes, personality and social class. In wealthier societies, the consumers can afford to buy in greater quantity at shorter intervals. On the other hand, in less wealthy societies, the consumers tend to only retort to their basic needs.\textsuperscript{42}

Kotler, P. (1965) analysis for a complex customer behavior; numerous theories have contributed to understand human behavior including economic theory. The first professional group who offered consumer behavior theory was economists. The economic theory assumes that consumers draw satisfaction from consumption and customers seek to maximize satisfaction within the limits of income. In addition, the economic theory also assumes that consumers have entire information and able to reach any market offer at any time. However, in practice, consumers are not able to consider all offering products and may have limited access.\textsuperscript{43}

Katona, G. (1960) suggested that consumers are better educated and well informed and consumers own discriminating knowledge in choosing of goods and services. Consequently, manufacturers and retailers have to explore and understand consumers’ needs and preferences.\textsuperscript{44}

Engel et al., (1986) suggest that high involvement with a product results in an extended problem solving process which starts with problem recognition, followed by an information search, alternative evaluation, purchase, and post purchase activities.

\textsuperscript{42} M. Khan. (2007), \textit{“Consumer Behaviour”}, New Age International.


\textsuperscript{44} Katona, G. (1960), \textit{“The powerful consumer,”} New York: McGraw-Hill.
This process is aided by an active information processing sequence involving exposure, attention, comprehension, yielding/acceptance, and retention.\textsuperscript{45}

Engel and Blackwell (1982) in their study, point out that environmental influences may affect the decision sequence acting on the consumer’s motivation and intention, and that unpredictable factors (such as non-availability of the desired brand or insufficient funds) may result in modification of the actual choice made by a consumer. This model assumes that observed consumer behaviour is preceded by intrapersonal psychological states and events (attitude intention- purchase sequence). Moreover, the model depicts these psychological events as outputs of the processing of information, taking for granted that consumers seek and use information as part of their rational problem solving and decision making processes.\textsuperscript{46}

Fournier, S., (1998) suggested a brand is a name, symbol, or other feature that distinguishes a seller's goods or services in the marketplace. A brand is a name, sign, symbol, slogan or anything that is used to identify and distinguish a specific product, service or business.\textsuperscript{47}

Elliot, R. and Wattanasuwan, K., (1998) in their study stated that brand preference refers to Selective demand for a company’s brand rather than a product; the degree to which consumers prefer one brand over another. In an attempt to build brand


preference advertising, the advertising must persuade a target audience to consider the advantages of a brand, often by building its reputation as a long-established and trusted name in the industry. If the advertising is successful, the target customer will choose the brand over other brands in any category.48

Kahle, L. R., (1983) had stated that a survey conducted in Poland results that the Polish students prefer Polish products like electronics, clothing, cosmetics and various other products. It is proved that these socio-cultural factors motivate or influence the consumers to buy only those products made in their own country. Patriotism is a key dimension in this scenario as it influences the consumer behavior. Likewise even some Indians would prefer products made only in India.49

Dr. S. Sarvana (2010) in his article in Indian Journal of marketing entitled "A study on consumer behavior of women with special reference to durable goods in coimbatore city- Tamil Nadu", found that education plays a key role in shopping behavior and higher income group respondents shop as and when they like. In majority, women play a major role in purchase decisions and they prefer to prepare an item list before purchasing. Family influences the consumer’s behavior to a greater extent while purchasing. Majority of the respondents prefer to purchase products from departmental store rather than any other shop. Most of the people recommend the


product purchased by them to others. People give preference to product quality. Most of the respondents were satisfied with the factors such as price, quality, and availability of service and design of durable goods. In the present study we are interested to know whether people in Allahabad City are satisfied with the price, quality, availability, service and design of electronic goods.\(^{50}\)

Kotler, P. and Armstrong G. (2004) in their study, made it clear that Consumer behavior is partially described and understood in terms of economic theory. However, other influences on consumer such as social and psychological are also essential to consider. The marketing and other stimuli have direct impact on consumers which produce certain responses. Marketing stimuli involve activities and inputs of manufacturers and retailers, especially the components of marketing mix, namely, product, price, place, and promotion. Other stimuli consist of major forces and events in the consumers’ environment: economic, technological, political, and culture. Passing through consumer’s black box, the mentioned stimuli become a set of consumer’s responses: product choice, brand choice, dealer choice, purchase timing, and purchase amount.\(^{51}\)

Schiffman, L. G. and Kanuk, L. L. (1997) have suggested that, once consumer behavior is understood, a prediction of how consumers are probably to respond to

\(^{50}\) S. Sarvana (2010), “A Study On Consumer Behaviour of Women With Special Reference to Durable Goods In Coimbatore City, Tamil Nadu”, Vol. XL, No. 5, p.65-78

various informational and environmental signs is able to define. Thus, companies are able to develop the companies’ marketing strategies to satisfy needs of consumers.  

**Figure 2.1**  
Influences on consumers

Source: Kotler and Armstrong

Blackwell et al., (2006) in their study stated, Consumer characteristics affect how consumers perceive and react to the stimuli. Consumers are shaped to some extent by the environment in which consumers live and consumers influence environments through consumer behaviors in turn. Consumer purchasing decisions are strongly swayed by culture, social, personal, and psychological characteristics, as can be seen in Figure 2.2.

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Figure 2.2
Characteristics Influencing Consumer Behavior

![Characteristics Diagram]

Source: Kotler and Armstrong\(^55\)

Roy, J. (2002) in his study has elaborated that the first stage—planning and research can be referred to need recognition and information search stage in general decision-making process can be referred in the second stage. According to the study of American consumers toward furniture purchasing, the findings shown that most furniture purchases are planned. The main reasons for purchasing are to replace worn out furniture, followed by moved to new residence recently, and wanted a new model or style. The study also presented that consumers conducted research when they decided to purchase. Store is the place that consumers gather information. From the survey, 64% of surveyed consumers visited stores to get ideas, half of them called or visited stores to compare prices, 43% of those consumers read store advertising, and 40% of them compared advertised price. Almost half of the respondents made a

purchase decision within a week. The survey showed that half of the consumers purchased furniture every 3 years.

The second stage, shopping, is similar to evaluation alternatives stage in general decision-making process. The study showed that consumers visited an average of 3.2 stores when they do furniture shopping. Of the furniture buyer surveyed, 76% visited three or more stores and 10% visited two stores. Only 14% visited one store before making purchase decision.

Item selection is the third stage of furniture purchasing decision process which is the same as purchase decision in general decision-making process. From the survey, when consumers decide to purchase furniture, 64% of the consumers do not know about brand and 42% have do not know about model that wish to purchase. The survey also revealed that 61% of respondents made joint decision with spouse or important people.

The last stage, store experience, can be referred to post-purchase evaluation in general decision-making process. The study showed that satisfaction levels of both the store and salesperson are high, 84% and 82%, respectively. The most significant thing is that consumers who had a bad experience share it to others. The survey revealed that 97% of the respondents tell other people when they have bad experience at a store.  

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Foxall (1987) stated in the marketing context, the term ‘consumer’ refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence.

Research that studies consumer behaviour as a sub discipline of marketing with the aim to identify how consumer research can be put to use in marketing practice, regards the field of consumer behaviour as an applied social science. Accordingly, the value of the knowledge generated should be evaluated in terms of its ability to improve the effectiveness of marketing practice. According to this perspective, marketing management inevitably rests upon some conception of how consumers behave and of the consequences their reactions to product, price, promotion, and distribution strategies are likely to have for the attainment of corporate goals. In affluent, competitive economies, successful marketing depends above all on matching the marketing mix, which results from the integration of these strategies with the willingness of consumers to buy and in doing so more effectively than one’s rivals. The consumer-oriented management which results from such matching is a response to the enormous discretion exercised by purchasers in these economies. Moreover, the choices made by consumers have consequences not merely for competing companies
within a given, traditionally-defined industry also because of the high levels at which discretionary income is running, companies are increasingly forced to compete across the conventional boundaries of markets and industries.57

Bhattacharya and Sen (2003) have mentioned in their study as the Consumer behaviour refers to the mental and emotional process and the observable behaviour of consumers during searching, purchasing and post consumption of a product or service. Consumer behaviour involves study of how people buy, what they buy, when they buy and why they buy. It blends the elements from Psychology, Sociology, Socio-psychology, Anthropology and Economics. It also tries to assess the influence on the consumer from groups such as family, friends, reference groups and society in general.58

Belk (1988) referred about social factors refer to forces that other people exert and which affect consumers’ purchase behaviour. These social factors can include culture and subculture, roles and family, social class and reference groups.59

Bloch, Brunel and Arnold (2003) talked about personal factors that are including those aspects that are unique to a person and influence purchase behavior. These factors include demographic factors, lifestyle, and situational factors.60


Jones, B. (1996) in his study stated that the target audience plays a very important role in the success of the product. The markets today are overflowing with multiple choices but the consumer takes his pick according to his financial capacity. The size of the dent in his pocket makes him prioritize his needs. For example, in spite of there being number of shampoos in the market, an average middle class family chooses to buy sun silk because it fits into their monthly budget. However the key word here is necessity over want. In comparison, a more well off family would use a better brand because end result is of more importance to them. So the point to be noted is that the brand preference depends on the monetary capability of the consumer. Usually a product and its brand image also signify the social status of its consumer.  

Richins and Dawson (1992) have put forth their argument on price sensitivity. It is an important aspect in the market today, as an average consumer would definitely prefer a product that is cheaper than a product which is above his budget. Although brand image comes into picture, but it’s the money quotient that plays the key factor in the consumer behavior. It is the pricing of the product that influences the consumer to go ahead and pick up a product that he desires.

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Blatberg, Robert, Gary Getz, Jacquelyn Thomas, and Loan M. Stein Auer (2002) have unanimously stated that in the present developing and modern day world, consumerism has dominated all the aspects of life. The life in the society follows the pattern of the capitalist culture where the human values have a different measure as you are known by what you have not by what you are. This naturally leads to the life in a society where everyone wants to have a unique place in the society by possessing the things which sets them apart from the rest of people in the society. In present society and living way, the Brands not only represent the symbol of the company or product but to a larger extent define the general life of a person. What the person uses can reflect his taste of life, his status in the society, his economic background and many other things. This makes a deep connection between the company and its brand with the consumer. In this two way relation both are dependent on each other for various different reasons.63

Subramaniam and Venkatraman (2001) have stated that in today’s time customers are very deeply connected to the brands. When they purchase any product like a car, mobile, items of daily need, brand name influence the consumer’s choice. Some customers purchase the specific branded things just due to the brand name. Customers believe that brand name is a symbol of quality. I found this interesting and wanted to find out whether brand name influences the consumer choice when they go for purchasing any product. I chose to for the specific product because this is one of

the products which got my attention because of many reasons. Initially the car production was dominated by few companies and one or two countries. With the time, the market started to grow and once considered to be luxurious commodity, cars became a need rather than a choice. This increased the demand and with that many more companies entered the arena to have their share of profit and exploit the growing market. This made the companies to put more efforts and money to creating brand awareness of their product.64

White (2004) discussed the factors that affect car-buyers' choices and comments that people expect to haggle with dealers over price and to receive substantial rebates or incentives as well as low-interest payment plans. He pointed out that with an increase in multi-car households, car dealers and advertisers needed to target the right audience, taking into account the pester power of children and the importance of life stage. Despite the fact that women are the primary buyers of most new cars, he admits that the motor trade has traditionally been contemptuous of women's role in the car-buying process.65

Research studies by Garbarino and Johnson (1999) have emphasized the significance and relative prioritization of relationship marketing. Many companies have increasingly been prioritizing their attention and focus to the establishment, development and maintenance of close and lasting relationships with their customers,


in order to create a differentiating value addition to their products and / or lowering the product costs to engage in a penetration pricing mechanism. Even in the car industry, which is predominantly driven by the product characterization, classification and orientation, establishing a long-term relationship is being considered to be essential marketing strategy at all distribution levels.\(^{66}\)

Al-Weqaiyan (2005) have studied, the buying behavior is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.\(^{67}\)

Amitha (1998) have studied that there is a complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant food products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant food products.\(^{68}\)


Ashalatha (1998) have studied the factors influencing adolescents' fish consumption in school. Fish consumption was assessed by observation on 4 occasions. Attitudes towards the fish, friends' behavior and perceived control were important predictors of the intention to eat fish and barriers for fish consumption were a negative attitude towards both smell and accompaniments and fear of finding bones. But the eaters of fish were more satisfied with the taste, texture and appearance of the fish and rated safety significantly higher than those who resisted. They also thought to a greater extent that the fish was healthy and prepared with care. The results suggested that it is important to alter dishes so that they appeal to children and to pay attention to the whole meal, accompaniments included. Finally it was recommended to convey the pupils that the fish served would be healthy and prepared with care.  

Balaji (1985) in his study on brand preference of soft drinks in rural Tamil Nadu using Garrets ranking technique to rank factors influencing the soft drinks preferred by rural consumer. He found that the product quality was ranked as first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

Tendai and Crispen (2009) through this study have explained the influence of in-store shopping environment on impulsive buying among consumers. The impulsive decision making theory and the consumer decision making model were used to

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substantiate the study (Schiffman and Kanuk, 2007). A total of 320 shoppers conveniently sampled at a selected shopping mall served as the sample. A 5% test of significance showed that in-store factors of an economic nature such as price and coupons were more likely to influence impulsive buying than those with an atmospheric engagement effect like background music and scent.\textsuperscript{71}

Hsu et al., (2010) have explained the interrelationships among grocery store image, travel distance (TD), customer satisfaction, and behavioral intentions (BI) in a college town setting. Surveys are given to undergraduate college student grocery shoppers in a Midwest college town. The 400 usable questionnaires are randomly divided into two parts. One subsample was used for exploratory factor analysis while the other (larger) subsample was used for confirmatory factor analysis and subsequently the structural path analysis.

Grocery store image is identified as a second-order construct reflected by the three key components of merchandise attributes (MEA), store ambience and service (SAS), and marketing attractiveness (MGA). Although store image is an important driver of BI, its indirect effect through customer satisfaction is found to be substantially greater than its direct effect on BI. Interestingly, TD is positively related to satisfaction, which highlights the possibility for retailers to overcome the distance disadvantage. As few studies have attempted to characterize the US grocery market in terms of the reasons for their choice, this exploratory study is unique because it investigates grocery shopping behavior in a traditional American college town.

Specifically, the distinctive market factors (e.g. the relative scarcity of grocery retailers, their distance from campus, and the mix of grocer types in or around the Midwest college town) add value and contribute to the retailing literature.\textsuperscript{72}

The study by Jackson et al. (2006) aims to understand how the changing forms of retail provision are experienced at the neighbourhood and household level in the Portsmouth area of England. The study demonstrates that consumer choice between stores can be understood in terms of accessibility and convenience, whereas choice within stores involves notions of value, price, and quality. The choice between and within stores is strongly mediated by consumers' household contexts, reflecting the extent to which shopping practices are embedded within consumers' domestic routines and complexities in everyday lives.\textsuperscript{73}

The study by Rajagopal (2009) examines the impact of growing congestion of shopping malls in urban areas on shopping convenience and shopping behavior. This study referred to personality traits of shoppers affecting the preferences for shopping malls in reference to store assortment, convenience, economic advantage and leisure facilities. The study was held on urban areas of Mexico during 2005-2008 during different festival seasons mainly April - June (spring sales, Mother’s day and Father’s day), July - August (summer sales) and November - January (winter sales and

\textsuperscript{72} Maxwell K. Hsu, Yinghua Huang and Scott Swanson (2010), \textit{“Grocery store image, travel distance, satisfaction and behavioral intentions Evidence from a Midwest college town,”} International Journal of Retail and Distribution Management Vol. 38 No. 2, pp. 115-132.

Christmas celebrations). Five point likert scale, structural equation model and regression techniques have been used for analysis. The results of the study show that narrowing the shopping streets and the rise of shopping malls has been major trends in retailing in emerging markets. The ambience of shopping malls, assortment of stores, sales promotions and comparative economic gains are the major factors which attract higher customer traffic to the mall.74

Jacobs et al. (2010) identify the factors that influence consumers patronizing a particular store format and categorize department and specialist food store consumers according to their preferences in store layout and product range in a South African context. A qualitative research approach was used and data were collected using semi-structured interviews with open-ended questions. The results of the study emphasize that the store-related factors such as store location, appearance and hygiene, service quality, convenience of trading hours, and consistency in store layout predominantly influenced participants in their patronage of a specific store format. Furthermore, product-related factors such as quality, price, product range and convenient packaging enhanced consumers’ store preference. Consumers of department stores were orientated towards one-stop shopping and time-saving strategies, while specialist food consumers were focused on food shopping and the trading hours of the store.75

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According to Singh (2007), production oriented market has been shifting towards consumer oriented market. Consumers now have varied choices and they are more knowledgeable and quite demanding. Traditional consumption pattern has also been facing vast changes. The study examines the degree of brand awareness and consumption pattern of various food products among rural and urban people in Haryana. The study also explores the possibility to find out the impact of education and income level on the expenditure pattern of food products. The results of the study show that the degree of brand awareness of various food products among urban respondents is more in comparison to these from rural households. There is an increasing trend of brand awareness of food commodities. Post-graduate rural and urban respondents have high degree of brand awareness for many food products in comparison to respondents from other educational levels of the households. A large amount of expenditure (69.5%) is incurred on milk and milk products, beverages and cereals while vegetables, fruits, pulses and oils command 23% of the total budget. The rural households spend more on milk and milk products as compared to urban households. Moreover the study indicated that the expenditure on food products containing more vitamin and protein contents is made more by rural and urban households. With an increase in income level, the household deviates from basic commodities to protein-vitamin rich commodities. Education, increase in income, advertisements, green revolution and entry of private satellite channels are the factors that have played a vital role in creating brand awareness.\(^\text{76}\)

The study by Tendai and Crispen (2009) investigates the influence of in-store shopping environment on impulsive buying among consumers. The hypothesis of the study was that the presence of an enjoyable, pleasant and attractive in-store shopping environment increases the chances of impulsive buying among the consumers. In-store background music, store display, scent, in-store promotions, prices, shop cleanliness, shop density or congestion and store personnel are the major factors for in-store shopping environment. The result of the study shows that among poor consumers, factors of an economic nature like cheaper prices, coupons and helpful shop assistants were more likely to influence impulsive buying. Factors with an atmospheric engagement effect like music, fresh perfume and ventilation may have only been important in helping to keep consumers longer in shops although they were unlikely to directly influence impulsive buying.  

Ali et al. (2010) analyse the consumers buying behaviour with respect to food and grocery items. The purpose of the study is to develop a marketing strategy for a modern food/grocery market based on consumer preferences and behavior. The author is of the view that the consumers are in a relatively advantageous position in terms of purchasing power and awareness of health and nutrition. Higher income and educational levels of consumers influence their decisions on product and market attributes, while gender and age seem to have no significant impact. The preferences of the consumers clearly indicate their priority for cleanliness/freshness of food products followed by price, quality, variety, packaging, and non-seasonal availability.

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The consumers’ preference of market place largely depends on the convenience in purchasing at the market/place along with the availability of additional services, attraction for children, basic amenities and affordability. The limitation of the study is that it analyses the buying behaviour of the consumers with respect to food and grocery items only.  

The study by Shih (2010) explores marketing strategies and consumer attitudes toward manufacturers’ and retailers’ store brands chosen from Taiwan retailing outlets. Low prices, promotion activities, brand endorsed strategies, and increasing store images positively support the brand equity and consumer purchase intentions of retailer store brands. Retailers should improve their store image, enhance the product’s perceived quality, and establish brand equity and brand loyalty among consumers.  

Hundal (2001), in his study concluded that rural consumer considers the consumer durables as a necessity as a source of entertainment, education, information and comfort. He suggested increasing the number of distribution channels; introducing lower cost products with more focus on quality and brand image and family liking and after-sales services.  

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Himes (2005) gained an insight into characteristics of consumers experiencing dissatisfaction with some household appliances. The variables namely; number of people in household, educational level of household head, annual household income, age of household, marital status, whether the household owns or rents its home, were the prime reasons for the differences in the socioeconomic characteristics of households experiencing or not experiencing dissatisfaction with consumer appliances in the preceding 12 month period.\textsuperscript{81}

Herbig (1997) observed that a typical Indian middle class family categorizes durable goods into two groups; essentials and major purchases. Electric fans, gas stove, radio, electric iron, sewing machine, washing machine sewing machine, device that stitches cloth and other materials.\textsuperscript{82}

Manchandani (2003) opines that the buying behavior demonstrated by the rural Indian differs conspicuously when compared to typical urban Indian. Moreover, values, aspirations and needs of the rural people vastly differ from that of urban population. Basic cultural values in rural India have not faded yet. Buying decisions are still made by the eldest male member in rural family whereas even children influence buying decisions in urban areas. Further, buying decisions are highly influenced by social customs, traditions and beliefs in the rural markets. Many rural purchases require collective social sanction or consensus in urban areas. Therefore,

\textsuperscript{81} Mason, J.B. and Himes, S.H. (2005), \textit{"An Exploratory Behavioral and Socio-Economic Profile of Consumer Action about Dissatisfaction With Selected Household Appliances,"} The Journal of Consumer Affairs, pp. 121-127

\textsuperscript{82} Herbig, Paul (1997), \textit{"India's Middle Class: Real or Fiction? Feasible or Not?,"}
marketing strategies earlier adopted for targeting urban consumers cannot be applied as such in rural markets, specifically when the buying behavior influence continuum varies greatly.\footnote{Manchandani, R. (2003), "Rural Marketing in India", (www.projectshub.com).}

Consumer Behaviour by Hawkins et al., (2007) the authors of the book discussed various factors affecting consumer behaviour for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.). The book elucidated the topics such as types of consumer decisions, purchase involvement and product involvement. The book also emphasized on information search process and various ways for providing relevant information to the consumers are recommended in this study. The book also emphasized on individual judgment and proposed that the ability of an individual to distinguish between similar stimuli is called sensory discrimination which could involve many variables related to individual preferences.\footnote{Del I Hawkins, Roger J Best, Kenneth A Coney, Amit Mukherjee (2007), “Consumer Behaviour,” Tata McGrawhill.}

Consumer Behaviour by Leslie Lazar and Schiffman (2006) has suggested consumer behaviour as individual differs as from group. The family decision for a purchase decision is entirely different from individual decision making. The authors discussed various variables that affect consumer purchase decision. The book focused on family life cycle and various needs of consumer during different life stages. The
family decision making process as a group decision making is elaborated and it is recommended to segment the market according to family need hierarchy.\(^{85}\)

Consumer Behaviour by Bitta and Della (2006) have proposed that consumer behaviour studies play an important role in deciding marketing segments and marketing strategies. The authors recommended that consumer is often studied because certain discussions are significantly affected by their behaviour or expected actions. For this reason such consumer behaviour is said to be an applied discipline. Such applications can exist at two levels of analysis. Market segmentation, consumer decision making and buying behaviour is considered as core marketing activities in designing effective marketing strategies.

The micro perspective involves understanding consumers for the purpose of helping a firm or organisation to accomplish its objectives. On the other hand macro or societal perspective consumers collectively influence economic and social conditions within an entire society. The authors discussed factors affecting consumer behaviour at micro and macro level for making a purchase decision.\(^{86}\)

Consumer Behaviour by Batra, S, K and Kazmi (2008) have described consumer decision making process, buyers black box and importance of consumer behaviour studies for marketers in order to understand what satisfy the ultimate consumer. The book described vital characteristics of Indian consumer and


competitive advantages in Indian context for the marketers. The consumer decision process, buying roles and consumer black box are discussed in detail. The various steps evolving consumer decision making are linked with the life stages. Young buyers, women and children considered as uprising consumers groups as a part of competitive market situations.  

From a review of literature, it is perceived that no research had been done to understand the behaviour of people of Ramanathapuram towards buying behaviour of home appliances. To fill the gap it is necessary to undertake a study on Consumer Behaviour towards Home Appliances in Ramanathapuram and hence this study.

2.3. Summary

This chapter provides a review of the major research and theories regarding the consumer purchasing behaviour and also the researcher has reviewed various literature related to consumer behaviour. He had extended the focus on related issues like consumer characteristics, the theory of reasoned action, consumer decision-making process, furniture purchasing decision making process, Consumer behaviour in rural market, influence of demographics, psychographics and so on which influence the buying process of respondents. Further, the researcher had covered the wide range of behavioural factors like shopping orientation, mall shopping attitude and purchase patterns on mall patronage in India, the consumption pattern of Indian Consumers, exploring consumers’ preferences with regard to department and specialist food stores, growing shopping malls and behaviour of urban shoppers, effect of shopper attributes on retail format choice for food and grocery retailing etc. for providing a wholesome picture of the entire industry in India.