CHAPTER – II

REVIEW OF LITERATURE

INTRODUCTION

Marketing is the process of determining consumer demand for a product or service, motivation of its sales and distribution of it to ultimate consumer at a profit. Philip Kotler said “Marketing is specifically concerned with how transactions are created, stimulated, facilitate and values” (Philip Kotler: 1972). American Marketing Association defines marketing as the process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and service to create exchanges that satisfied individual and organizational objectives. (Dr.Rajan Jair. and Sanjith R.Nair.: 2002). The modern marketing starts and ends with consumer is true in all respects. There was a feeling that marketing activities are concerned only with, the flow of goods from the producers to the consumers. This concept however has changed, to include the flow of information from the consumers to the producers. Definition of the concept will facilitate the researcher to develop a framework for further discussion on the area of consumer behaviour. With this objective in mind, other important definitions and various concepts relevant to the area of the study are reviewed.

Jorin (1987) examined changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products and increased demand for organically grown foods. For young people, more concern with enjoyment and less for health, with more meals eaten away from home, and generally an increased demand for convenience foods. The prospects for high quality branded products are seen to be good.

Judith Waidrap (1990) found that marketers are interested in understanding what product will sell well in the youth market. Moreover, it is important to appreciate the influence that may be more significant to most marketers because of the youth’s role as the primary purchaser of certain items.
Zirger and Mardique (1990) concluded that new products must provide significant value to the customer. Value can be superior to technical performance and product characteristic. All these, either singly or in combination get translated into a product that assures a greater value for the consumer.

Dodda et al., (1991) explained that consumer enters a stage active information search to get product awareness. They try to collect more information about the product, its key attributes, and qualities of various brands and about the outlets where they are available.

Rees (1992) in his study revealed that factors influencing the consumer’s choice of food are flavour, texture, appearance, advertising a reduction in traditional cooking, fragmentation of family means and an increase in ‘snacking’ etc. Demographic and household role changes and the introduction of microwave ovens have produced changes in eating habits. Vigorous sale of chilled and other prepared foods is related to the large numbers of working wives and single people, who require and value convenience. Development in retailing with concentration of 80 percent of food sales in supermarkets is also considered to be important. Consumers are responding to messages about safety and healthy eating. They are concerned about the way in which food is produced and want safe, ‘natural’, high quality food at an appropriate price.

Victor Cordell (1992) when deciding on overseas production locations, the manager must take into account not only resource and cost benefits, but the effect that country of origin may have on consumer evaluations. An experiment conducted by a telephone survey procedure examined country of origin perceptions of twelve countries and eight products, using both perceived quality and choice measures. As hypothesized, preferences were found to be more product specific for industrialized than less developed countries. In addition, hypotheses that performance risk and brand moderate the effects of country were upheld under most conditions.

Stanton et al., (1994) analysed that “A consumer is an individual or organization that makes a purchase decision and finally owns the products. The decision is based on the desire of the consumers to satisfy their wants and needs.”
A study was conducted by **Adite Chatterjee (1995)** to provide an understanding of the changes in personality traits, family relationships, personal goals and attitudes to advertisement and favoured products among Indian consumers aged between 15 and 45 years.

**Beharrell and Denison (1995)** revealed that consumers are highly involved in routine shopping and grocery shopping activity. In the event of a stock-out, customers may search the whole store or even undertake a second shopping trip to obtain it.

The study “Consumer values in product consumption pattern ” A study based on income group in madras city was undertaken by **Saker. S (1995)**, who examined the consumers for the purpose of the study. They were classified into higher income, middle income and lower income group. The result reveals that the product consumption of lower income group of consumers appears to be more influenced by their “epistemie” value and that of higher income was more influenced by their social status, Hence, the researcher concluded that the product consumption patterns of the three income groups (lower, middle, higher) differed according to their value organization.

**Tolar (1994)** has found that the respondents take stock of what non durables they have currently in their position prior to purchasing more and also consumers follow established patterns of habit when making non durable purchase.

A study was conducted by **Santha (1996)** which examined the relationship between consumer life style and perception of quality. Ten consumer durables such as TV, VCR, Refrigerator, Washing machine, Mixie, Grinder, AC, Telephone, Personal Computer, Vacuum cleaner and the attributes are chosen. The result revealed the prevalence of significant difference in perception between male and female consumers. The difference in perception is also significant among respondents with different education and income levels. The author concluded that difference in perception of quality is significant in demographic segment rather than its significance in life style segment.
According to Sumith (1996), all service facilities should be available under one roof. She has confirmed that total solution is widely acknowledged concept and it is not popularity. Consumer’s preference to buy a product when their entire requirement is available from a single window to avoid unnecessary and intrinsic attributes was clear and strong. She has established intrinsic product attributes that signal quality and product specificity.

Krishnan (1996) measures association characteristics such as size, prevalence, uniqueness and origin and examines difference between high and low equity brand on these measures. For his research he used a memory network model to identify various association characteristics underlying consumer - based brand equality. The results showed that consumer association difference uses constitution with external quality indicators and provides insights into strong and weak areas for each brand that could be used to strengthen the brand.

Baltas (1997) revealed that familiarity and propinquity between consumer and brand personality have positive impact on the buying behavior. As familiarity increases, probability of purchasing from store brand will also increase.

Susan. D Douglas et al., (1997) observed that life style studies thus build up the profiles of the consumers in terms of their daily life patterns, their work habits and leisure activities, their interests and self perceptions, their aspirations and frustrations, their attitudes toward their families and others, and their belief and opinions about the environment around to the bonds of the demographic consumers profiles and reveals how products are used, what they mean to the consumers and how they fit into the fabrics of day to day life.

Kamalaveni et al., (2000) reported that, there is 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.
Poornima (2000) in her study revealed that among the various durables possessed by respondents. TV is highly owned, closely followed by Kitchen appliances such as Pressure Cooker, Mixie, Wet Grinder, Refrigerator and Washing Machine. Sophisticated Kitchen aids like Microwaves, Food processor, Toaster and Vacuum cleaner are least owned. It is inferred that while markets are expanding at all levels, the aspiration and need for product and service by women in the age group of 25-45 years would be evolving and will also be different. They learn and decide faster as the information travels faster in this age group. Hence, women in this age group require a special focus, by examining their behaviour, life style and value markers can classify them and develop products or reposition of the old ones to suit the changing life style.

Sarwada W.K. et al., (2000) conducted a study on Emerging dimensions of buyer behaviour in rural area found from the study that, the role of husband in family purchase decision in various items was comparatively less than that of the house wife. The study reveals that the family purchases for convenience of goods in rural markets mostly once a week and it is daily consumed goods such as edible oil, sugar, tea etc. With the increase in real income of rural people a shift was found to have taken place in the items consumed by the rural consumers. It has been noted that “income” is the variable factor which determines the purchasing pattern. Most of the consumers from higher income group generally purchased the product which is highly popular in urban area. It is very interesting to find from the survey that most of the rural consumers are not aware of the producers of the products. Hence, the “incorporate” image is playing a very significant role in popularizing the product in rural market.

Aurifeille et al., (2001) revealed that Nationality plays an important role in consumption of the product and consumers can be categorized on the basis of nationality and segment them using product involvement, brand decision involvement and purchase involvement as segmenting variable.

Herrmann et al., (2001) aimed at explaining the aspects of pricing, consumer behaviour and to analyze them with reference to groups of breakfast products and results indicated that, demand was greatest for products with a long storage life, such as coffee. It
appears likely that consumers bought some items only during special offer periods. He found there was very strong consumer reaction to price changes for jams and breakfast cereals. An active pricing policy, thus, represents a central marketing instrument in food retailing. This is consistent with strong consumer reaction to price changes.

**Bristow et al., (2002)** mentioned brand name as a node to which the linkages or the brand associations might be linked. A node activated initially by an external cue, would also activate associated nodes through a set of linkages in place and the final set of information recalled would be based on the particular path of nodes and linkages activated in the given situation. Thus, brand name might be part of several different sequences, depending upon the activated path.

David L. Landon et al., (2002) stated that, purchase decision of consumers is influenced by various factors. The major factors which influence consumer behavior are culture, subculture, social class and personal factors.

John William Felix (2002) conducted a study to recognize and identify the priority of the product values attached to consumer durables particularly 10 refrigerators. The main finding was that the value of quantity depended on quality, durability, technology, economy and status. Similarly economy was found to be dependent on durability, status, physical characteristics and guarantee. Durability depended on the perception of quality, durability, technology, economic status and resale value. The value of physical characteristics is significantly dependent on the perception of durability, availability, technology, physical characteristic and status.

Kamenidou et al., (2002) presented the findings on the purchasing and consumption behaviour of Greek households towards three processed peach products: canned peaches in syrup, juice and peach jam. The results revealed that 47.5 percent of the households purchased canned peaches in syrup, 67.4 percent purchased peach juice and 42.6 percent purchased peach jam. Reasons for such purchase were taste and qualities satisfaction and households' perception that they are healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there is a tendency for brand loyalty.

Soloman R., (2002) in his study stated that the consumer is said to have the most favorable attitude towards LG color television. This consumer is one who would like to buy a CTV with best quality of picture. In this context of marketing implication, it may be pointed out that diagnosis of brand strengths and weaknesses on relevant product attributes can be used to suggest specific change in the brand.

Sanjaya et al. (2002) reported that, the decision for purchasing branded fine rice was mostly made by the wives of the family. The retailers were ranked as the prime source of information about branded fine rice. The monthly purchase is the most preferred frequency of purchase, which might be due to the fact that most of the respondents were of monthly salaried class and they would have planned their purchase accordingly along with other provision items. The quality and the image of the brand were ranked as the major factors for brand preference in the purchase of branded fine rice.

Schenkman (2002) in his study evaluated a Swedish sample of 36 people who judged the similarities of 20 objects, primarily information appliance products and services sometimes called consumer electronics, but also some common non-technological products. Multidimensional scaling showed that the choices of the participants were formed as three main regions: Telephone services, luxuries of life and necessities of life. Axes interpretation gave similar results, with the addition of a biology/technology dimension. The participants also ranked these products in terms of their personal necessity and entertainment. The rankings corresponded largely to a pattern found for a larger US sample. One particular exception was education, which in Sweden was seen more favourably in terms of necessity and entertainment. Cluster analysis showed that education and type of employment could to some extent explain the choices relating to necessity and of entertainment.

Shwu-Ing Wu (2002) in his study revealed that level of consumer involvement influenced the advertising effectiveness. Degree of consumer involvement could
effectively segment the market. Consumer involvement and advertising content importance (type of media, the degree of repetition, the length of the message, the tone of the message, and the quantity of information) are positively related. Similarly, degree of consumer involvement and the advertising effect hierarchy (awareness, knowledge, liking, preference, conviction, and purchase) are positively related. A high degree of consumer involvement directed a high advertising effect. Thus, the degree of consumer involvement is an important indication for an advertising strategy.

**Wang, Cheng- Lu et al (2002)** in their study stated that quality consciousness, brand consciousness, fashion consciousness, recreational and hedonistic orientation, price consciousness, impulsive and careless tendencies, confused by over choice and brand loyalty are important decision making styles in the Chinese market. Brand consciousness is becoming increasingly important in Chinese consumer’s mentality. They show their involvement in purchase of international branded garments as domestic brands are still less stylish and have lower brand recognition as compared to imported brands. Consumers preferring to buy imported brands tend to be brand loyal and have a more hedonistic attitude. They are more quality, brand and fashion conscious.

**Poornanada D.S., (2003)** stated that the media perform many function. They provide a link to the large society and in varying degrees as senses of connectedness and solidarity. They provide information, amusement, entertainment and distraction for consumers and society. This information is related to advertisement, price, brand, new product, credit facility, discount, service, past and present culture and system of values, tradition and the ways of looking at the world.

**Park and Kim (2003)** revealed that consumer purchasing behavior from an online store is influenced by information quality, site commitment, relational benefits, and site awareness. The online shopping environment enables customers to reduce their decision making effort by providing vast selection once customer insures that the company is able to fulfill their requirements. Then they are likely to purchase products through online facility.
A study by Chidambaram et al., (2004) postulates that there are certain factors which influence the brand preference of the customers while they take decision to buy passenger cars. Within this framework, the study reveals that customers give more importance to fuel efficiency than other factors. They believe that the brand name tells them something about quality, utility, technology and the like. They prefer to purchase the passenger cars which offer high fuel efficiency, good quality, technology, durability and reasonable price.

An attempt was made by Jayakumar S., (2004) to assess the behaviour characteristics viz, gender, age, education, occupation, income, family size and lifestyle on the important information, communication, education and entertainment attributes of durables and after sales service. The intrinsic and extrinsic cues importance of purpose of buying and after sales service satisfaction contributing to the chosen consumer durables were duly enumerated on the basis of pilot study. The study has emphasized the behaviour of the consumers with reference to ICIE consumer durables.

Adrian Palmer (2004) stated that geographical segmentation has been undertaken of a much more localized level and linked to other differences in social, economic and demographic characteristics which is often referred to as geo demographic basis.

Varma et al., (2004) examined the relationship between the price and buyers’ perception of quality in respect of durables, semi durable and non durable products in the Indian context. The study is as follows: in case of durables products, like Colour Television, setting the price too low will negatively affect the quality image of the product and the consumer would be reluctant to buy a low priced brand as it might lower his image in the society. Pricing it reasonably high would give the product a high quality image. For toothpaste, price-quality relationship has been found to be weak. To conclude, people perceived that higher the price of color television the superior would be its quality.

Sudarsana Reddy et al., (2004) explained that majority of respondents were aware of brand of Microwaves, mostly purchasing decision was taken by the wives, followed by wife and husband, both buyers preferred brand of products and they were ready to postpone their buying if not available. LG had occupied highest popularity among the
buyers, followed by Samsung, Kenstar, Sharp, Whirlpool, Bajaj and IFB. Quality was the prime factor influencing their buying followed by brand name, price and features and after sales service. The authors suggested that the marketers should increase the awareness level through print advertisement as its main sources of information. They have to provide quality products and build brand name.

Nagaraja (2004) opined that, buying behaviour is very much influenced by experience of their own and of neighbor consumers and his own family. 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.

O’ Cass (2004) argued that materialism affects fashion clothing involvement significantly. Materialists are utility, appearance, financial worth and ability to convey status, success and prestige. Stronger the materialistic tendencies of individuals, the higher their involvement in fashion clothing. Materialistic values are a significant contributor to an individual’s involvement in fashion clothing and purchase decision involvement.

Rajalakshmi et al., (2004) revealed that, almost all the sample respondents preferred branded products and if their favorite brand is not available in the retail shop, they will go for another store and their favorite brand. If it is not available in the market, the respondents are ready to postpone their purchase.

Ravichandran et al., (2004) in their study suggested that advertising should bring out superiority of the products and uniqueness of brand over other brands. Besides, advertisements should be given in local newspapers in regional language, with catchy capital slogan with reputed models of performance.

Rick L. Andrews et al., (2004) stated, despite the dot.com shakeout, online revenues continue to increase and are projected to impose greater pressure on traditional distribution channels. However, there is a striking absence of published empirical work on how consumers attracted to shopping online behave relative to consumers shopping in a
traditional store. Such behavioral differences, if they exist, could guide online enterprise design and marketing strategy. This study uses data from both traditional supermarket scanners and an online supermarket to test expected differences in choice behaviors of such consumers. For two product categories, statistically significant differences are found between consumers attracted to shopping online versus traditional supermarkets with regard to the parameters describing the choice process. Compared to traditional supermarket consumers, online consumers are less price sensitive, prefer larger sizes to smaller sizes (or at least have weaker preferences for small sizes), have stronger size loyalty, do more screening on the basis of brand names but less screening on the basis of sizes, and have stronger choice set effects. Many of these differences are found to be prevalent among the majority of online consumers due to the substantially unique behaviour of a minority. Indeed, 11 to 39 percent of traditional supermarket consumers (depending on the product category) are found to behave like the majority of online consumers whilst 1 to 31 percent of online consumers are found to behave like the majority of traditional supermarket consumers. Implications of both sets of results for online enterprise design, marketing, and evolution are outlined.

Silayoi et al., (2004) revealed that packaging plays an important role in purchase decisions. Colors, size, shape, graphics and available information influence the buyer’s decision. Housewives and working women identified packaging as the main factor in their assessment and decision on household purchase. Consumers rely on the information available on the package and judge the quality of the product. If the package communicates high quality, consumers assume that the product is of high quality.

A study on “Consumer perception and purchase decision”, A Study of Urban and Semi Urban Consumer Durable Goods was conducted by Dr. Ravichandaran (2005) in his research he examined sources used in choice of marketing by the urban and semi urban population with reference to purchase of durable goods. The study was conducted with 550 sample consumers in select Chennai city, and four other towns. The products chosen were Refrigerator, Television, Mixers and Ceiling Fans. He revealed that urban consumers made use of commercial sources and semi-urban personal sources.
Another thesis, “Consumer Perception and Behaviour: A Study with Special Reference to Car Owners in Namakkal District” Dr. S. Subadra (2005) attempted to examine consumer perception about the purchase and use of new cars and old cars in Namakkal district. She concluded that there are four major classes of consumer behaviour determinants and expectations, namely, cultural, socio-economic, personal, and psychological. The socio-economic determinants of consumer behaviour consist of age, marital status, occupation, education, income, and family size, etc.

Bina.J (2005) stated that marketers must carefully analyse the factors that enter into judgment and decision making and also to acquire a clear understanding of which family members are involved in acquiring decisions and an appeal to all important parties.

Clement Sudhakar et al., (2005) studied the influence of peer group in the purchase of a car, with reference to Coimbatore district, and their study identified friends as the most influencing peer groups in the purchase of passenger cars. It was also found that the influence of friends is high for the purchase of small-sized and medium-sized cars.

Ndjeunga et al., (2005) evaluate the preference of consumers in Niger for different tuwo characteristics using a random utility-based choice experiment, ordered probit analysis, and tree-based partitioning. Data were collected through a structured survey administered at four sites. Preferences are estimated for three products (couscous, fermented tuwo, and non-fermented tuwo) made from five pearl millet cultivars. We provide relative valuation for different traits by type of product. Results show that product taste, color, and textural attributes are important, especially for tuwo and couscous. Probit and partitioning results show that taste and color are the first attributes that consumers use to distinguish more preferred millet food products from less preferred millet food products. This should provide some direction for millet breeding programs and food processing of millet.
Rajagopalan et al., (2005) revealed that consumers who are highly acculturated to American culture are more involved in the selection and purchase of Indian ethnic clothing and less involved in the selection and purchase of western dresses. Moderately acculturated to western culture are less involved in Indian ethnic apparel but become increasingly involved as they become more acculturated to the US culture.

Banumathy et al., (2006) while studying consumer brand preference with respect to soft drinks, found that after globalization most of the consumers like the international brands such as Pepsi and Coca-Cola. Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability.

Charters et al., (2006) argued that high, medium and low involved consumers evaluate the quality of wine in different ways. Involvement levels have different impact on drinker’s concept of wine quality. High involved drinkers use standard criterion to evaluate the quality, even few of high involved drinkers think that quality should be absolute—a fixed unchanged standard while low involved drinkers do not use such criterion for evaluation. They consider price, smoothness, flavor and drinkability as important aspects to quality evaluation.

Drichoutis et al (2006) revealed that as age increases, people get more involved about their health and are likely to consume foods consistent with the recommended dietary guidelines. As age increases, people become more involved in food and consider price, brand, and ease of preparation as important. Working consumers are more likely to have high involvement because they feel bigger deterioration in their health status and, therefore, try to compensate by involving in their diet. Family size is again a very important aspect—larger households are less likely to find brands important. The main meal planners are more involved with food.

Vincent (2006) elicited that quality is an important factor that draws consumers towards branded products. Branded products are accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child’s insistence affects family’s buying behavior. Children are highly aware and conscious of branded
items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.

Atkin et al., (2007) revealed that women pay more attention and get more involved than men to purchase wine in US. In US, if information is not available, then to get awareness, women show a significantly stronger preference for acquiring on the spot information, including asking questions and reading the menu in restaurants as well as asking store personnel, reading labels, and reading shelf tags in stores, while men have significantly stronger tendency to read books about wine. As far as the region of origin, US consumers strongly prefer home country of origin.

Bravo et al., (2007) analysed the different nature and effects of family influences on the dimensions of young customer based brand equity. The results shared difficult facets of how the families may affect brand awareness associations, perceived quality and brand loyalty.

Shridhar (2007) revealed that for a durable product, such as Television, level of influence due to financial risk is high followed by time risk, performance risk, uncertainty in purchase and physical risk while for non durable product such as toilet soap, influence of uncertainty is more than financial risk and psychological risk.

A study by Sidin et al., (2008) revealed that social structural variables such as social status, age, birth order and city of dwelling influenced children consumption behavior. Young consumer’s decision- making patterns are to be based on certain parent/child characteristics such as age, social class, and sex, although the degree of associations varies by product type also. The available information sources like newspaper, magazine, internet, electronic media at higher socio- economic class homes plays an important role in consumption behavior and purchasing.

Beth Davis-Sramek et al., (2008) in their article titled, “Creating consumer durable retailer- customer loyalty through order fulfillment service operations”, examines manufacturers who now find themselves in the position of finding new ways to remain competitive in the era of retail power. The onus rests on the manufacturer’s ability to
implement operational strategies that help the retailer achieve its objectives. Specifically, manufacturers that establish successful order fulfillment service can affect retailer loyalty. The overarching goal of this research, therefore, is to examine the importance of operations managers in understanding the order fulfillment needs and expectations of their retail customers and to establish the value-added role that operations management plays in developing retailer loyalty. Empirical evidence is provided on the relationships between relational order fulfillment service, operational order fulfillment service, satisfaction, affective commitment, purchase behavior, and loyalty. Such evidence not only focuses on the strategic importance of the OM discipline in manufacturer–retailer relationships, but also extends previous OM theory by taking a more complex view of the loyalty phenomenon.

**Celile O. Dolekoglu et al., (2009)** Store brands play an important role in retail strategy, but recent research has examined the factors assumed to influence the selection of store brands in emerging markets of developing nations. This exploratory study investigates Turkish consumers' perceptions and preferences of store brands of dairy products. Using personal interviews, data for the study are collected from consumers shopping in different supermarkets in the capital city of Turkey. The most striking finding of this study was that Turkish consumers have strong preferences toward national brands across all factors of purchase reasons investigated. Findings indicate that national brands were perceived as high in quality, distributed widely, healthy, fresh, and offering more product choices, whereas store brands were perceived as low-priced alternatives. Also, habitual buying and brand image played important roles in their purchase decisions. The results of the study show that there are two distinct store brand preference segments among Turkish consumers, which were nicknamed “Product Attribute Sensitive” and “Price Sensitive,” and these segments differed in terms of demographics and socio-economic profiles as well as the reasons for purchase. Managerial and research implications are discussed.
Reddy et al., (2009) in their article, reveal that brand is the means of differentiating a company’s products or services from those of its competitors. A good brand helps a company earn premium price for their products and services, since customers prefer to buy good branded products and they will be loyal customers. Brand building plays a key role in this era of globalization. Some companies think their business model can also help others win too, in the process of brand building. In the near future, almost all the business firms must try to build brand by helping other wings.

The study conducted by Cheng-Wen Lee et al., (2009) aims to discuss how the attributes of Chinese tea beverage brands influence consumers' evaluations of brand positioning and the differences and competition among brands. The study finds that Chinese tea beverage brands pursue various goals, such as quenching thirst, attractive advertising, or reliable quality, to develop their positions. Brand positioning implies that consumers remember particular information conveyed by the brand. The study illustrates consumers' brand awareness attributes, potential market demand, and brand competition conditions. The study provides a useful source of information for managers, who should introduce brands to the market carefully and deliberately and choose a position that is both appealing and sustainable over time. The study provides a unique method to understand the current market structure and determine a target brand and its best competitive position.

Mansour Samadi et al., (2009) in their study entitled, “A Survey of the Effect of Consumers’ Perceived Risk on Purchase Intention in E-Shopping”, aims to compare the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. To achieve the research objectives and test hypotheses, paired sample t-test is used to analyze the mean differences of the individual and overall perceived risk levels in two buying situations. In addition, to analyze the relationships among shopping experiences, perceived risk, and purchase intention variables, Pearson correlation analysis and linear regression are used. The research revealed that consumers perceived more purchasing risk from the Internet than from the store. A more positive online shopping experience led to consumers’ less perceived purchasing risk level in the
And a higher perceived risk led to less future purchasing intention from the Internet.

Pravin Purwar (2010) in his study titled, “Competition Issues in Electronic Goods Sector: Television Industry”, in this paper uses econometric techniques to deal with the issue of market concentration. Towards the end, a hypothetical situation is created where the major Korean MNCs, LG and Samsung get together and play in the market as a single entity. The paper analyses the reasons and results for this merger, and the economic theory and the competition issues emerging with this collaboration. The paper talks of entire TV industry and not of CTV or flat TV or LCD TV market separately.

Christopher Wilkinson et al., (2011) Assessing the usability of products, interfaces and artifacts from an inclusive design perspective can widen cross-market acceptability and adoption, enhancing their potential commercial success. This paper is a part of ongoing research that attempts to evaluate the design of existing products in the market, in terms of usability and learnability, with a view to improving these facets where deficiencies become apparent across user populations. Individuals were assessed according to the development of their product understanding during increased product exposure, providing concurrent protocol whilst product interaction occurred. The extent of participants' technological familiarity was also investigated to determine how prior experience may affect product interaction performance. Age related differences were evident in both approaches to problem solving and extent of technological familiarity, and this also impacted overall interactional performance.

Sarika R. Lohana (2011), in her study aims to analyze what the users want in a smart kitchen, so that intent centered on the Smart Kitchen can be realized in a quality smart living space. This enables designers to address the characteristics and requirements of clients and design adequate user interface and functionality, and let the users get closer to have better and more convenient products. The study adopted focus group interview to collect the main users’ expectation about the home appliances, to help the designer to deeply understand their needs. Secondly, purposive sampling to conduct the research. The sample primarily came from the Nanded city of Maharashtra. The selected samples were
the main users of home kitchen and their houses had to be equipped. The research was to analyze the users’ behavioral approach, the Smart Kitchen’s importance and degree of demands. The study utilized importance-and-degree of demands analysis, to evaluate the demands of the Smart Kitchen’s equipments to be the priority for the designer to design the Modern Household appliances. The results from focus group interview indicate that the difference of kitchen usage between housewives and career women could be the reference of market segmentation and the base of making marketing strategy. Under the lifestyle of modern business society, people are always busy, family members need time and space to interact, and kitchen is therefore the place for dining and parent-kids interaction and communication. The results from questionnaire survey indicated that the importance and extent of demand on functions and equipments of the Smart Kitchen is positively pair wised correlated. The main user stated prior functions could be reference for the designers when designing the system.

Sylvie Laforet (2011) in his study examines whether appearance of corporate, product and dual brand names (a combination of brand names used together) on packaging influence consumer purchase preference. The face-to-face survey consists of consumers rating their purchase preference on a 7-point scale, sixteen random brand names, and combinations of brand names on packaging along with three different prices, each for two product categories: chocolate and cereals – a total of 4032 observations are examined. Hypotheses are tested using multiple linear regression models. The findings show corporate, product and dual brand names have little impact on purchase preference per se, instead, brand category dominance influence consumer choice, and corporate names do not add value as previously thought. The study suggests trends and contexts in which, a corporate name and a product brand name may be extended to optimise consumer brand associations and influence purchase, as well as strategies for extending in remote product categories. Future research needs focusing on international consumers' response on brand linkages in the international arena, and the issues of brand building and brand equity maintenance in international markets. The study makes contribution to brand extension, brand portfolio management and strategic brand management research.
Hadi Moradi et al., (2011) in their study investigate the relationships among brand equity, purchase intention and brand preference from Iranian young consumers view point. Moreover secondary aim of this research is examining the moderate role of country of origin image. To accomplish these, a conceptual framework was designed and relationships among its constructs (Brand equity, purchase intention, brand preference and country of origin image) were hypothesized. Data were collected from Iranian students who were the owners of selected brand of laptop and mobile phone. Hypotheses were tested using structural equation modeling (SEM) in LISREL and subgroup correlation analysis in SPSS. Results indicated that brand equity positively influences consumers brand preference and purchase intention. But results unsupported moderating role of country of origin image.

Konstadinos Abeliotis et al., (2011) in their study aim to analyse the factors affecting consumers' preferences towards the ownership of household appliances. The study is based on 186 survey responses from Cypriot households, and they are analysed econometrically using regression techniques. The analysis is based on a theoretical framework, which takes into account both demographic and economic factors behind households' preference to energy-efficient appliances. The results show that consumers that buy energy-efficient appliances are highly educated and women. Household income is not a statistically significant variable of the probability to choose an appliance based on its energy efficiency characteristics. On the contrary, income and number of persons per household affect the number of appliances that consumers own.