CHAPTER III

REVIEW OF LITERATURE

This section comprises of review of literatures on domestic and international Footwear sectors and consumers behaviour

3.1 Literatures on Footwear Sector

The study by Bale et al (1981) explores the reasons behind the fall of the US footwear sector and it emergence as a major importer of non-rubber footwear. The industry has declined in terms of output, number of firms and employment and therefore the imports had increased considerably. Over the period of years the wage rates have increased tremendously that has led to decrease in productivity as against the foreign countries especially the developing ones which enjoy a pool of low cost labour.

Due to rising cost of labour, changes in the fashion trends of customers very frequently, the footwear manufacturers have started turning to automation techniques. With the customers becoming more savvy demanding high quality but smaller quantities, lower prices in very less time, the author in his study stresses on the need for incorporating robotics for manufacturing solutions. James (1996) has compared the manufacturing operations of the three companies namely ACTIS Engg, DESMA and Intelligent Machines Corporation. The study provides an insight into the superiority of the agile manufacturing system provided by Intelligent Machines Corporation over the others as different materials are used in the manufacture of footwear. The other two operations do not support the use of soft and variable materials. Therefore incorporating agility in manufacturing system would support mass customization and reduction in manpower cost.

According to knorringar (1998) India is a country of artisans comprising of footwear clusters spread in many parts of the country. These clusters predominantly consist of small-scale manufacturers with skilled craftsmen, out dated technologies having less access to automation. In a developing country like India, there exist tremendous opportunity for combining the artisanal touch with high technology. The products manufactured in these clusters are exported to medium price shops in America and
Europe. By employing capital intensive manufacture, footwear produced in these clusters can also find a place in the high priced malls and boutiques in the International market.

Carmody (1998) explores the reasons behind the collapse of textiles and clothing industries in Zimbabwe. The author attributes the reason for collapse as being improper restructuring that was undertaken by the government in Zimbabwe during liberalization. The author also observes that these industries though labour intensive do not high productive labour as do the Indian, Korean and Taiwanese firms. The study throws insights on the industrial development right from the time the European’s colonized in 1890s. The collapse of Textile, clothing and footwear industries from 1994 has been attributed to the hike in the interest rates that forced the producers to increase their prices. The author finds the African market to be generally uncompetitive due to shrinking markets, low labour productivity, and poor infrastructure with poor political instability due to which foreign investment is scarce when compared to the Asian countries.

O’Brien et al (1998) explored the prehistoric footwear which were about seven thousand five hundred years old. The study reveals that the slip-ons and sandals were produced earlier also. These shoes were discovered from Arnold cave, United States. On examining the physical characteristics the authors found that these shoes were made of fibrous and leather constructions. The authors have also compared the earlier extractions of footwear and observe that though the style of prehistoric footwear found in various parts of United States appear to be similar they varied widely in terms of construction techniques.

Heather (1998) draws attention to the existence of fashion consciousness of the people towards footwear even before 8000 years ago. The author throws light on the evolution of the bear-fur shoes that the Japanese Samurai used to wear to the platform sandals that is worn by people today are all due to the fashion desire. The article was the result of excavation of shoes dated more than 8000 years from the Missouri cave. The complex weaving and design of the excavated shoes reveal that the people were fashion conscious as we are today and specialized artisans and craftsmen existed even at that time.

Jeff (1999) describes the footwear are product that is subject to plenty of innovations. The author lists some of the innovations namely skate boarding shoes with exchangeable soles, creaking shoes to walk through rivers and creaks, digital shoes to extract electrical
energy through walking and spin grip outsole shoes that allows the foot to pivot if the player twists.

The article by Vicky et al (2000) evaluates whether choice of footwear impacts the measurement instruments used to test the performance and gait in older women. Three types of footwear conditions were considered that include barefoot, walking shoes and dress shoes. The measurements instruments included Functional Reach Test (FRT), the Timed up and Go test (TUG) and 10-meter Walk test (TMT). A sample size of 35 women between the age group of 65 – 93 years was selected for the study. The study reveals that the scores differed with the type of footwear measurements instruments used. The authors advocate the use of one type of footwear constantly across all the tests. The authors find that gait and balance among older women can be improved through footwear intervention.

According to Umemoto et al (2000), the rules of origin in NAFTA affected the non members and proved to be more advantageous to its member countries especially Mexico. The authors describe the slump in the textile and apparel imports from the North East Asian countries. Inspite of these discriminatory policies, still the footwear imports from the Asian countries have increased due to the rise in the productive capacity of the ASEAN countries. The ASEAN countries due to their low cost labour are taking advantage inspite of stiff competition from Mexico. The authors have suggested a model that can be implemented by the WTO and thereby ensure that the non member countries are not affected due to the NAFTA’s restrictive rules.

The study by Troy (2000) stipulates the need for appropriate footwear as they are more than just shoes. According to the author shoes give identity and image and is also a symbol of status. The article addresses the appropriate use of footwear particularly for lawyers as self presentation is supremely important. It also brings to light the disadvantage of using sandals in the work place. The author notices a change in trend among the men where in they have started preferring more of light weight shoes at the same time comfortable to wear.

Amrik et al (2001) opine that there is a change in the business environment where the suppliers and customers are inextricably linked. The managers should also realize that their customers’ demand will continue to increase and so do the competitors. Therefore
understanding and cooperation between each and every member in the supply chain becomes important.

Despite the benefits, diabetes patients refrain from purchase of therapeutic footwear as they are not attractive with limited colours and designs. Therefore Carolyn et al (2002), in their study of 309 male and 91 female have emphasized the need to design variety of shoe types with different styles. The authors classify footwear into three types namely optimum, adequate and dangerous according to their appropriateness for use by diabetic patients. The study finds that a combination of adequate footwear features along with acceptability and reasonable pricing can motivate the diabetic patients to purchase therapeutic footwear otherwise use of inappropriate footwear can cause foot ulcers (Gautham et al, 2004) which can lead to amputation.

D’Mello (2003) in his study examines the plight of the workers in shoe manufacturing companies. The author has followed a case study method considering Phoenix India, a subsidiary of Reebok Shoes. The study brings to light the anomalies faced by the workers in these manufacturing units. The study also emphasizes on the fact that these anomalies are greater especially with the third world countries like India, where in corruption plays a major role. Therefore it becomes easier for these international players to corrupt the district magistrate to the police. As a result the Government of these developing countries turns a deaf ear to these workers.

Edward et al (2004) classified therapeutic shoes as good, bad and ugly. Good shoes are the ones that prevent foot ulceration among diabetic patients. Bad shoes are the ones that cause ulceration and ugly shoes are the ones that are cosmetically unattractive as a result of which the patients do not purchase though it was prescribed. The authors suggest the use of computer aided designs and also highlight the need for educating the use of good footwear that can benefit high – risk diabetic patients

Perves et al (2004) compares the export marketing channels in the developing and developed countries. The article describes the purchase process of Netherland, Uganda and Eritrea. One of the striking features of the Netherland retailers and wholesalers is that they design and negotiate with the South East Asian manufacturers. They find the South East Asian manufacturers to be more trustworthy, reputed and flexible in their approach.
The authors conclude with the note that the Dutch market is a promising one of the manufacturers from other countries.

Mera (2005) examines Argentine’s regional trade policy behaviour in 1999. The author brings to light the decision making process in framing an appropriate trade policy that would protect the footwear sectors of Argentina and Brazil in 1999. Brazil being the major exporter of shoes to Argentina threatened to flood the Argentine’s market with its products due to devaluation of its currency. The domestic manufacturers in anticipation of devaluation of Brazilian currency had already started pressurizing the Argentine’s Government to provide compensatory measures as the domestic footwear manufacturing sector was affected largely due to imports from Brazil which would further aggravate the situation due to its currency devaluation. Eventually Argentine succeeded in executing voluntary export agreement (VER) with its private sector and a compromise with its Ministry of Economy and the MERCOSUR (foreign policy makers and diplomats) without straining its diplomatic relationship with Brazil. The article shed’s light on the Neo-classical approach of policy making as a result the government had to play a protectionist role to the private sector.

According to Tina (2005) footwear can be considered as personal protective equipment, especially when it comes to safety footwear. The author elaborates on how the footwear is developed and produced in a footwear manufacturing firm at Saint-Hippolyte-du-fort in France, which is otherwise referred to as the world wide capital of safety footwear started in 17th century. The firm relies on the Indian and the Tunisian market for shoe uppers as the labour costs are very cheap where as indigenous manufacture would be too expensive, The article concludes with a note for the employer that whatever may be the work environment, it is the responsibility of the employer to provide right foot protection for their workers.

The article by Veres (2005), traces the footwear fashion in Australia. In the 1830’s men’s footwear had squared toes. In the 1840s the gently pointed shoes became popular. In 1850s long beets worn above the trousers became fashionable. In 1890s men started wearing buttoned shoes that came just over the ankle. But by 1910, men’s fashion reverted back to pointed shoes. By 1914 buttoned shoes were out of fashion. By 1920’s...
fixed pattern of reserved style had evolved in men’s footwear as men no longer preferred elaborate style. But certain subtle changes in terms of colour did occur. As of now few styles exist which look identical from a distance. Women’s shoes were subject to many changes that included boots, slip ones, heels and sandals from 1800 onwards. The First World War introduced flat-heeled, sturdy and durable shoes for women as men had to serve the military and women had to adopt men’s role. The study also throws insights into the footwear Regulation Act 1916 that required the seller’s or manufacturer’s name to be embossed on the sole. During this period the footwear were embossed with retailers’ name. Therefore footwear from any number of factories could all be branded with the retailer’s name without any indications of the actual place of manufacture. This is in practice even today.

The study by Padmore et al (2007) explores the process of developing competitive advantage by the SME’s in the Mexican Footwear Industry. The authors have described the economic events that took place between the years 1985 – 1999 and the impact on the Small and Medium Scale footwear enterprises. The authors have argued that for achieving competitive advantage three important factors namely entrepreneurs’ decisions, availability of resources, capabilities, and institutional support are mandatory. The authors have employed a case study method. The study captures the growth of SME’s from 1985, the period when these enterprises were comfortable with the domestic market till 1999, when entrepreneurs with strategic vision capitalized on the market opportunities as a result of liberalization. Later many more entrepreneurs followed suite. The study clearly illustrates how the Mexican SME’s in the footwear sector gained competitive advantage by establishing synergies between entrepreneurs, supporting institutions and strategies.

Bob (2008) stipulates the use of right kind of footwear. The author observes that most of the time people buy footwear for their looks and do not consider comfort. With the advancement in technology even safety shoes come in all styles. The author deliberates on certain variety of shoes namely electrical hazard safety shoes, ankle protection shoes and chemical shoes and points out the importance of having these shoes depending on the kind of job one is in.
Yu (2008) examines the Corporate Social Responsibility policies of Reebok and its effect on its local partner, a Taiwanese invested footwear firm located in South China. The article describes the sweat shop conditions that were prevalent in the footwear industries in the 1990s. The author brings to light the initiative of Reebok, one of the largest athletic shoe manufacturer fro USA on labour practices. Reebok was a pioneer in implementing strict labour laws. It has achieved industrial leadership against sweatshop abuses by addressing labour issues proactively. The article also explores the way in which its local partner fortune sports had to adopt CSR codes due to constant monitoring from Reebok. The inhuman labour practiced in the footwear industry include child labour, forcing the workers to work in unsafe environment, overtime than legal maximum or imposing corporal punishments. The author finds that in athletic industry branded merchandisers like Nike, Adidas, Reebok and retailers such as Footlockers, generally enjoy higher profit margins than the suppliers such as Yue Yuen. The average profit margin of Nike, Footlockers and Yue Yuen (the largest firm at wholesale, retail and production node of athletic footwear supply chain) was 40%, 31% and 26% during 1996 – 2004 respectively. However branded merchandisers and retailers have made no commitments to sharing costs for improving labour standards with suppliers. Athletic footwear industry had the worst record of human rights abuses accounting for 50% of the total sweat shops in global factories between the years 1994 – 2002.

The study by Curran (2009) explores the impact of trade defence actions by the European Union on China on low cost goods especially textiles and footwear. The author in his study argues that such kind of trade defence actions against China has benefited other developing economies like India, Brazil and Indonesia than the European Union. According to the study, footwear imports by the European Union from India rose from 486.4 Euro Million in 2004 to 732.1 Euro Million in 2007 after the imposition of anti-dumping duties in China. The restrictions imposed on China have become a boon for other developing countries.

Miranda (2009) explores the rise of Bata as a major player in the footwear sector. Post World War I, the international trade in footwear took a different turn. The large footwear exporting countries like United States and UK gradually became world’s leading importers. Between the years 1920 – 1933, North American exports fell to 95% of its pre-
war exports in 1900. The decline was mainly due to the economic depression in 1930s. In 1923, Bata had 1800 workers with the daily production of 8000 pairs. In the next eight years the work force was almost 20,000 and the production capacity exceeded 1, 30,000 pairs per day. Bata was a family-run company located in Zlin of Czechoslovakia and it is the one and only firm with an extraordinary size. Czech was a small developing country at the time with abundant cheap labour. The success of Bata can be attributed to producing footwear at very low costs directed at the low purchasing power market segment. By 1931, Bata was exporting more than 2 million pairs of Blake Women’s shoes to the United States with a price as much as 60% less than the similar footwear made in America.

The study by Martinez (2010) focuses on the outsourcing decision in the Spanish Footwear Industry. The study throws light on the transformation in the Spanish footwear market between the years 1975 – 1995, due to the entry of foreign competitors. The author observes that the firms outsourcing decisions depend on certain factors like the search cost, the intensity to innovate according to the customers’ requirements and linkages with other institutions like the Chamber of Commerce or other public organisations. Further certain geographic areas are more preferred such as Vinalpo and Arnedo-Calhorra as they are considered as principal footwear districts. The study becomes very important in the present scenario of competition from other low-labour cost countries due to globalization. The Spanish footwear market is highly price sensitive. Therefore concentration is more on selecting low cost labour intensive partner. Investment on marketing or branding operations is normally postponed.

Heasun (2010) focuses on the pressure exerted by media, government and public for exploitation of labour in the clothing and footwear firms. As it was evident in the cases of Walmart and Nike for which they became infamous in the 1990’s in United States. Therefore inorder to incorporate fair labour practices, government and industry coalitions were formed. The author observes in his study that with accelerated pace of globalisation in clothing and footwear the vulnerability to competitive pressure increases and therefore sweat shop risks shall also increase.
3.2 Literatures on Consumers Behaviour

Kassarjian’s (1971), study is basically a review of collection of consumer behaviour theories namely psychoanalytic, social, trait and factor, self and self concept and lifestyle. The author gives credit to Freud’s psychoanalytic theory and appreciates the contribution made by Freud to the advances in marketing through the concepts of ego and superego that are vital in shaping the personalities and behaviour of individuals. The author highlights the strong relationship between personality and the way in which consumer behaves and its impact on the product choice. The author concludes with caution note that though these theories can be highly trusted by the manufacturers but still the validity depends highly on the instrument administered.

According to Alpert (1972), a consumer’s choice of product attributes depends on his personality traits. The study establishes that the preference of place for residence depends upon ones personality. The study identified fifteen personality traits namely achievement, deference, order, exhibition, autonomy, affiliation, intraception, succorance, dominance, abasement, nurturance, change, endurance, heterosexuality and aggression. Canonical correlation was used to analyse the data. The study found that the preference of attributes differed across the personality traits. For instance the author finds that people who possessed orderly personality preferred to reside in no noise area. William R et al (1972) in his study with 18000 women as the sample size finds that psychographic items helps in predicting the out shopping behaviour better when compare to demographic tests. Since the out shopping behaviour is multidimensional and not product specific, psychographic measures would help the managers to formulate their strategies in a better way.

Wolter et al (1973) emphasize the need for adopting psychographics and lifestyle approaches especially in the field of advertising as the consumers generally feel that most of the advertisements are stereotyped and boring. The authors advocate the use of psychographics to demographics. The reason being consumers with similar demographic profile have differed psychological profiles. Therefore advertisements should be presented in such ways that penetrate the inner consciousness of the customer for which advertisers should adopt psychographic approach.
Plummer (1974) discusses how lifestyle patterns can evolve as an effective method of segmenting the market. The study is based on the premise that only if the retailers and manufacturers understand their consumers better can they get closer to them. The study describes the procedure involved in segmenting the market using Activities, Interests, Opinions and Demographics (AIO). The author also narrates the benefits of lifestyle segmentation wherein it helps in redefining the target consumers all together. The study concludes with the view that lifestyle segmentation will help in understanding the consumers better compared to other approaches as it helps the companies to secure detailed knowledge about their target.

The study done by Wells (1975) reviewed the earlier literatures that were carried on lifestyle, psychographics, personality, activity and attitude and also discusses the reliability and validity of these measurements using four different approaches that include preferences of shot gun heavy users, ecologically concerned consumers, choice of products like beer, cigarettes, air travel, deodorant and magazines. It was observed that psychographic profiling yield better results in consumer research. It can also be used to study the changing trends in consumers.

Goldberg (1976) points out that psychographic approach though powerful but heavily depends on the test batteries or the statements that are used to group the consumers under their respective lifestyles. Furthermore these test batteries should be designed in such a way that correlates with product functions. Therefore validity of this approach depends upon the test batteries and selection of the products. The author identified three personality traits that include venturesome, esthecism and practical. The study reveals that venturesome consumers prefer to try new products, esthetic consumers chose those products that are more appealing and the practical types were hypothesized towards performance of the product.

Kendall et al (1983), have reviewed the reliability of psychographic analysis considering eight studies. The authors emphasise the need of pre-testing the psychographic instruments as unusual items may affect the validity of this approach. They have also suggested the use of jack knife method to split half which has been proved through a study conducted on the usage patterns of communication equipment.
The study by Palmer et al (1984), examines those characteristics that are associated with the differences in the amount of life insurance owned. The study considers both demographic and psychographic variables, where in earlier studies have concentrated on the former. The study considered psychographic variables such as work ethics, fatalism, socialization preference, religion salience and assertiveness. The demographic variables that were considered included, Education, number of Children and Income. The study proves that a combination of both the variables would yield a better result.

According to Kahle et al (1989), Consumers rarely purchase anything exclusively for the functional aspects of the product. They always expect greater benefit from the purchase. Values are one of the abstract forms of knowledge when tied to a product or service can help to remember that specific item. In order to serve the diverse market profitably, the marketing managers must segment the market on the basis of information of the consumers who make the market. Therefore segmenting the market with value information about the consumers can help in developing effective and consistent marketing strategy.

The study by Peter et al, (1993) advocates the use of lifestyle constructs to measure service quality expectation of the customers. SERQUAL a tool that was developed in 1990 was used to measure the service quality expectation and perception of the customers. But this tool relies on the demographic profiling of the consumers. Based on the expectations of the customers the healthcare practitioners were categorized as empathy, reliability, responsiveness and assurance. The study finds that demographics alone cannot be used to measure the service quality expectations of the customers.

The study by Orsay (1999) classifies the Turkish consumers on lifestyle basis and finds that there is a relationship between the resultant clusters and ethnocentrism. The study identifies eight factors namely, fashion conscious, leadership, family concern, health consciousness, carefree, community conscious factor, cost consciousness and practicality. The study utilizes CETSCALE (17 items) to measure ethnocentrism. The study reveals that fashion conscious and leadership oriented consumers are less ethnocentric whereas family concern and community conscious consumers were more ethnocentric. The study concludes with the implications for the international manufacturers.
Verma & Savita, (1999) in their study have identified seven lifestyle factors from the middle-class segment in Delhi and established a relationship between the resultant clusters with the perception on advertisements. The clusters that were identified include Stay-at-home traditionalists, progressive provident, social-climbers, security-seekers, conservatives, privileged and independents. The study reveals that perception on advertising varied across different lifestyles. It was inferred through the study that the security-seekers and independents consider advertising as essential whereas the stay-at-home traditionalists and the privileged did not think that it was essential

Dennis et al (1999) have brought out in their study as to the gender differences in the bargaining tactics. The authors have developed a scale to assess consumers’ propensity to employ bargaining tactics. The study finds that men are more assertive whereas women generally employ defensive strategies in bargaining.

In another study by Savita and Verma (2000), it has been observed that buyer’s lifestyle has an influence on his purchase behaviour. The study identifies seven lifestyles that include stay-at-home traditionalists, progressive provident, social-climbers, security seekers, conservatives, privileged and independents from the middle-class segment in Delhi. The buying characteristics that were considered include Interest in trying new brands, seeking friend’s advice on choice of brands, preference for reliable stores and store-loyalty. It was found that majority of the conservatives and privileged were more likely to try new brands than the other segments. The social climbers and the conservatives seek their friend’s advice on choice of brands. Privileged lifestyle prefers the reliable store that offers guarantee.

According to Inamdar & Chandra (2001), marketers in India have focused only on the higher socio-economic classes i.e., SECA & B, because it was thought that income alone decided the consumption behavior and only these classes can afford. But now due to changes in the average household monthly income and the education level that has led to improvement in the standard of living, the SECC&D classes cannot be ignored. Examining all these four classes will better reflect their lifestyle and consumption patterns.
The study by Wu (2001) reveals that the benefits sought by consumers on online marketing varied according to their lifestyle patterns, demographics and benefits sought. The study reports three clusters that include Effectiveness and Modern seeker, Convenience Information and Safety Seeker, Service and Freedom seeker. The study helps the online retail managers to promote different products depending on the clusters. Since the 1st cluster seeks more of effectiveness, promptness and modernization of online marketing, products such as CD, audio etc can be promoted to them. Sports products could be marketed to the 2nd cluster and low priced products such as maps, magazines or books could be promoted to the 3rd cluster.

The study by Bello et al (2002), gives a detailed outlook on the different form of travel tourism. The study establishes a relationship between different lifestyle factors and different categories of short and long trips. The first segment was the home-loving segment that preferred short trips that was under four nights and long trips that was more than four or more nights. At the same time they would like to journey with their family mostly inland that is within Spain. The Idealistic segment prefers more of rural visits. The autonomous segment prefers to travel with their friends and mostly to coastal areas. The Hedonistic consumers prefer to travel to European countries and they would like to stay in big star hotels. The conservative lifestyle segment choose either their own member’s region to visit or choose rural areas but would travel only with their family.

Wirtz et al, (2003), in their study have segmented the library visitors in Singapore on the basis of learning and reading related lifestyles. Data was collected from diverse demographics i.e., the sample included people belong to different countries, age groups and religion. The study identified seven groups that include, the career minded, active information seeker, self supplier, casual reader, narrow focused, low motivator and facilitator. Each of these groups exhibit different characteristics towards learning system. The career minded people prefer to read work related materials. The active information seeker prefers to read both work related and non-work related materials. The self suppliers prefer to purchase the learning materials. The casual readers like to read entertainment related materials. The narrow focused learners are generally students who like to read those materials that are related to their curriculum. The low motivators are low learners also and the facilitators are generally the older generation who accompany
children to the library. The study was basically undertaken to devise strategies such that it would give a broader patronage to the library system in the country.

Parashar (2003) in her study explores the changing behaviour of consumers due to globalisation. The author emphasizes on new heuristics rule in the study of consumer behaviour as determination of consumer behaviour with respect to utility function has become redundant given the present market structure. The heuristic rules which the author has emphasized in the study include determination of consumer behaviour on the basis of the environment and social structure of the consumer thus leading to the evolution of behaviorism.

The study by Craft et al (2005), identify the need for developing global segmentation strategy preferably based on behavioural patterns as similar purchase patterns can exist in multiple countries that leads to similar purchase behaviors that transcends national boundaries. The study becomes very vital given the current scenario of globalization where in consumers existing across national boundaries can have similar buying behaviors. The study finds that hybrid segmentation that looks for similarities across word markets is better than the traditional segmentation approach that emphasizes on different strategies for different markets. Therefore segmenting the global market based on lifestyle and behavioural patterns can help global marketers to leverage their brands better. Because brand image can be established across different counties through a single segmentation and in turn positioning strategy.

The study by Kamineni (2005) throws light into the concept of Enneagram a study on personality traits that was founded about 2500 years ago. Enneagram has been used vastly in the fields of human resources and strategic management but hardly used in marketing. In the later stage of theory development, Oscar Ichazo (1982) and Claudi Naranjo (1990) had synthesized nine personality traits namely, Idealistic perfectionists, who always prefer to follow directives, Open hearted helpers, eager to socialize, Hard-Driving performers, who finish their job perfectly and quickly, Aesthetic Connoisseurs, who have aesthetic appeal, Thoughtful sages, who stay up to date on the latest technology, Prudent trouble shooters, who always keep complaining types, the upbeat visionaries, who are fun loving and always looking for a change, Take charge top dogs,
who are dominant in nature, Easy going mediators, who are calm and do not engage in any direct outburst. The author in his study vouches the use of enneagram as tool for market segmentation.

Fraj & Martinez (2006) have used lifestyle profiling for ecological products. According to this study, individuals characterized by self-fulfillment feeling are more conscious towards the environment and hence select eco friendly products such as recycled products and also take part in the events that are directed towards protecting the environment. The consumers with this lifestyle will be interested in the firms that are committed to the environment. Therefore, when new products are launched by these firms, the consumers belonging to this lifestyle show special interest and tend to be more excited about it.

The study by Goswami (2007), examines the purchase behaviour of the urban consumers in Kolkata in on the basis of demographic and psychographic variables. The study also throws light on the difference in the shopping orientation between brand and non-brand loyal customers. The aspects that were considered for studying the shopping orientation include gratification, Idea, Value, Diversion, Socialising, Utilitarian, Price-Quality Association, Price consciousness, Fashion, Brand loyalty, Need-based buying, Window shopping, multi-brand stores versus exclusive company stores. From these facets the author identifies certain shopping behaviors like utilitarian, conservative, hedonic, socialising etc. The resultant clusters were then compared with the store choice attributes. Interestingly the study finds that store choice behaviour varied across these segments For instance, the utilitarian shoppers gave less importance to nearness of the store.

A study by Goutam et al (2007), explores the changing lifestyle of Indian Women and its impact on the dress preference. The study mainly focuses on the middle class segment. The lifestyle segments selected in the study include, voluntary simplicity, me generation, blurring gender role, poverty of time and component. The study reveals that most of the women in India are turning towards component lifestyle where in they are a combination of all the other four lifestyle. This is a hybrid lifestyle in which women change their lifestyles depending upon the situations. Further the study also reveals that that most of the American women belong to this category. Therefore the time lag between US and
India in terms of social cultural changes is getting reduced and hence the challenge for the dress manufacturers to satisfy this segment is more.

The study by Larsen et al, (2009) throws insights into the influence of ambivalence on the choice of convenience food in Norway. Ambivalence is described as the contradictions people experience in their individual attitudes, beliefs or preferences. The authors have clustered the consumers on the basis of attitudes, ambivalence and moral aspects. Three consumer segments that were identified include convenient, ambivalent and dissatisfied consumers. The study reveals that the ambivalent consumers experience feeling so guilt when they purchase and consume ready meals. But they buy ready meals that would please their children. The study adds another segment to the already existing benefit segmentation by including ambivalence as one of the key characteristics found among the consumers. The study also adds that about 40% of the consumers fall in this category.

The study by Iyer et al (2007) focuses on the baby boomers segment in the US. The authors further divide this segment into older and younger baby boomers. Older baby boomers consist of the consumers born between the years 1956 – 1965 and the younger baby boomers consist of the consumers born between the years 1946 – 1955. Though the study finds more similarities than differences among the younger and older baby boomers, what is interesting is the suggestion given by the authors. The authors feel that baby boomers if segmented on the basis of psychographics or cognitive age than the traditional age segment would provide a valid market for the manufacturers.

The study by Park et al (2010) throws insights into the American women’s lifestyle and their choice of kitchen home appliances. The study identifies six segments that include Wellbeing-oriented, Social- and dining-oriented, Family-oriented, Innovation- and action-oriented, Price-conscious, and Convenience-oriented. The study finds that the wellbeing customers are highly health conscious and take interest in purchase of sophisticated home appliances. The social and dining oriented customers prefer to dine out therefore they do not show much interest in kitchen appliances. They are also not price conscious. The family-oriented consumers are very price conscious and they prefer cleanliness and like to purchase kitchen appliances but refrain from purchase of sophisticated ones. The innovative and action oriented customers are progressive ones.
and they show interest in purchase of large kitchen appliances. The price sensitive customers are highly price conscious and they do not show any interest in cooking or even purchase of kitchen appliances. The conveniences oriented customers prefer convenience to health. They prefer to purchase large refrigerators that could stock large quantity of food. Therefore the study can be useful to the manufacturers to identify the lifestyles of the American Women and formulate the marketing strategies accordingly.

According to Laurent et al (2010) older consumers generally buy older brands and the younger consumers prefer innovative products. The data was from the French perfume market. The study reveals that older consumers offer a unique opportunity to the manufacturers as they are likely to develop long term attachment to a product or brand. The reasons identified for the attachment could be nostalgia developed during the formative years. Therefore any move to either delete established brands or introduce new brands or modify the contents of the existing brands should be considered with great care. Also young consumers though preferred to try new brands still they tend to adopt brands or products that are atleast more than three years old. The study gives a valid input on how establishment of brand image becomes vital for the manufacturers. The study though conducted on the perfume market can be generalized to other products or brands as well.