CHAPTER – II

REVIEW OF LITERATURE

This Chapter elaborately presents different analytical, empirical and descriptive studies on various elements of purchase decision of software services. This study concentrates mainly on the crucial elements of purchase decision like Consumer preferences, Consumer Information Search and Brand and Loyalty. The consequence of these elements and their impact on consumer satisfaction are also explored microscopically. In fact, this chapter presents a bird’s eye view of various studies pertaining to the elements of purchase decision.

2.1 CONSUMER BEHAVIOUR – GENERAL STUDIES

In this era of competition, understanding the consumer is a necessity for marketers. Consumer needs and preferences are continuously changing, given the changes in factors like demographics and lifestyles. Consumer behaviour relates to understanding the internal variables like motivation, personality, perception, learning and attitude and external variables like reference groups, family, social class and culture and their influence on consumer decision-making process. It also extends to the consumers' acceptance of innovation and their purchase and post-purchase behaviour.

Dirk Ziems\(^1\) (2004) Morphological psychology leverages the theory of Gestalt to understand the underlying fundamental and unconscious motivating forces behind brand and product decisions. The Morphological concept of motivation makes it possible to account for the unconscious generators of consumer behaviour appropriately. It reveals the hidden symbolic meaning of products. Marketing strategies should limit themselves to one key message--the concept of single-minded proposition--conveying one 'core feeling' of 'emotional value.' However, successful strategies consider the complex psychological mechanisms, which create the 'emotional values.'
In the past, behaviour was presumed as conscious, sequential and rational and the hierarchy-of-effects (HOE) models of advertising, like AIDA, reflected this thinking. However, recent studies show that emotions and feelings are much more important. These 'old' popular models are empirically tested to find out the elements of an advertisement that really drive people to buy products. The findings transform advertising research practices and provide important implications and guidance for strategic brand management. The key learning is that the feeling about the brand is the most important element and successful brand management means ensuring that the brand is represented in a way that people will like and can relate to in all communications.

Consumers increasingly control the dialogue with brands. This means the old intrusion/interruption model upon which communication planning has been historically based is increasingly less effective. Likewise coverage and frequency are of guarantee that anybody is actually receiving a message. People do not engage with media for the communication but for the content. This content engenders an emotional response that creates feelings like a sense of belonging or superiority, or connectivity to the world and in others that feel different from the world. People bring this emotional frame of mind to the paid for communication they receive in or around the content (of the media). They have a more positive and efficient processing of communication when they feel a 'consistency' between the emotional state and the emotional content of the communication.

Ray Algar and Neil Burton\(^4\) (2007) have revealed that consumers have come to realize that price is not always an indicator of quality, as premium-priced products may be mediocre and low-priced ones may not be inferior in quality. The software has made it easier for people to compare and find the best bargains. Self-service is increasingly attractive, offering convenience, accuracy, speed, satisfaction and privacy. Low-cost operators are meeting these trends, by offering basic high quality while eliminating the inessentials.

Mark Earls\(^5\) (2007) describes the practical and theoretical implications for marketing research practitioners of a disruptive new, emerging collection of models of
mass behaviour described as 'Herd theory'. This theory sees humans primarily as social animals and holds that consumer behaviour is best seen as social behaviour. The paper reviews methodological and theoretical innovations in this space and identifies further areas for innovation and rethinking.

**Leif E. Hem and Nina M. Iversen** (2009) The most successful brand extensions are considered to be those having high perceived similarity between the parent brand and the extensions. Earlier researches have mainly examined the effects of overall measures of perceived similarity between a parent brand and an extension. This study investigates the effects of three types of perceived similarity (usage, associations, competence) and three areas of consumer knowledge (original brand, original category, extension category) on evaluations of brand extensions. The results indicate that some types of perceived similarity and knowledge are more important than others. These findings imply that brand managers need to identify and measure the relevant types of perceived similarity and knowledge that will affect evaluations of brand extensions in order to design effective communication strategies for extensions.

**Paul Simonet** (2009) The traditional ways of building and measuring brand value are no longer relevant as new types of brands, such as Google and Amazon, have merged and new ways of experiencing brands have developed. The paper uses brands in sporting goods, beer and cars to demonstrate Brand Experience Value. A new methodology has been used to measure the degree to which a customer is prepared to accept an engagement experience with the brand. The results allow a brand to understand its experience footprint in an absolute and competitive relevant sense.

**2.2 CONSUMER BEHAVIOUR – INFORMATION SEARCH**

Perception is the relevant inner psychological process which is linked with information search. In the process of selective perception, consumers choose which kind of promotional messages they will pay notice to. While, selective comprehension buyers interpret messages in according to their beliefs, attitudes, experiences and motives, selective retention buyers remember messages which are more significant or meaningful to them.
Michael O'Donohue and Tamsin Addison\textsuperscript{8} (2000) Segmentation using values related variables is increasingly being used in Asia to help in the positioning of brands and to drive marketing communications. This paper focuses on the failure of this approach to deliver a meaningful understanding of the relationship between brand and consumer and how this hampers the building of a brand. This paper concludes that alternative approaches should be considered while attempting to understand the relationship between brand and consumer. In particular, it highlights that consumer needs provide a better platform for understanding consumers' behaviour and brand relationships.

Jennifer Rowley, Frances Slack\textsuperscript{9} (2001) Consumer behaviour in the e-market place is still in its infancy and needs a variety of different types of contributions to achieve a more informed understanding of consumer behaviour. It works under four headings: cognition – concerned with the consumer response to specific features embedded in the interface between the consumer and the organisation; customisation – which reviews the various options for personalisation in the marketing exchange and their effectiveness and acceptability to the consumer; cumulation – which explores the cumulative effect of consumer behaviour on the market place; and context – concerned with the relativities between online and traditional retailing and business environments.

Paulo Carramenha and Luís Alfredo Lagos\textsuperscript{10} (2005) have found that strong brands have gone a step beyond achieving differentiation to develop deep relationships with consumers. In other words, product differentiation alone is not enough. It needs a strong brand and as such brand becomes a meaningful part of the consumer's life. The study has concluded that the functional and emotional benefits take on a much higher level of intensity in developing such relationships.

Stan Knoops, Jeff Schmoyer and Lana Glazman\textsuperscript{11} (2005) This paper presents research into a method for deriving a consumer relevant emotional image set for a traditionally “functional” product category such as Fabric Softeners. Consumers are led through a series of exercises like choosing images that connote freshness and creating image groups according to their own beliefs and rules. The research also involves a quantitative validation of these images using a Procustes technique in order
to confirm the image grouping and to relate this to the more concrete arena of semantics and word-based scaling. This work has served as a basis for constructing a range of emotional probes appropriate for use in traditional quantitative research which measure fragrances - or other concrete product features' - differential ability to cue relevant emotions.

**Roger Donbavand** *(2005)* Though marketers use “life stages” such as pre-family, family, empty nester and the retired to define consumers, this research paper argues that these categories no longer reflect the society. Using case studies, consumers have been defined by new criteria - the present life stage that they are in or the new life that they are about to move into and the earlier life course and their life’s experiences.

**Robert Passikoff and Kerry O’Connor** *(2005)* Consumers don't always understand financial products and they don't trust financial service providers. Meanwhile, financial marketers find it increasingly difficult to create propositions that can meaningfully differentiate their brands. This paper argues that it is possible to identify the real, age driven expectations consumers have in this sector and that marketers can leverage these expectations to create more effective marketing campaigns.

**Cristian Mitreanu** *(2005)* Most researchers and business executives are content with the widespread and broad definition of customer-centricity as the capacity to understand and respond to the customer's needs. In an increasingly dynamic and competitive business world, this is not enough. This paper argues that a deeper understanding and focus on the customer is required in order to succeed.

### 2.3 CONSUMER BEHAVIOUR – PURCHASE DECISION

After the alternatives have been assessed, the consumer is now ready to make a buying decision. At times purchase intent does not lead in an actual purchasing. Marketing organizations have to facilitate a consumer to take action on their purchase intent. Providing credit or better payment terms might encourage the customer to make a purchase, or a sales promotion for instance the opportunity to be given a premium or entering a competition can provide an enticement to buy at that
moment. Integration is the relevant inner psychological process which is linked with purchase decision. (Peter, Olson and Grunert, 1999).

Nicky Riley and Alison Leith\textsuperscript{15} (1998) This paper examines the concept of understanding consumer behaviour and attitudes. It describes their role in the development of brand imagery, advertising, store layouts, packaging and other elements of the communications mix and their mood, attitude and feelings, as well as the dynamics of the circumstances or the shopping environment. They are the inner or outer influences that impact on an individual resulting in a purchase or usage decision.

Aviv Shoham, Maja Makovec Brencic\textsuperscript{16} (2003) This paper focuses on a model of compulsivity antecedents. Consumer compulsive buying is an important area of inquiry in consumer behaviour research. The importance of studying compulsive buying stems, in part, from its nature as a negative aspect of consumer behaviour. Specifically, exploring negative consumption phenomena could provide modified or new perspectives for the study of positive consumption behaviour. In general, consumers’ tendency to make unplanned purchases and their tendency to buy products not on shopping lists, have served to predict compulsive tendencies in this sample consumers. The findings suggest that these antecedents affect compulsive tendencies.

Nic Hall and Gilbert KW Lee\textsuperscript{17} (2004) This paper introduces an actionable way of understanding how brands express their core values to address consumers' fundamental motivations. The study evolves that brands can be effectively used to drive consumers' brand choices. These needs can be applied to different product categories and across cultures. The list of the needs of the consumers has been initially identified and tested and applied in the local context based on studying two very different markets, namely shampoo and automotives.

Carol K. Galvin, Stacy Novack, Steven Halling and Bernadette DeLamar\textsuperscript{18} (2005) Manufacturers of business products have sought more effective ways for messages to break through, be heard and resonate with their audiences. While purchase decisions for high-end business products are typically team decisions and the dynamics of the decision process have been dissected by researchers and understanding of the motivations of the key person who is the (internal) expert on the
product. This paper addresses the discovery of the values and/or motivations of buyers.

Michael Mills, Nicole Torkar, Tina Katsinikas and Andrew Dye\(^9\) (2006). The fast pace of today's automotive market and the many influences on consumer choice require manufacturers and dealers to understand and take actions quickly to reflect changes in consumer preferences. This paper has discussed a new method of understanding and influencing the path to purchase that consumers use and the key moments of influence that affect the purchase decision.

Jane Shirley and Tom Atkinson\(^{20}\) (2006) This paper is based upon the research findings of an independent study carried out to investigate the world of the modern healthcare consumer. Taking chronic back pain as an example condition, this paper describes how a holistic approach to research, applied within the framework of a pioneering new quadrant model, can yield a deep understanding of the needs and motivations of the healthcare consumer and of the complex inter-relationships at play within their environment.

S.C.F Iop, E. Teixeira, R. Deliza Journal\(^{21}\) (2006) An extensive search of previous literature is conducted to find data on papers related to extrinsic variables in food studies. The article finds that acceptance and intention to purchase measures regarding foods are associated with consumption and purchase process and are used as an indirect way of obtaining data to understand consumer behaviour. Although the importance of intrinsic variables such as color, aroma, flavor and texture in food acceptance and choice are very well recognized, several studies have shown that other variables also play an important role in food acceptance, preference, choice and intention to purchase. This article presents the more studied extrinsic variables using the conjoint analysis and repertory grid methods.

Martin Lee\(^{22}\) (2007) This article argues that trust is the key to getting consumers to choose a brand. Consumers have always been driven by a search for trust, and to achieve this, the product itself must be worthy of trust; without that quality, merely generating PR or word-of-mouth will not suffice. The study finds that the decision process of consumers is significantly shortened when they receive
information from a trusted source. The marketers created their brands itself as a trusted source with the qualities of generosity, transparency, wisdom and warmth.

Ken Roberts\textsuperscript{23} (2007) argues that advertisement agencies (and their clients) depend too much on intuition, creative hunches and focus group interpretations when developing brand strategy - and not enough on proper marketing science. The study argues for strategies based on 'brand-building drivers' - defined as performance variables that can be statistically verified as driving purchase intentions and also demonstrates how these can be found and how they fit into a structured approach.

Jonathan Fletcher and Julian Kenway\textsuperscript{24} (2007) Human beings retain youthful traits well into adulthood. This paper explores the juvenile elements in adult motivation and behaviour, outlining the implications these have for consumer research and marketing. Consumer societies are becoming more immature; consumer decision-making in many situations resembles pre-adult patterns of thought. The paper concludes with a segmentation of consumers in terms of the degree and types of neoteny that they exhibit.

Ick-Sang Roh and Jay W. Shim\textsuperscript{25} (2007) Understanding consumer values is one of the most critical elements in any successful marketing strategy and planning. Considerations of price and quality matter for consumers, but, in many instances, value orientation also affects everyday choices made by consumers. Applying two different approaches to the study of values, this paper explores the different terrain of value orientation in a comparative context and measure the impact of value orientation on consumer choice such as the perception of premium price, brand preference and attitudes associated with the buying process.

Gianluigi Guido, Mauro Capestro and Alessandro M. Peluso\textsuperscript{26} (2007) This research investigated the roles of both the individual reaction to environmental stimuli and personality characteristics in consumers' pursuit of hedonic and/or utilitarian shopping values. Results from an experimental study show, first, that these two constructs (optimal stimulation level and arousability) are positively correlated with those personality traits mostly associated with the hedonic shopping value. Second, drawing on Reversal Theory results show that paratelic individuals (i.e. those who are interested in the shopping activity itself) have higher optimal stimulation level and
arousability than telic individuals (those who are interested in shopping outcomes, such as the purchase of specific products). These motivational states, in turn, are differently related to the two shopping values (i.e. hedonic vs. utilitarian).

**Kun Song and Ann Marie Fiore** (2008) This study examines consumers' responses toward mass customization of apparel. Mass customization, as a marketing approach, is developed in reaction to the increasingly individualized markets. This study tests consumers' value perception about apparel mass customization in the collectivistic market. Using an experimental design with respondents, it has been found that price and customization levels affect various aspects of perceived value that, in turn, affect behavioural intentions. The findings provide information needed for decision making about marketing strategies for companies that would like to implement mass customization.

**Richard Brookes and Richard Starr** (2008) This paper studies to probe into facts as to what lead people to make a purchase decision that may be individually fulfilling, but could be construed by others as harmful in economic, social, environmental, ethical, and/or personal safety terms. It also explores the converse, exploring what leads some people to make a purchase decision that may be construed as beneficial in social, environmental, and/or ethical terms, but not necessarily sensible in individual economic terms.

**Jim Kite** (2009) investigates the media influence on people's purchasing behaviour. It has defined intent as behaviour and action that directly correlates to sales and comprises any outcome that follows recall of a media message. The study emphasises on four assertions. First, there is a “strong correlation” between claimed marketing exposure and shifts in intent behaviour in all categories. The second claim is that there is a strong relationship between marketing exposure and purchase in lower involvement categories, but not high involvement ones. The third is that brands within the same category do not display uniform intent patterns. Finally, a distinction between high involvement categories, in which search and talk are most critical, and low involvement brands for which encouraging changes in attitude and/or product trial are the priorities, has been identified.
Fabio Martins, David Baxter and Rebecca Gill (2009) have discussed the shopping missions, the intentions, moods and motivations underlying shopping trips. Based on a survey into grocery shopping behaviour this paper focuses on the dimensions of shopping missions and the value of shopping missions in building differentiation between retailers. In addition to functional attributes such as expected number of purchases and length of trip (e.g. main shop or stocking up, etc.), emotions are hypothesized. The analysis shows that the functional attributes indeed predict the store channels visited, layout design and display, etc., in line with the shopping mission model and that emotional measures differentiate significantly between different outlets. The paper concludes that traditional (functional) shopping mission models are leveraging the emotions at the store level as the key ingredient to securing retailer differentiation.

Frederic Marimon, Richard Vidgen, Stuart Barnes and Eduard Cristóbal (2010) The purpose of this paper has been to assess the applicability of the four dimensions of online service quality, to the setting of an online supermarket; and to propose and test a model that links these e-quality dimensions with loyalty and purchasing behaviour in the setting of an online supermarket. An online questionnaire is used to survey customers. Exploratory factor analysis has been used to test the applicability of setting of an online supermarket and generate an extended model. The study provides empirical evidence that high levels of e-service quality have a positive influence on purchasing behaviour.
2.4 CONSUMER BEHAVIOUR –DEMOGRAPHIC PERSPECTIVE

The demographic factors is an important aspect in influencing the behavior of the consumer.

Raphaëlle Lambert-Pandraud and Gilles Laurent\textsuperscript{32} (2005) Three different theoretical perspectives (nostalgia, cognitive decline, socio-emotional selectivity) lead to hypothesize that preference for a product should depend on the age of a consumer when the product is launched. It should be maximal for consumers who are 25 or less then, and it should decrease monotonically for older consumers. After briefly reviewing results that support this hypothesis for the purchasers of new cars, the study presents new results based on a very large data set of perfume users. Indeed, age at product launch seems to be a major predictor of brand choice in categories where brands may live very old, such as cars or perfumes.

Thomas J. Reynolds\textsuperscript{33} (2006) The goal of customer segmentation, the cornerstone of strategy development, is to identify homogeneous groups of customers that will respond in a consistent way to changes in the marketing mix. Interpretation of traditional quantitative segmentation approaches requires an inferential leap as to the underlying decision processes of each segment. Means-end research methodologies address this problem by providing a framework to understand customer decision making that can be directly translated into the specification of positioning strategy that is more personally relevant to a given target consumer group. The quantitative marketing research orientation to means-end research is contrasted to a more qualitative, consumer-decision research perspective. A new methodological procedure that addresses the shortcomings in previous analysis methods to produce decision segments is presented.

Karen Tillson and Robert Passikoff \textsuperscript{34}(2009) analyse the way in which brands need a category-specific understanding of engaging consumers via creative retail communication techniques. As the consumers are different demographically, i.e. age cohort, their expectations from a brand and their emotional response to consumer touch points, the ways brands reach out to engage them also differ. This research has examined two of the strongest brands in the female specialty apparel category and has demonstrated emotionally-based consumer-centric view, by touch point, among age cohort groups, while still maintaining a consistent brand image.
**Kay M. Palan** (2010) This paper presents a thorough review, grounded in theoretical models of gender identity of consumer behaviour studies. Based on the literature review, the paper evaluates whether gender identity research is still warranted. Several different terms have been used over the course of gender identity research to signify gender identity. This review only includes studies that have specifically examined the degree to which an individual identifies himself or herself with masculine and feminine personality traits.

**Robert Passikoff** (2010) Following the latest fashions is not enough to boost a brand. The requirements of the consumer need to be understood and the wants in each individual category has to be considered. The role that trends play in the creation of a brand or marketing strategy should be clearly identified. The brand needs to meet consumer expectations first before being subjected to any fashionable attributes.

2.5 CONSUMER SATISFACTION

Service to consumers is different from manufacturing and distributing products. Service to consumers is intangible and cannot be seen while manufacturing is tangible and can be seen and felt by the consumers. Service providers are in constant touch with their consumers and there is a need to develop their service operations with the consumer’s physical visit and interaction in mind. There are expectations prior to the consumption of a service; performance perceptions offer the consumption and satisfaction after the consumption.

**Anna Mattila and Jochen Wirtz** (2000) in their article examines the impact of preconsumption effect on consumers post-purchase evaluation. The data were collected at two points of time at the preprocess stage and immediately after the core service delivery. Hypotheses were framed and the Mehrahian-Russell (1974) 12-item semantic differential scale was used to assess the emotional response towards the service setting. The Churchill and Supprenant 7-point semantic differential scale and Oliver 7-Point semantic differential scales were used to measure the customers summary judgement of overall Confirmation/disconfirmation. The results of this study
suggested that preconsumption affective responses to the service environment might
guide consumers in post-purchase evaluation.

**John F.S. Loggins**\(^{38}\) (2002) attempts to test the hypothesis that a health
maintenance organisation consumer’s satisfaction depends on the way his or her
health plan compensates practitioners. The study fits the CAPHS survey data to an
ordered probit model. The dependent variable is consumer satisfaction with the health
plan using a rating scale from 0-10. The independent variables included the
percentage of health plan practitioners compensate with capitated fees; the percentage
compensated with a bonus or withholding incentive and other health plan and
consumer characteristics. Consumer satisfaction with HMO is negatively correlated
with the percentage of practitioners who are compensated on a capitated fee basis and
positively correlated with the percentage of practitioners compensated with a fee
withholding incentive.

**Sunil Erevelles, Shuba Srinivasan and Steven Rangel**\(^{39}\) (2003) analyses the
consumer satisfaction and switching patterns among SSPs (Software Service
Providers) using different satisfaction models. The models include expectation-
disconfirmation model, the attribution model and an affective model. The sample size
of the consumers is 75 and the statistical model of factor analysis is used. The results
indicate that satisfaction levels of SSP (Software Service Providers) consumers are
relatively low which implies that SSP (Software Service Providers) providers may
need to change consumer perceptions their known service quality.

**Yishun Wang**\(^{40}\) (2003) develops a comprehensive model and instrument for
measuring learner satisfaction with asynchronous electronic learning systems. The
study carefully examines evidence of reliability, content validity, criterion related
validity, convergent validity, discriminant validity and nomological validity by
analysing a data from a sample of 116 adult respondents. An exploratory instrument
involving 26 items with two global measures perceive overall satisfaction and in
success of e-learning system as a criterion is developed using a seven point Likert
type Scale. The study achieves significant progress towards developing a general
instrument for measuring student satisfaction with e-learning system.
Xi Shi Patricia J.Holahan, Peter Jurkat\(^4\) (2004) make a study exploring whether disconfirmation theory can explain satisfaction formation in library users. Library user’s needs and expectations are investigated as disconfirmation standards. The research sample consists of 105 faculty and administrators from eight Accredited Science and Engineering Colleges and convenient sampling method is adopted. The findings support disconfirmation paradigm and also the notion that library user’s needs and expectations function as a disconfirmation standards that influence the satisfaction with the information product and delivery systems.

Yooshik Yoon and Muzaffer Uysal\(^5\) (2005) argues motivation and satisfaction are interrelated objects. The study offers an integrated approach to understanding tourist motivation and attempts to extend the theoretical and empirical evidence on the casual relationships among the push and pull motivations satisfaction and destination loyalty. The research model investigates the relevant relationship among the constructs by using a structural equation modeling approach. The data for this study are collected by a self-administered questionnaire method in northern Cyprus. The results offer support for the relationship between satisfaction and destination and the travel push motivation has a positively direct relationship with the destination loyalty. The tourism destination loyalty has casual relationships with motivation and satisfaction.

Vijayakumar and Vijayakumar\(^6\) (2005) make an attempt to assess the level of satisfaction derived by the users of Petro Card in Coimbatore city and to find out the factors that influence the same. The study is based on the primary data which are collected through the structured questionnaire from the two hundred users and the chi-square test has been employed. The hypothesis are formulated that there exists no significant association between the level of satisfaction derived by the respondents and the various independent variables relating to sex, literacy level, occupation, age, frequency, petro bonus points carried by the respondents. The results indicates that the following respondents derive higher level of satisfaction. Male respondents, respondents who are above forty five years of age, respondents who are engaged in business, respondents who are always use this card for filling the fuel.
Rincy V. Mathew and Sudha\textsuperscript{44} (2005) analyses the satisfaction relating to NHCL customers and the study is designed mainly to identify and evaluate the customer response towards the products and services and to evaluate the pricing policy, quality, preference of NHCL products and to understand the accessibility and opinion about the treatment. The study also evaluates the present style, present advertisement policy and to identify the market feasibility. The research is conducted with the help of a non disguised questionnaire among 100 respondents and the data is collected by the principle of random selection which is processed through frequency analysis and Chi-square test. The results indicated that majority of the patients prefer Nagarjuna brand and also of opinion that products of NHCL are effective in treating diseases.

Chirsty M.K.Cheung and Matthew O.Lee\textsuperscript{45} (2006) proposes a research framework that integrates both end user computing satisfaction literature and service quality literature. The key components of the research framework include information quality, system quality and service quality. The methodology of the study adopted is conceptual study and survey method. The findings of the Study reveals that Information quality, System quality and Service quality have a significant effect on Software Shopping and the dimensions include Accuracy, Content, Format, Timeliness for Information Navigation, Ease of Use, Response time and security for systems and responsiveness, Assurance and Empathy for Service Quality.

Wortans J.Happell and Johnstone\textsuperscript{46} (2006) argues that the care provided by Nurse Practitioners is perceived atleast equal to that provided by a medical practitioner. The objective of the study is to analyse the quality of the service provided by the nurse and the unique role of nurse. A content analysis approach is used to facilitate the identification and explication of the major themes. The findings of this study make a valuable contribution to the limited existing body of literature relating to the potential role of the nurse practitioners in the mental health field. The services by NPC are considered to be of high standard and specific emphasis are made analysing the importance of the relationship between nurse practitioner and consumer in facilitating the provisions of effective care and treatment.
**Appa Rao and VijayaShanti** (2007) analyses the customer satisfaction by way of empirical investigation. The objective of the study is to evaluate the customer satisfaction with regards to the various services offered by the E-Seva centres and offers the suggestion to improve the customer satisfaction. The study is based on survey method. The primary data is collected by personal interviews through structured questionnaire and the secondary data is collected from the books, magazines, journals and websites. The statistical tool like percentages and averages has been used and the findings indicated that men were found large in number and the services provided by them were highly satisfactory.

**Vijayakumar, Raman** (2007) conducted the study with the primary objective of measuring the extent of variation in the level of satisfaction derived by the users of clinic plus shampoo in Coimbatore and the factors which influence the satisfaction. The study is based on the primary data which were collected through the structures questionnaire and Chi-Square test has been employed. The results indicates that the following factors significantly influence the satisfaction which includes period of usage, quantity of consumption and opinion of the consumers on price, quality, fragrance, packing and on the prevention of hair falling.

**Prageetha Raju** (2008) identifies the level of customer satisfaction towards Xerox copiers and corporation and to examine the willingness to shift to digital technology. The study is confined only to jobbers of Hyderabad and Secunderabad twin cities only and the structured questionnaire is designed specifically to meet the objectives of the study. A Likerts five point scale and convenient sampling is used to elicit the data. A sample of only 200 respondents is chosen for the study. The results indicates that the highest levels of satisfaction is found with regard to installation and consumables i.e. availability, timely delivery and quality.

**Vaishali Agarwal and Sanjay Mishra** (2008) find out the ways of reducing inventory and improving customer satisfaction at the retailers and to determine how effective supply chain management in durable goods industry is. The primary and secondary data are used for the study and a structured questionnaire is developed and Microsoft Excel 2003 and SPSS (Version 10) software is used to tabulate and analyse the data. Data collected for various collections are plotted
with the help of Bar and Pie Charts and Pearson Correlation coefficient is used to find the factors relating to customer satisfaction, highlights the reason for fluctuations in demand and also measures to develop effective supply chain management through low inventory and high customer satisfaction.

**Venkoba Rao**\(^5^1\) (2008) measures the customer satisfaction which aims to capture the general perception of customers towards low cost airlines. The gross sample size of the survey is 350 and the Statistical Package for Social Sciences version 14.0 is used to analyse the data. The results indicates that 67% of the respondents are highly satisfied with low fares, 42% with cancellation and refund and customer service response and 37% with cabin staff service.

**Sabwa, Weideman**\(^5^2\) (2010) investigated the student perception and acceptance of natural versus paid search engine results. It is established that only 47.1% of search engine users with a university or postgraduate qualification select search engine advertising results (PPC) as more relevant. This research aims to establish the trend amongst younger consumers, specifically university students. The research methodology includes a survey of relevant literature and a questionnaire carried out by using a sample of students at a few local universities. The results indicates, amongst other things, that clear differences exist in preference, based on attributes such as gender, age, race and Software skills.

**Stallard**\(^5^3\) (2010) examines a consumer survey of a pre-school disability service identified parents who do not feel their concerns are fully understood by professionals, nor felt involved or in agreement with neither treatment decisions, nor that services are provided in a coordinated way. A system of individual programme planning (IPP) is introduced in order to address these issues and other shortfalls of the existing service. Information is obtained from 96% of parents and 87% of professionals who attend IPP meetings over a four month period. Overall satisfaction is high (92% of parents: 96% of professionals). Parents now feel fully involved in decision making, 80% felt their views are understood and 100% agreed with treatment goals.
Nadia Huitzilin Jimenez, Sonia San Martin\textsuperscript{54} (2010) analyse the empirical evidence on the extent to which socio-psychological variables (ethnocentrism and animosity) and the reputation of firms associated to a country-of-origin (COO) are related to an important relational exchange factor (trust). Furthermore, the study tests the moderating effects of familiarity. Data were collected from 202 automobile owners in a large Spanish region. Path and multi-group analyses were performed using a structural equation modeling approach. This paper investigates the effects of reputation of firms associated to a COO and animosity on trust, which have not been commonly used as a dependent variable of these concepts before. Moreover, this study explores the moderating role of familiarity. This study supports the view that reputation of firms associated to a COO can safeguard international transactions and create trust in foreign firms, and thus may decrease due to interrelated emotional consumer reactions such as animosity and ethnocentrism.

Ravichandran, Tamilmani and Arunkumar\textsuperscript{55} (2010) examine the influence of perceived service quality on customer satisfaction. Two banks from Tiruchirapalli District are taken for the survey and the sample size chosen is 300 respondents. The convenient sampling method is adopted and the results indicates that increase in service quality of the banks can satisfy and develop customer satisfaction which ultimately retains valued customers.

2.6 CONSUMER PREFERENCES

It is the important process which results in consumer satisfaction. When the consumers are catered with the services they prefer, they get satisfied with the service provider. It results in customer loyalty and patronage.

Jane, L.Hsu and Joyce Wann\textsuperscript{56} (2001) examine the market competitiveness and consumer preferences of US Fruits in Taiwan by Using Cross Sectional data. The purpose of this survey is to gather information of US fruit overall competitiveness at retailing stages. A total of 80 valid samples were obtained from fruit retailers. The survey was also conducted for household primary food shoppers from a total of 420 valid samples. The repertory grid technique was used and results indicated that Taiwan has been a growing market for US fruits.
Sam J.T.Semberis, Linda Moran, Marybeth Shinn, Sara M.Asmussen and David L.Shern\textsuperscript{57} (2003) analyse the problems of consumers relating to homeless and Psychiatric Disabilities. The sample size chosen for the study were 168 consumers with homeless and 225 people with mental illness. Fairweather's approach was designed to experiment social Innovation and Dissemination. The results indicates that after 24 months 38% of the participants had moved to the community housing. A subsequent apartment program in which individuals in the experimental condition moved to the subsidized apartments directly from the street with services under their control had 79% in stable housing at end of 6 months.

Hazel A.Marrow Jones, Elena G.Irwin and Brain Roe\textsuperscript{58} (2004) analyse the consumer preference for neo traditional neighbourhood characteristics. The survey was mailed to a random sample of 2600 homeowners in Franklin Country and the sample was selected randomly from the country auditor's website. The data collected were analysed using maximum likelihood estimation of a standard probit model. The findings indicate that home owners expected lower density neighbourhoods.

Wes Harison and Emerald Mclennon\textsuperscript{59} (2004) make an attempt to obtain information regarding the consumers and to identify labelling attributes that are likely to contribute to the consumer's preferences and understanding of biotech foods. A total of 3450 surveys were collected and the Statistical methods used were rank order and interval rating scales. Results indicate that the preferred labelling format is a text disclosure that describes the benefits of biotechnology in combination with biotech logo.

Cherie Keen, Martin Wetzels, Kode Ruyter Richard Feinberg\textsuperscript{60} (2004) specify the importance of well designed consumer research to predict what will happen to this changing landscape. The primary purpose of this study is to investigate the structure for consumer preferences to make product purchases through available retail formats store, catalogue and Software. The sample size taken for this study were 290 mail shoppers and conjoint analysis was used to assess the structure of the decision and the importance of decision making process. The results show that the structure of consumer decision making process was found to be of primarily one of
choosing the product desired. The software will take over the retail arena seem at least at this point in time, overblown and exaggerated.

**Harnath and Subrahmanyam**\(^{61}\) (2005) analyse the importance of packaging. The objective of the study includes preferences of consumers towards packs and pack sizes. The sample size chosen were 600 and the probability sampling method was adopted. ChiSquare test was applied to find out the factors which have most effect on consuming toffees and Z-test has been applied to find out the preferences of consumers in purchasing toffees/Candies. The results indicate consumer’s monthly income, sex, family size and purchasing pattern plays a vital role in purchase of toffees and candies.

**Rajesh Mahajan, Binoo Gupta and Seema Khanna**\(^ {62}\) (2005) analyse the preferences of the consumers towards the brand. The objective includes different segments of Soft Drinks, Socio-economic profile, attitude of sample respondents and to find out the shift in preference. The sample size was 200 respondents. Chi-Square test and percentage method had been used and the study indicated that there is a heavy market in Punjab for Coco-Cola. The factors to be followed for their success are innovative improvements in production process, low cost production efficiency, courteous customer service and attractive style of packaging.

**Santosh Kumari, Raghunatha Reddy and Kameswari**\(^ {63}\) (2005) make an attempt to find out the awareness levels regarding the number of brands that are available in the market. The study assumes that there is a significant association between the income level of the consumer and the two wheeler owned by the customers. The sample size for the dealers and the consumers were 20 and 150 respectively. Chi-square test was applied and the results indicate that there is a significant association between income and type of two wheeler owned.

**Abdul Haneef, Edwin Gnanadhas and Abdul Karim**\(^ {64}\) (2006) make an attempt to study consumer buyer behaviour of two wheelers. The objectives are related to buyer behaviour, awareness about various brands and models of two wheelers and the influencing factors while selection. A structured form of questionnaire was distributed to 1000 respondents and stratified random sampling
method was used. The results indicate that TVS Brand occupied the first place followed by Hero Honda and Bajaj.

**Jiwoon Ahn, Jongsu Lee, Jeong- Dong Lee and Tai-Yoo Kim** (2006) make a study of conjoint analysis of consumer valuation of quality attributes of Wireless LAN and mobile Software Services. The objective of the study is to estimate the consumer willingness to pay for the attributes of WDC Services and related technologies along various quality dimensions. The Tobit model using rating data as a dependent variable and the ordered probit model using ranking data were used in the analysis by using a sample of 500 respondents. The results indicate that Wireless LAN service seems to occupy a superior competitive position to mobile Software in the WDC Service market when considering consumer preference, transmission and speed.

**Kynda R.Curtis, Jill McCluskey, and Thomas I.Wahl** (2007) analyse the demand for western style foods in People’s Republic of China. The data were collected from 2002 consumers of Beijing and the ordered logit model were used to determine the consumer characteristics and attitudes towards the processed potato products. Results indicate that female gender, higher income levels, younger adults and the existence of children in home and positive opinions concerning the taste of western foods have a significant effect and influence on processed potato consumption.

**Yesodha Devi and Kanchana** (2007) seek to examine the opinion of 200 non-vegetarians about chicken pattern consumption and their preference for processed chicken. The objective of the study is to find out the consumer preferences for non-vegetarian items and to find out the consumer awareness towards processed chicken. Simple Random Sampling method was adopted in selecting the respondents and the structured questionnaire was administered to collect the necessary data. The findings indicate that majority of the consumers are aware of processed chicken and effective advertisements are required to increase the sales.

**Lalitha, Ravikumar and Padmavalli** (2008) analyse the brand preference regarding shirts and pants of selected consumers living in twin cities of Hyderabad
and Secunderabad. The objectives of this study are related to Consumer preferences over branded shirts and also the factors influencing the consumers to choose the particular branded pants or shirts. The data were collected from 100 consumers and the results indicated that educational qualifications, employment, Status, age and advertisements have an influence over the branded shirts. 94% of the respondents purchase branded readywears.

Ashokan and Hariharan\textsuperscript{69} (2008) make an attempt to analyse the behaviour of the consumers visiting the new generation outlets. The objectives include Customers Preference and the level of satisfaction and to have a comparison of different retailers present in Palakkad District. Convenient Random Sample of 120 respondents was adopted and Five Point Likert Scale was used to record and measure the satisfaction level. The results indicate that visiting retail outlets has become a group activity and most of the shoppers are influenced by as well as accompanied by friends, relatives and colleagues.

Gylnn T.Tonsor, Nicole Olynk and Christopher Wolf\textsuperscript{70} (2009) argue that animal welfare concerns were having dramatic impacts on foods and livestock markets. The objective of this study are to estimate consumer willingness to pay for alternative pork production practices. This study used a choice experiment to estimate willingness to pay for pork attributes. The findings imply that the swine industry may benefit by encouraging additional labelling of products originating from producers voluntarily choosing not to utilise gestation crates.

Aaron Gazley, Gemma Clark, Ashish China\textsuperscript{71} (2010) gather the primary data from 225 survey respondents to further understand the factors influencing the purchase decision-making process of movie-going consumers. The study uses a factor-analytic approach to map the different genres in attribute space and to understand the drivers of choice. Overall, the results show movies based on true stories, critical reviews, word-of-mouth, country of origin, pricing strategy as well as star respondents in New Zealand and the power of the director has significant impact on the choices of the consumer regarding the movies.
Patrick Poon, Gerald Albaum, Felicitas Evangelista\(^2\) (2010) discuss the attitudes of Asian and Western migrants and native-borns in Australia toward foreign-made products and the impact of consumer ethnocentrism on attitude formation. A total of 206 consumers were asked to indicate their preferences for foreign-made versus Australian-made products for five diverse products. Respondents also responded to a short version of the CETSCALE, a scale measuring consumer ethnocentrism. Respondents were classified as Australian-born, Asian-born migrants or Western-born migrants. Consumer ethnocentrism is negatively related to attitudes towards foreign-made products for both overseas-born (Asian and Western) migrants and local-born Australians. Asian-born migrants reported a significantly lower level of consumer ethnocentrism than both the other respondent groups. Within the Western migrant group, males had a significantly higher level of ethnocentrism than females; there is no significant difference between genders in the other two respondent groups. For migrants, the number of years living in Australia is positively related to ethnocentrism. Age is related to ethnocentrism for all sample groups.

### 2.7 LOYALTY AND KNOWLEDGE

The knowledge possessed by the consumers plays a vital role in the selection of the service providers. It indicates the loyalty of the consumer towards the particular product.

Dennis N.Bristow, Richard J. Sebastian\(^3\) (2001) examine the several factors related to the brand loyalty exhibited by fans of Chicago clubs major league baseball team. A total of 371 Patrons of a restaurant located in Wrigleywille were surveyed prior to Club Games at Wrigley Field. Several hypotheses were tested by using Descriptive Statistics, Cross tabulations and ANOVA Procedures. The results indicate that there is a significant Difference between the two fan groups regarding brand loyalty, baseball knowledge and Childhood exposure to Club Games.

Chiara Mauri\(^4\) (2001) analyses the importance of card loyalty. The objective of the study are related to analysis of the heaviest users of the card and the key Cardholders. The Sample size taken were 8357 (Cards issued) and 6299(Cards
activated). The Statistical tools used were SPSS and the results indicate that supermarkets must exploit much more the information content of the card data in order to know their customers better and strengthen the relationship with them.

**Page Moreau, Donald R.Lehman and Arthur B.Markman**\(^75\) (2001) examine the Psychological processes underlying the individual Consumer Adoption decision. 110 Graduates in South Western University were taken for the study and the hypothesis was tested to demonstrate the relationship between expertise and adoption. The findings indicated that higher comprehension and more net benefits were available for continuous innovations. It has implications for segmentation, media planning and the creation of product/brand loyalty.

**Srini S. Srinivasan, Rolph Anderson, Kishore Ponnavolu**\(^76\) (2002) investigate the antecedents and consequences of customer loyalty in Online Business to Customer (B2C) Context. Random sampling was made on 5000 customers. Exploratory factor analysis and LISEREL measurement model were used and the results indicate that Customisation, Contact Interactivity, Care, Community, Convenience, Cultivation, Choice and Character were found to have a significant impact on e-loyalty.

**Venkatesh Shankar, Amy K. Smith and Arvind Rangaswamy**\(^77\) (2002) analyse the relationship between customer satisfaction and loyalty. The hypothesis were tested through a simultaneous equation model using two data sets of online and offline customers and the results indicate that the loyalty to the service partner is higher when the service is chosen online than offline. Loyalty and satisfaction have a reciprocal relationship which positively reinforces the other.

**Pin Luarn and Hsin-Hui Lin**\(^78\) (2003) analyse the three main antecedent influences on loyalty for e-service context: trust, customer satisfaction and perceived value. A comprehensive set of hypotheses were formulated and tested empirically to demonstrate the applicability of the theoretical model. A total of 572 respondents were made to obtain 180 completed surveys. The principal components factor analysis with Varimax rotation was conducted to investigate the decision. The results of this study encourage customer loyalty managers to include measures of customer
satisfaction, trust, perceived value, attitudinal commitment and purchase loyalty into present customer loyalty valuation techniques.

**Juani Swart and Nicholas Kinnie** (2003) analyse the importance of intellectual capital in the Knowledge Intensive Firms. The objective of the study were related to analysing the ways in which the HR policies and processes contribute to overcoming the barriers to sharing knowledge. For this purpose the sample size of 46 employees were taken at all the levels. It was based on the grounded theory methodology and the results suggested that there is a strong knowledge base and everyone is keen in the development of the organisation and all the employees are considered as prosperous employees.

**Tamara Dinev and Paul Hart** (2003) focus on antecedents to Software behavioural intentions to conduct online transactions. The survey data were collected from 422 respondents and were analysed by using structural Equation model with LISREL and provided support for the Hypothesised relationships. The results indicate that social awareness can be broadened to develop a much needed construct of awareness in MIS research related to the voluntary usage of Information technology.

**L.Gan, H.H.Hang, Choe and Tow** (2004) focus on the loyalty level, influencing factors, characteristics of the consumers and to provide implications for ISP marketing. The sample size chosen for the study was 722 and the methodologies adopted were random sampling and the questionnaire method. The hypothesis was tested and the results indicated that Singapore consumers are loyal to their ISPs and the pricing is not the sole factor for subscribers to switch ISPS.

**Simon Chege Kimenju, Hugo Do Groote, Joseph Karugia, Stephen Mtrogoh and David Poland** (2004) made a consumer survey to determine awareness and attitudes towards Gm crops in Nairobi, Kenya on November 2003 at three points of sale: Supermarkets, Kiosks and Maize Mills. This study used data collected from 604 personal interviews. Descriptive Statistics were used to summarise the variables of interest and determine relationships between them. This entailed computation of measures of central tendency, frequencies and cross tabulation using
SPSS Software. MS excel was used in formatting tables and figures. The results indicate that consumers generally have a Positive attitude towards GM foods and studies should be extended to smaller towns and rural areas in order to include these segments of population in national discourse.

Lokhande83 (2006) make an analysis to probe into the awareness of the consumers and their reactions regarding service providing agencies. The objectives of the study are related to understanding consumer awareness, attitudes in relation to the branded goods and to understand the views of consumers on basic services. A sample of 90 consumers living in Jalna city was selected on simple random sampling basis. The findings indicate that every consumer should be cautious while purchasing and must observe and check the goods.

Nithila Vincent84 (2006) conducts the study on brand consciousness among Indian Children. The research aims at analysing the level and effect of Brand Consciousness among children in the family buying behaviour. The sample size taken for the study is 222 and the convenient sampling method was adopted. The hypothesis was tested and the results indicate that Children are highly aware and consciousness of brand items.

M.Jezer Jebanser and S.Bhavani85 (2007) analyse the level of satisfaction levels of different brands of Sewing machines in Kanyakumari District. The objective of this study includes the sources of consumer awareness, effectiveness of the service; most preferred brand chosen by the consumers. The total sample collected for the study is 200. The survey method was adopted and the results indicate that the government should take the necessary steps to encourage the machine selling through self-help groups and suitably designed schemes.

MiJeong Kim Sookhijun kim, Yuri Lee86 (2010) examine the impact of channel diversification on consumers’ brand value and brand loyalty toward foreign luxury fashion brands. This study employed a quantitative research method. Factor analysis, ANOVA, Duncan test, and multiple regression analysis were employed to test the hypotheses. When testing brand values for each channel diversification case, participants evaluated brand value differently depending on the type of distribution.
channel. Participants did not show significantly different brand loyalty depending on distribution diversification cases. When the influence of brand value on brand loyalty was tested, different brand values affected brand loyalty depending on the type of distribution channel.

Defeng Yang Xinxin Wang\textsuperscript{87} (2010) analyses the perceptions of 2-tier store brands in terms of perceived quality and value, and explores the respective effects of consumer knowledge and brand attitude on store loyalty. Results show that both low-priced and medium-priced store brands are able to build individual store brand loyalty and store loyalty among customers.

2.8 CONSUMER DECISION MAKING

The decision making process depends on the attributes the product provides. It results in the selection of the service providers by the consumers.

Gerald Haubl and Valere Trifts\textsuperscript{88} (2000) investigate the nature of effects that interactive decision aids may have on consumer decision making in online shopping environments. The paper examines the effects of recommendation agent and the comparison matrix as the interactive decision aids. A Controlled experiment using a simulated online store was conducted to test the hypothesis. A 24 full factorial experimental design was used for each of the two product categories and total of 54 alternatives were constructed. The study suggests that interactive decision aids designed to assist consumers in the initial screening of available products and to facilitate in depth comparisons among selected alternatives. It had highly desirable properties in terms of consumer decision making.

Michael D. Smith and Erik Bryryolfsson\textsuperscript{90} (2001) compared the price and service levels at competing retailers creating a laboratory for analysing consumer choice. The Sample size taken for the study is 20,268 shopbot consumers who select various books from 33 retailers over 69 days for a total of 1512856 observed offers. The methodologies adopted were multinomial logit model and nested logit model. The results indicate that consumers are sensitive in allocating the total price between the item price, shipping price and tax.
Gian Franco Walsh, Vincent Wayne Mitchell and Thorsten Henning Thurau\textsuperscript{91} (2001) test the generalisability of Consumer Decision Making Styles in Germany. For this purpose 455 Interviews were conducted 184 in Hamburg and 274 in Luneburg and the Statistical model of confirmatory factor analysis was performed with Joreskog and Sorboms Liserel Program version 8.12. The results indicate that Brand, Perfectionism, Impulsiveness, Novelty, Fashion Consciousness played a vital role in Consumer Decision making styles.

Rajdeep Grewal, Thomas W.Cline, Anthony Davies\textsuperscript{91} (2001) made an attempt to understand the competitive dynamics between an early and a later entrant. The study examines the extent to which word of mouth regarding the later entrant influenced the consumer decision process. The authors hypothesise that the influence of word of mouth and similarity depends on nature of decision making task. The sample size of 215 students were taken for the experiments and the Statistical methods like ANOVA table and three stage sequential logit model were used for this purpose. The results indicate that word of mouth communications played an active role in the consumer decision making task.

Ranganathan and Shoba Ganapathy\textsuperscript{92} (2002) made an empirical study regarding the key characteristics of B2C website as perceived by online consumers. Based on a questionnaire survey of 214 online shoppers, four key dimensions of B2C were derived i.e. Information content, design, security and privacy. An Exploratory factor analysis was applied and the results indicate that security and privacy are found to have greater effect on the purchase intent of the consumers.

Tine-peng Liang, Hung Jen Lai\textsuperscript{93} (2002) made an empirical study on three online book stores to evaluate the importance of motivation, hygiene and media richness. The results indicate that Support of transaction and post sales service. Hygiene factors and motivational factors play a key role when consumers choose among different electronic stores.

Dan Airley and Itamar Simonson\textsuperscript{94} (2003) propose an analytical framework for studying Bidding behaviour in online. The objective of the study focusess on
multi stage process, the types of value signals employed at each phase and the dynamics of Bidding Behaviour. 500 auctions on large Software auction site for music CDs books and movies were tracked and the statistical tools of ANOVA were employed. The results indicate that auction site was cheapest in 6 of the 500 cases. The reputation of the seller was perceived as the important factor. The starting price did not have a large influence on their bidding decisions.

Nicholas H.Lurie\textsuperscript{95} (2004) argues that traditional approaches to measure the amount of information in a choice set fail to account for important structural dimensions of information and may, therefore, incorrectly predict information overload. For this purpose, 143 undergraduates students were taken as a sample size and the statistical methods like ANOVA table and simulation technique were used. The results indicate that information processing mediates the relationship between information structure and information overload.

Deirdre Shaw, Emma Grehan, Edward Shui, Louise Hassan and Jennifer Thomson\textsuperscript{96} (2005) analyse the ethical issues related to consumer decision making. The paper outlines the results of qualitative research which explores those values pertinent to ethical consumers in decision making and nature of their influence in grocery consumption contexts. A sample of 35 ethical consumers were splitted into four groups were provided questionnaires and the purposive sampling method was adopted. The data were analysed using SPSS. The results indicate the areas where value meanings are inappropriate and also the additional value measures to be required. It also reaveas capitalism as an important negative value during the course of grocery shopping.

Bina\textsuperscript{97} (2005) analyses the role of family members in purchase decision making. The objective of the study is to examine the influence of individual family members in the purchase decisions. The sample size taken for the study is 444 car owners and the strength of the inter-relationships among the purchase decisions can be measured using Gamma Co-efficients. The results indicate that family had a major influence in the purchasing behaviour.
Raghbir Singh and Pavleen Kaur\textsuperscript{98} (2006) articulate the role of women in decision making. The sample size of 366 respondent families was selected from 5 districts of Punjab and the data analysis has been done with the help of Weighted Average Scores, Chi-Square test and Factor analysis. They conclude that the difference observed in attitude of families towards women have significant implications on role and participation of family members in making purchase decisions.

Subhasis and Avishek Sarkar\textsuperscript{99} (2006) aim to identify the important factors that influence customers decision while purchasing a prepaid mobile service. Sample sizes of 2000 were taken between age group of 22-26 from Kolkata. KMO Statistic and Factor analysis were used and the authors conclude that Service quality, Economy, Brand and Strength of Network play an important role in Decision making.

Dan J.Kim, Donald L.Ferrin, Raghav Rao\textsuperscript{100} (2007) analyse how do trust and risk affect an software consumers purchasing decision. The sample size taken for the study was 468 and the Structural Equation Modelling techniques were used. The results of the study show that Software consumers’ trust and perceived risk have strong impact on their purchasing decisions. Consumer disposition to trust, reputation, privacy and security concerns, the information quality on the website and the company reputation have strong effects on Software Consumers trust in the Website.

Nagai and Gunasekaran\textsuperscript{101} (2007) made an attempt to identify the gap between theory and practice of Mobile Commerce. The objective of the study are related to m-commerce research and the growth of m-commerce technologies. The 149 m-commerce articles were classified and results were presented based on the scheme that it consisted of five distinct categories. M-Commerce theory and research, wireless network infrastructure, mobile middleware, wireless user infrastructure and m-commerce applications.

Neena Prasad\textsuperscript{102} (2007) discusses in length the role of youth and their purchasing power in decision making. The author tried to determine the factors influencing the brand awareness level of youth and their purchasing power. A sample size of 90 respondents was selected for the survey in the age group 18-28. Chi-square
test was used to analyse the data and the results indicate that age, education and income were the main influencing factors in brand awareness and decision making.

**Mohanram and Madhavi** (2007) discuss the role of teenagers in purchase decision making. The objective of their empirical study are related to identify the product attribute which influences teenagers and 126 samples from teenagers in the age group of 13-19 are collected from Chennai city. The Statistical tools used for analysis are Factor Analysis, Parametric t test, Karl Pearson Coefficient of Correlation and ANOVA and it is concluded that teenagers are influenced by updated information of the product. Product value is more popular among the teenagers than product image.

**Safek Mokhlis** (2010) investigates the consumer decision making styles of young adults in Malaysia. The total Sample size is 419 and exploratory factor analysis was used. Novelty, Brand Consciousness, Perfectionistic, High quality conscious, Confused by over choice, Recreational, Impulsive, Careless consumer, variety seeking and Habitual, Brand Loyal were the factors identified in decision making styles. The implication is that the inventory is a suitable device to be used in understanding the behaviour of young consumers in Malaysia.

**Lawra A. Giordano, Mare N.Elliot, Elizabeth Goldstein, William. G. Lehrman, Patrice A. Spencer** (2010) describe the history and development of the CAHPS Hospital Survey (also known as HCAHPS) and its associated protocols. The randomized mode experiment, vendor training, and “dry runs” that set the stage for initial public reporting are described. The rapid linkage of HCAHPS data to annual payment updates (“pay for reporting”) was noted, which in turn led to the participation of approximately 3,900 general acute care hospitals (about 90% of all such United States hospitals). The authors highlighted the opportunities afforded by this publicly reported data on hospital inpatients’ experiences and perceptions of care. Potential benefits include increased transparency, improved consumer decision making, and increased incentives for the delivery of high-quality health care.
2.9 CONSUMER INFORMATION SEARCH

The consumer information searching process helps them to take the final decision regarding the choice of the product. The sources of information that are used during eternal search can be categorised into market controlled, independent, third party organisations, interpersonal sources and direct inspection.

Jin Kook Lee, Jeoane M. Hogarth\textsuperscript{106} (2000) analyse the interdependence of information search activities which provides insights on consumer search behaviour. The main objectives are to aid consumers in making informed about credit decisions and to promote price competition by facilitating consumer comparision shopping. The surveys were conducted among 1001 households through telephone and the statistical models like log-linear model analysis using the SAS categorical Data modeling Procedure. The results indicate that the consumers used banks and mortgage companies as information complements.

Fiona Scott Morton, Florian Zettelmeyer, Jorge Silva Risso\textsuperscript{107} (2001) analyse whether dealers difficulty in identifying consumer characteristics on the Software and Consumers ease in finding inform ation affects equilibrium prices in car retailing. The dataset contains 671468 transactions at 3562 dealerships. Random Sampling method had adopted and the results indicate that offline African-American and Hispanic Consumers pay approximately 2% more than other consumers and Software is disproportionately beneficial to those who have personal characteristics that put them at a disadvantage in negotiating.

Soyeon Shim, Mary Ann Eastlick, Sherry L. Lotz, and Patricia Warrington\textsuperscript{108} (2001) outline the study regarding online prepurchase intentions model. The focus of this research is to determine whether intent to search the Software for product information was a key element for marketing researchers to employ in predicting consumers Software Purchasing intentions. Data were collected through a mail survey from 15 U.S. Metropolitan areas. Two Stage Structural equation modelling was employed to test hypothesis. The results show that intention to use the Software to search for information was not only the strongest predictor of
software purchase intention but also mediated relationships between purchasing intention and other products.

**Timothy N.Cason and Latha Gangadharan** (2002) analyse about the market failure that arises from incomplete information and remedy that could overcome this failure. The objectives of the study are to induce the buyer preferences over quality in a laboratory posted offer market to study seller’s incentives to offer products of differing quality. Eleven subjects participated in each session randomly assigned as 5 sellers and 6 buyers. The Statistical models like Lemons model and reputation model and signalling models were used. The result indicate that only reliable way to improve the product quality in the experiment however, is to use a third party that charges a fee to certify product quality claims.

**Kristin Diehl, Laura J.Korwish, and John G.Lynch.Jr** (2003) argues that lowering quality search costs by smart agents can have the opposite effect on differentiation and sensitivity. The objectives of the study are related to use of screening agents with effect to price and quality. The various hypotheses were tested related to effect of quality screening when the price and quality are correlated. The sample size was 250 electronic birthday cards and the Statistical method adopted was Kelly Grid Technique. The results indicate that good smart agents can be a boon in navigating the vast array of choices available in many product categories.

**Robert A.Peterson and Marina.C** (2003) analysed the impact of consumer information search behaviour towards the Software. The article offers 14 propositions to simulate and guide the investigations of consumer information search behaviour in the context of Software. The results indicate that the impact of software on consumer search behaviour is not warranted and the software is not likely to be an information panacea for consumers.

**Ronald J.Faber, Mira Lee and Xiaolinan** (2004) analyse the importance of online advertising. The purpose of this article is to provide an understanding of the qualities and potentials of the software as an advertising medium. The comparison is made with traditional mass media from the perspective of Consumer Information Environment. The young urban adults ranged between (16-30) in the urban areas of
UK have been selected for a period of 6 weeks. The results indicate that the software offers a vast array of consumer related information in a variety of formats that may affect their brand choices in the future.

**Byeong – Joon Moon** 113 (2004) provides an exploratory model to understand the factors that influence consumers to adopt software instead of traditional channels for information search and product purchase. The consumer decision making model was framed by adopting the Statistical tool of Bettman et.al. The results indicate that the product type, benefits and risks of online purchase directly influence the consumer purchase through the software.

**Joffree Swait and Wiktor AdamWoicz** 114 (2004) outline a theoretical model that considers task complexity, effort applied by the consumer ability to choose and choice. The number of data series had been analysed and the random utility model was adopted. The findings suggest that task complexity do not affect inferences about choice model parameters and that context effects like complexity have a systematic effect on the parameters of econometric models of choice.

**Mohan J.Dutta-Bergman** 115 (2005) examines the role of health consciousness as a mediator of the relation between communicative factors and health information seeking. The total sample taken for the study is 3388 and the statistical methods of regression analysis and 6 Point factor analysis were used. The various hypotheses were tested and the results indicate that newspapers and magazines generate autonomous health information search by producing a high level of health consciousness.

**Smita Sharma** 116 (2006) believes that celebrity endorsement was the major survival recipe for marketers. She analysed in detail the celebrities influence on brand and concluded that by using celebrities will increase consumer awareness of advertisement capture their attention and make ads more memorable. The suggestions were made that unless accompanied by a powerful idea, there is a good chance that communication could sink into another cutter of celebrity endorsed advertising.
Chinnadurai and Kalpana\textsuperscript{117} (2006) explores in depth consumer awareness and impact of promotional tools in their study. The objectives of the study are related to impact of promotional tools of cellular services on customer choice and preference. A sample size of 200 were collected from Coimbatore city and the statistical tools like Percentage Analysis, Chi-Square Analysis, Weighted Average Score Analysis and Average ranking Analysis were used. They conclude that a majority of consumers are aware of cellular services through television advertisements.

Mufeed Sharhly, Kafeel Ahmad, Gauhar Mahmood and R.C.Trivedi\textsuperscript{118} (2007) analyse the environmental problems of Indian cities. The objectives of the study are relate to the characteristics, generation, collection and transportation, disposal and treatment technologies of Municipal Solid Waste and their problems. The results indicated that 90\% of MSW was disposed of unscientifically in open and landfills creating problems to public health and environment.

Sangeeta Sahney, Koustab Ghosh and Archana Shrivastava\textsuperscript{119} (2010) analyse the personality in the context of online buying and examine the influence of personality traits. The total sample taken for the study was 327 and the multiple regression was analysed. The results indicate that buyers personality traits which based on Extroversion, Introversion, Risk-Taking, Excitement, Pleasure seeking and savvyness with technology have a significant influence on their intention to reserve railway tickets online in India for long distance tours and travels.

\textbf{SUMMARY}

The critical analysis of the literature on consumer behaviour illustrates the different behavioral aspects of consumers towards specific software services. It is noted that the different aspects of consumer behaviour have only been studied at the demographics and post purchase behaviour level. But this research intends to look beyond the demographics and post
purchase issues of consumers. The review concludes that the standardization argument of consumer behaviour that predominates in the international literature is replete with lacunae, because it fails to acknowledge the need recognition, purchase decision and software services attributes pertaining to rural consumers. A short coming of all these school of thoughts is that none of them acknowledges the effects of software services characteristics and pre and post purchase behaviour of consumers pertaining to software services. Moreover, a lot of studies has been undertaken on the consumer behaviour relating to software services only. From the summarized analysis of literatures emerged a powerful question how the consumers sequentially behave in pre-purchase, at the time of purchase decisions and post-purchase of particular products. This lacuna induces to conduct the research on consumer behaviour with respect to software services. There is no serious study at the national and international level covering the consumer behaviour towards the three important aspects pre-purchase, at the time of purchase decision and post-purchase behaviour of consumers of software services in Chennai.