CHAPTER – 3
CONCEPTUAL FRAME WORK OF PURCHASE DECISION

Profits from customer relationships are the major aspect of all business. So the basic objective of any business is profit maximization through customer satisfaction. But it is always difficult to get customer satisfaction. A consumer may state his needs and wants and yet may act otherwise. He may not be aware of his deeper motivations and may change his mind at any stage.

In spite of such diversities among consumers, there are many similarities among them. To find these, the study of target customers’ wants, perceptions and shopping and buying behaviour will be helpful as it will provide the information necessary for developing new products, prices, channels, communication and other marketing elements.

In the majority of markets, however, buyers differ enormously in terms of their buying dynamics. The task faced by the marketing strategist in coming to terms with these differences is complex. In consumer markets, not only do buyers typically differ in terms of their age, income, educational levels and geographical location, but more fundamentally in terms of their personality, their lifestyles and their expectations. An important reason for studying consumer behaviour is evaluation of consumer groups with unsatisfied needs and desires. The essence of modern marketing concept is that all elements of business should be geared for the satisfaction of consumers.

This chapter aims at review of earlier researches on consumer behaviour to provide the basis for a proper understanding and appreciation of the proble
involved in the study of consumer behaviour. This will also bring about the unique nature of this study and how it differs from the earlier studies.

3.1 **Microsoft Software Services**

Microsoft's strategy for the cloud spans the application platform and infrastructure businesses both for domestic consumer and enterprise. This investment in cloud services is part of a broader strategy—known across the industry as Software + Services—that brings together the richness of smart. This strategy connected devices and the tremendous power of the web. Over the past decade, the world has been transformed by the Web. It connects us to nearly everything what the customers require. It makes the real world smaller, more relevant, more digestible and more personal. At the same time, the PC has grown geometrically in power, becoming more and more capable every day. What were documents and spreadsheets then are now digital photos, videos, music and movies. The software efficiency transformed PC into laptops as per the requirements of customers convenience.

Software + Services represent an industry shift towards a design approach that is neither exclusively software-centric nor browser-centric. The customers are able to obtain their compiling solutions when the service providers genuinely combine the best aspects of softwares and cloud based services. Microsoft envisions a world where rich, highly functional and elegant experiences extend from the PC, to the Web, to all the devices people use every day. Across the industry, Software + Services is growing as a model strategy – as evidenced by the emergence of hybrid scenarios on PCs, mobile phones and other devices that meld services and software together.

Microsoft's investments in Software + Services are framed by three core principles. Firstly, experiences should span beyond a single device. In a world
where practically any device can become smart and connected, choice in any
device can become smart and connected. Microsoft companies combine ever-
growing power of devices and the increasing ubiquity of the Web, this results in
the growing ability of the softwares. The right computing power in the right place
at the right time is paramount. User experiences that span seamlessly from the
browser, to the PC, to the mobile and console need to be brought together to
provide flexible yet unified experiences.

Secondly, infrastructure and solutions should extend from the server to the
cloud. Cloud services developed hand-in-hand with server counterparts will
deliver much-needed choice to enterprise customers – enabling flexibility in
developing, scaling, operating and migrating systems that are distributed between
the cloud and the enterprise datacenter.

And lastly, tightly coupled system should give way to federations of
cooperating systems and loosely coupled compositions. With the right
transparency, standards and interoperability, these small pieces of code loosely
joined help developers build new applications and services out of base
components—enabling agile and cost-effective development.

Microsoft has vibrant businesses on the desktop and in the enterprise, and is
making sizable investments in online services and devices. As these four worlds
converge, no technology vendor is better positioned to deliver on the vision of
Software-plus-Services. Microsoft has multiple ways to monetize the results
through the familiar model of software licensing, offering services by
subscriptions, leveraging Microsoft's industry-leading advertising platform or the
growing form of micro-payments known as Microsoft Points. And, Microsoft has
the world’s largest and most diverse partner ecosystem, which is committed to its
role in our strategy.
Microsoft’s progressive shift toward Software-plus-Services is reshaping and transforming our existing offerings—and informing our roadmap for the future. Take a look ahead at what a future of connected software and services could bring to the world. Applications and services that once stood apart become far more valuable when taken together. Business moves faster, ideas flow more freely and people grow more deeply connected.

The PC is central to how people work, play and stay in touch. But the human life revolve around much more than the PC – the information and services should be transcend to any single device based on the following digital lives. That’s why Microsoft is delivering experiences that seamlessly connect the PCs, phones, cameras, game consoles, video and music players people use every day, through the greater sum of rich client software and high-speed internet services.

Over the years, Windows has begun to dissolve the artificial barriers between devices, people and information – delivering new capabilities and unprecedented choice to a billion people and businesses around the world. Now, as the power of devices increases and the ubiquity of the Web unfolds, Microsoft’s Software-plus-Services strategy is helping Windows leave even more walls behind.

Through the combination of Windows, Windows Live and Windows Phone, Microsoft is delivering the platforms, tools, infrastructure and solutions to enable new kinds of applications and services that extend from the server, to the datacenter, to the cloud – and from the browser, to the PC, to the phone and beyond.

The summarized technology, the Micro software company hopes to empower the world’s software innovators and unleash a new wave of software and services that truly deliver on the promise of the digital lifestyle, with experiences
that go wherever people’s lives take them and simply work wherever, however and whenever they want it.

The following services are offered by the micro software company to their customers namely Online Services, Exchange Online, Exchange Hosted Services, SharePoint Online, Office Live Meeting, Dynamics CRM Online, Office Communications Online, Live Services, Windows Live, Xbox Live, Zune Social, Live Mesh, Live Labs, Developer Services, Azure Services Platform, Live for Developers, Silverlight Services, MSDN Architecture Center, Partners & Press, Service Providers, Partner Program, Microsoft PressPass, Success Stories and Learning more about how Software + Services solutions combine the power of software with the benefits of the Internet

So far this chapter completely analyzed the conceptual framework of customer purchase decision of software services. It also explained the Indian software industry and also Microsoft software services. The next chapter is going to explain the demographic profile of software customers and their purchase decision process.