5) CHAPTER 5 - LITERATURE REVIEW

5.1 Introduction
Literature review as usual is to study and employ whatever the other people have been found in their studies that related to this research. All theoretical frameworks that support the studying of consumer level choice criteria will be reviewed in the section.

5.2 Concepts and Marketing and Consumer Behaviour.
Three concepts of marketing and consumer behaviour are presented, including (1) Demographic factors (2) Marketing Mix (3) Consumer decision making process concept.

Demographic factors
This study seeks to account for the effects of age of the respondent, gender, education, occupation level and income seriously considered by the respondents on the amount of search.

Age
Consumers of different are groups obviously have very different needs and wants. Although people who belong to the same age group differ in many other ways, they do tend to share a set of values and common cultural experiences that they carry throughout life. The age of the respondent serves as a surrogate for experience with cars in general, in the sense that an older individual is more likely to have owned several cars in the past. This experience factor may enable him/her to eliminate some alternatives or remain loyal to certain brands of cars, thereby reducing the total amount of search.

Gender
Within every society, it is quit common to find products that are either exclusively or strongly associated with the members of one sex. Sex roles have an important cultural component. It is quite fitting to examine gender as a sub-cultural category (Schiffman, 2010).
Education

Education levels vary substantially among regions of a nation and affect considerably on need and wants of each region (Proctor, 1996). A higher level of education can be expected to increase the amount of search, as educated people are more likely to engage in more meaningful search for information, thereby contributing to a higher level of search.

Some research has explicitly explored the relationship between education and level of information processing capacity. Less well-educated consumers: have a smaller information processing capacity are less likely to search for and use information; are less likely to comprehend information and are more prone to information overload.

Income

The effect of wage rate on search is less clear. While one may assume that the higher the hourly wage rate, the less search one can expect owing to the greater opportunity costs of search, the opposite may also be true. Studies have shown that lower income consumers are less efficient shoppers owing to a lack of search resources or a lower ability to process information in the search rather than a lack of motivation to search, leading to a smaller propensity to search. In addition, some consumers may treat the search for a new car as a highly pleasurable activity, thus further negating the economic effect on search. Although empirical results appear to be mixed, the preponderance of evidence in the literature appears to confirm this general pattern.

5.3 Marketing Mix

Marketing mix is the set of marketing tools that the firm uses to pursue its marketing objectives in the target market.

The marketing mix consists of everything the firm can do to influence the demand for the product. The many possibilities can be collected into four group of variable known as the “four Ps”: Product, Price, Place, and Promotion.
1. Product

A product is a physical good, service, idea, person or place that is capable of offering tangible and intangible attributes that individuals or organizations regard as so necessary, worthwhile or satisfying that they are prepared to exchange money, patronage or some other unit value in order acquire it.

For a product such as a car, consumer choice decisions are likely to be more elaborate than for products that are generally less costly and less complicated. A car is a complex product with many salient attributes, which consumers may use in product evaluations and subsequent brand preference formation. However, product attribute information used in these evaluations may not be easily accessible without involving consumers in relatively extensive information search. Hence, the full information disclosure assumption associated with many experimental studies is tenuous at best. (Howard, 1977)

Country of origin (COO)

In developing country imagery for a product, the important of various marketing mix variables (e.g. product appearance, brand name, price) is firmly established, as well as that of the imagery elicited by a product’s country of origin. Imagery of the country of origin is defined as “the picture, the reputation, and the stereotype that the business men and consumers attach to product of a specific country.

Country of origin effect can be defined as any influence that the country of manufacture, assembly, or design has on a consumer’s positive or negative perception of a product (Parameswaran, 2004) A company competing in global markets today manufacturers products worldwide when the customer become aware of the country of origin, there is the possibility that the place of manufacture will affect or brand image (Jan-Benedict, 2002). Country of origin could either positively or negatively affects consumer behaviors.

There have been a number of empirical studies on issues such as the effects of country of origin on products’ perceived quality (Wyer, 2001) and on consumers’ propensity to use a product’s “Made in” label (Terpstra, 2000)
As a consequence of the globalization of business activities, there are an increasing number of products for which the country of origin is different from the initial home country of the brand. Such products may be referred to as bi-national for hybrid products (Gaeth, 2000). The study of consumers' perception and evaluation of hybrid products is of key importance with respect to the advancement of our understanding of country-of-origin effects.

In order to study the structure of country-of-origin effects, a product had to be chosen in connection with which the occurrence of significant “Made in” effects could be expected. The findings of a number of empirical studies suggest that the country of origin generally has a significant impact on the evaluation of automobiles.

Recent research findings suggest that country of origin is a multidimensional construct. Studies on country-of-origin effects should incorporate not only the product-specific evaluation of but also the general attitude towards a particular country. General country attitude is considered to consist of two dimensions: affective and cognitive evaluation of the country (Papadopoulos et al., 1990, p. 46). With regard to the product-specific evaluation of a country, one can distinguish between the country’s general “Made in” image and the evaluation of products manufactured in that country.

**Brand**

Brand defines as a name, term, sign, symbol, or design, or a combination of them, intended to identify the goods or services of one seller or group of sellers and to differentiate them from those of competitors. Branding is a major issue in product strategy. A brand is a complex symbol that can convey many levels of meaning. Branding is expensive and time-consuming, and it can make or break a product. (Kotler, 2001) Brands are used as a sort of language. Brands tell you a great deal about who you are, where you are in life, what you are and where you are going. Brand choices are as much a part of ourselves as the way we speak, the words we use, our dialect, dress, gestures and language. Brands are part of ourselves and we are part of our brands.
Design

Lorenz (Lorenz, 1987) gives two broad reactions for this. First, design does not have a clear place in strategic planning, or indeed in the set of strategic concepts that many managers use. Second, because of design has traditionally been a lowly function, smothered by marketing or engineering department, it is not given a proper weighting in decision-making process.

Guarantee

Guarantee reflect to the organization’s confidence in its products and its procedures and reduce the perceived risk to the potential customer in trying a product. These guarantees or manufacturers’ warranties are over and above any legal protection to which the customer is entitled. Guarantees can create a differential advantage, provided that the competition cannot copy them, or they might be necessary simply to keep pace with competitors who implemented them first.

For many firms, such a guarantee has proven to be a powerful tool for building market share, strengthening customer loyalty, and improving overall service quality” (Pettitt, 1998). Further definition of the extraordinary guarantee unconditional, easy to understand and communicate, meaningful, easy to invoke, and quick and easy to collect on is regarded as the “successful” guarantee by many others.

After-sale service

After-sale service, which describes the assistance provided to help a customer after the purchase or use of the product. After-sales would, therefore, be seen as having a product plus a service component (additions or changes or advice carried out after delivery of the car to a customer). Where “product” is defined as all components that can be fitted to the car to enable it to meet the requirements of the owner and “service” as human or mechanical component/interaction required to install or make aware of the possibility of installing a product on the car. These include advice, information, and all interaction with the car owner/user. The same thing is with consumer durables
Price

Price is the amount of the money a buyer pays to a seller in exchange for products and services. It reflects the economic sacrifice a buyer must take to acquire something. Price is what a buyer must give up to obtain a product. It is often the most flexible of the four marketing mix elements, the quickest element to change. Marketers can rise or lower prices more frequently and easily than they can change other marketing mix variables. Price is an important competitive weapon and very important to the organization because price multiplied by the number of units sold equals total revenue for the firm.

Place

Distribution channels are designed to give customer ready access to goods and services at a minimum cost. The choice of distribution method begins with a decision on planned market coverage. Depending on the product and the number of customer, the organization must decide whether it wants broad distribution or more selective coverage with a few dealers.

Promotion

Sale promotion is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. The promotion mix is the direct way in which an organization attempts to communicate with the various target audiences.

Advertising

Advertising is defined as a marketing communications element that is persuasive, non-personal, paid for by an identified sponsor, and disseminated through mass channels of communication to promote the adoption of goods, services, persons, or ideas. The advertising is now appealing to the hearts as well as the heads of potential buyers. Cars are becoming more uniform and it is harder to make them stand out both in terms of product and style of advertising.
Direct marketing

Direct marketing communications is a process of communicating directly with target customers to encourage response by telephone, mail, electronic means, or personal visits. Popular methods of direct marketing communications include direct mail, telemarketing, direct-response broadcast advertising, online computer shopping services, infomercials, and in some instances, outdoor advertising.

Direct marketing as an interactive system of marketing which uses one or more advertising media to effect a measurable response at any location.

Personal selling

Personal selling can be defined as an interpersonal communication tool which involves face to face activities undertaken by individuals, often representing an organization, in order to inform, persuade or remind an individual or group to take appropriate action, as required by the sponsor’s representative.

Sales promotion

Sales promotion includes communications activities that provide extra value or incentives to ultimate customers, wholesalers, retailers, or other organizational customers and that can stimulate immediate sales. Sales promotion is a range of tactical marketing techniques designed within a strategic marketing framework to add value to a product or service in order to achieve specific sales and marketing objectives. (Pettitt, 1998)

5.4 Information Sources

Information sources are divided into two majors’ types, each types in turn falls into some major smaller types. This division is based on idea of Philips Kotler, Swee Hoon Ang, Siew Meng Leong, and Chin Tiong Tan, (Kotler, 2001)

Marketers are interested in understanding the consumer behavior of the family because it is considered the most important decision making and consumption unit.
• Personal sources: family, friends, neighbours, acquaintances.

• Commercial sources: advertising, salespersons, dealers, packaging, displays.

• Public sources: mass media, consumer-rating organizations.

• Experiential sources: handling, examining, using product.

5.5 Consumer Decision Making Process Concept

The consumer decision making process model represents a roadmap of consumers’ minds that marketers and managers can use to help guide product mix, communications, and sales strategies. There are five stages when making decisions: need recognition, search information, pre-purchase evaluations, consumption, and post-consumption evaluation.

In the face of a rapidly changing competitive environment characterized by overchoice, excessive marketing communications, sophisticated and complex products, decreasing inter-brand differences, and increasing counterfeiting and look-alike products, some consumers feel overwhelmed and find it difficult to decide. Decision difficulty, sometimes called “confusion”, has been reported across a range of product categories such as; telecommunications.

Market place decision difficulty (MPDD) can be seen as a particular interaction between supply side market characteristics including market complexity, product complexity, contextual complexity and equivalence of purchase options, and consumer characteristics such as motivation and processing ability. Difficulty in deciding has been associated with several negative consequences, such as: decreased brand loyalty decreased satisfaction, negative word-of-mouth delayed or postponed decision making and inefficiency in terms of competition. Therefore, insights into what causes decision difficulty and which consumers are prone to it are of relevance for marketing and consumer research.

Efficient decision-making depends on many factors, including a common understanding of the process and goals among the project team members, the type of management and partners involved. (Simon, 2001)
Stresses the importance of control in decision-making and divides the process into several steps from information gathering to execution of the decision.

• Collecting information concerns passing on information to the decision-maker, without comment as to what should be done.
• Processing information is presenting advice to the decision-maker as to what should be done.
• Making a choice is obtaining a clear picture and determining what needs to be decided.
• Authorizing is about what should be done and what the expected final outcome of the decision will be.
• Executing is carrying out the decision.
• The stages in the decision-making process are usually linked to the decision-making roles.
  These roles include:
  • The “initiator” who recognizes the problem or need for an item.
  • The “influencer” who exerts personal influence on other family members with regard to a particular purchase situation.
  • The “information gatherer”. The individual or individuals who assemble/s the information related to a possible purchase.
  • The “gatekeeper” who controls the flow of information to other family members.
  • The “decision-maker” who has the authority to make the buying decision.
  • The “purchaser” who acts physically to complete the purchase process.

This process is presented in a sequence of 5 steps. However, whether a consumer will actually carry out each step depends on the type of purchase decision that is faced. For instance, for minor re-purchases the consumer may be quite loyal to the same brand, thus the decision is a routine one and little effort is involved in making a purchase decision. In cases of routine, brand loyal purchases consumers may skip several steps in the purchasing process since they know exactly what they want allowing the consumer to move quickly through the steps. But for more complex decisions, such as major new purchases, the purchasing process can extend for days, weeks, months or
longer. So in presenting these steps marketers should realize that, depending on the circumstances surrounding the purchase, the importance of each step may vary.

1. **Problem Recognition**

The buyer decision process begins with problem recognition. This occurs when a person perceives a difference between what they have and what they would like. Problem recognition can be awakened by information on past experiences stored in memory, basic motives, or cues from reference groups. Motives are enduring predisposition toward specific goals that both start and direct behavior.

The buying process starts when the buyer recognizes a problem or need. The buyer senses a difference between their actual state and a desired state. The need can be triggered by internal stimuli. In the former case, one of the person’s normal needs—hunger, thirst, and sex—rises to threshold level and becomes a drive. Or a need can be aroused by an external stimulus—advertising, newspaper, and so on. (Kotler, 2001)

2. **Information Search**

Once buyers become aware of their needs, the next step in the decision process is to gather information on products and alternative solutions to the customer’s problem. The search usually begins when buyers conduct their memories for information that might solve their current problem. Previous experiences of the buyer with similar merchandise can be reviewed to see what product solutions worked in the past. Memory can also be consulted for recommendation of friends, articles, and advertisements. If memory does not provide enough, buyers start to consult outside sources of information. These include both market-oriented sources such as articles in magazines and newspapers or conversations with friends, on a radio or TV set, or read trade journals, sees billboards, and be close enough to visit and talk with dealers. After the buyer is exposed to market information, some of the data sent directly to memory, where it is processed for decision making.
In an attempt to make efficient choices, consumers engage in internal and external information searches. It has been recognized that information search often precedes brand preference formation and that search behaviors may vary according to individual characteristics. Similarly, various factors have been identified as determinants of the amount of search undertaken. No study has attempted to incorporate Country of Origin as a potentially important determinant of the amount of search, even though Country of Origin is often mentioned by consumer research respondents as an important attribute when considering a car purchase.

One would assume that the Country of Origin information may enter early in the consumer decision process, such as during the information search stage. Much like the brand information, the country of origin information is often used by consumers to reduce the complexity of task involved in information processing. To the extent that a consumer gains confidence in a country’s products, it is possible that she or he may be predisposed to rely on country of origin as a halo construct to infer information about individual product attributes, thereby reducing the need for him or her to search for information relating to specific attributes of the product. When juxtaposed with the empirical findings of Johansson (Johansson et al., 1994), who detected a strong country of origin effect on the consideration set, which can be partially attributed to ethnocentric tendencies of some respondents, one should expect a country of origin effect on the amount of search for a complex product such as a car, Air Conditioner, and in case of Rural Customers Refrigerator.

Internal search involves scanning and retrieving decision-relevant knowledge stored in memory. (James R. Bettman, 1979). Consumer often have little need for undertaking external search before a purchase, even for major expenditures such as, automobile. (John D. Claxton et al., 1974). External search motivated by an upcoming purchase decision is known as pre-purchase search. This type of external search can e contrasted with another type called ongoing search, in which information acquisition take place on a relatively regular basis regardless of sporadic purchase needs. (Peter H. Bloch, Daniel L. Sherrell, and Nancy M. Ridgway 1986).
Search - information stage is a process that customers want to find out more than one information resource associated with goods or services that they want or need. The customers can be active to look for the information (Kotler, 2001).

The purpose of the search for alternatives is to identify any alternatives products that have the potential to satisfy his or her needs and to gather information to evaluate them. This information is available from two sources, internal and external sources (William D. Wells and David Prensky, 1997).

3. Evaluation of Alternatives

The evaluation phase of the consumer decision model is the most complex and the least understood part of the process (Douglas J. Dalrymple and Leonard J. Parsous, 2000). A great many factors influence individual decision making and it is difficult to observe what is going on inside the buyer's head. Sometimes evaluation occurs as a buyer is searching for information. In other cases, evaluation takes place after the search process is complete. The first stage involves a comparison of the data with the buyer's evaluation criteria. The buyer asks whether various brands would deliver the benefits sought in the product. The outcome of this process is a set of beliefs about the brands available for purchase. These beliefs are stored in memory and tell the buyer the consequences of different purchases based on the evaluative criteria. Therefore, the marketers should view the buyer's evaluative criteria as a given and learn to adapt your product, price, promotion, and distribution elements to these key buying determinant.

During and after the time that consumers gather information about various alternative solutions to a recognized problem, they evaluate the alternatives and select the course of action that seems most likely to solve the problem. Consumer choices are sometimes based on extremely simple decision rules such as “buy the cheapest brand available.” At other times, they are extremely complex, involving multiple stages and process (Hawkins et al., 2001).

There are several decision evaluation processes. Most recent models of the consumer evaluation process see the consumer as forming product judgments largely on a conscious and rational basis (Philip Kotler et al., 1994, p.210-11).
4. Purchase Decision

Once consumers have selected a product alternative, the next step in the behavioral model is to complete the purchase.

In the evaluation stage, the consumer forms preferences among the brands in the choice set. The consumer may also form a purchase intention to buy the most preferred brand. In this stage, purchase intention and purchase decision is influenced by two factors: firstly, it is the attitudes of others. The extent to which another’s attitude reduces one’s preferred alternative depends upon two things:

1. The intensity of the other person’s negative attitude toward the consumer’s preferred alternative.
2. The consumer’s motivation to comply with the other person’s wishes.

The second factor is unanticipated situational factor such as a stock market crash (Kotler et al., 1994).

Purchase is the fourth major stage in the model of consumer decision process. However, purchase requires a decision making process of its own. Several major issues must be contended with in the process of purchase: (1) whether to buy; (2) when to buy; (3) what to buy; (4) where to buy; (5) how to pay (Engel, Blackwell, and Miniard 1995).

In many cases the solution chosen by the consumer is the same as the product whose evaluation is the highest. However, this may change when it is actually time to make the purchase. The “intended” purchase may be altered at the time of purchase for many reasons such as: the product is out-of-stock, a competitor offers an incentive at the point-of-purchase the customer lacks the necessary funds, or members of the consumer’s reference group take a negative view of the purchase. Marketers whose product is most desirable to the consumer must make sure that the transaction goes smoothly. For marketers whose product is not the consumer’s selected product, last chance marketing efforts may be worth exploring, such as offering incentives to store personnel to “talk up” their product at the checkout line.
5. Post purchase Behaviour

Once the choice has been made, a number of post-purchase processes occur. These processes encompass the customers’ feeling of consonance or dissonance about the purchase, satisfaction or dissatisfaction with the purchase, and communication to other customers or potential customers regarding the positive/negative experience, product disposal and so forth.

After purchasing the product, the consumer will experience some level of satisfaction or dissatisfaction. The consumer’s satisfaction or dissatisfaction with the product will influence subsequent behaviour. If the consumer is satisfied, he or she will exhibit a higher probability of purchasing the product again. If they are dissatisfied, the customers respond differently such as complain to the company, go to a lawyer, or complain to other groups, stopping using products and so on (Kotler, 2001) In post purchase stage, a major concern is that purchase allows customers to learn more about products or services. Customer expectations are compared with actual product experience; the degree of satisfaction or dissatisfaction assessed; and possible further customer behavior projected. Highly satisfied customers will after their beliefs about a product in a favorable direction. These satisfied consumers are likely to be ‘converted’ to repeat buyers and may become advocated of product in their conversation with others (Dalrymple and Parsous, 2000).

The final stage is the post-purchase evaluation of the decision. It is common for customers to experience concerns after making a purchase decision. This arises from a concept that is known as “cognitive dissonance”. The customer, having bought a product, may feel that an alternative would have been preferable. In these circumstances that customer will not repurchase immediately, but is likely to switch brands next time.

To manage the post-purchase stage, it is the job of the marketing team to persuade the potential customer that the product will satisfy his or her needs. Then after having made a purchase, the customer should be encouraged that he or she has made the right decision.
5.6 Rural Marketing

Though the traditional marketing mix conceptually remains valid for the rural markets as well, but its application requires a new perspective. Every product and promotion, which is a hit in cities, might not work in rural areas. It doesn't necessarily mean that the Indian villagers are laggards or they belong to a restricted zone or have a traditional mentality, but only that they are different as consumers and hence, should be marketed to differently. Thus, the rural marketing mix is a customised marketing mix for a product/service; which is developed in order to target the rural market in an effective and efficient manner. (Ghuman, 2008)

The promotion aspect always creates a challenge in rural markets because of the fact that villages have thin population density and are widely spread over large remote areas. Some of the rural markets are also inaccessible to television signals and are often designated as "media dark". Therefore, the rural poor are not only denied access to products and services, but also to knowledge about what is available and how to use it.

What marketers and advertisers today are worried about is how to develop a scalable model for influencing the rural consumer's decision over a period of time. One basic problem of using the mass media for marketing communication in rural India is the time gap between the point of exposure and the time of purchase, which is long. The memorability of the message cannot be expected to be strong enough, to last till the time of purchase, if the impact of communication is not very effective.

NCAER conducted a survey to study the socio-economic effects of advertising; the Indian Society of Advertisers sponsored this survey. It covered 3,836 households in 50 towns and 50 rural districts in 10 states. It showed a clean rural-urban divide, 16% of rural and 25% of urban consumers felt that advertising influenced them to frequently or always buy products they do not really need. On the other hand, 19% rural respondents felt advertisements are frequently misleading, whereas 30% urban respondent thought so. (Dogra, Ghuman, 2009, Rural Marketing, 84p)
Apart from the conventional 4P’s other P’s have been also suggested by experts, like Passion & Pace. This is Passion to earn Goodwill for the company and Passion to serve, educate the consumers.

In lieu of the traditional 4Ps model, some of the marketing practitioners are adopting the 4As model, which is perceived to be more customer oriented. In the 4As model, all the elements of the 4Ps model are defined from the customer's point of view. The 4 A's of Rural Marketing", i.e. Affordability, Availability, Acceptance and Awareness, have been now universally accepted both by practitioners and the academia, as touchstone for the success of any product/business strategy in the rural market. What 4 P's are to mainstream marketing, the 4A's are for the Rural Marketing. (Bansal, 2001) The majority of the sales of the consumer durables are happening in the urban centres but majority of the consumers are from the villages and even those living in the semi-urban centres have a rural mindset. Therefore, it is imperative for organisations to study the need profile and the consumer behaviour of the rural consumers and accordingly develop the marketing mix for a product meant for rural market. Instead of a marketing general, a developmental leader is needed who can involve and integrate different stakeholder in the marketing mix. This developmental approach is more likely to be successful in the rural markets. As rural markets are evolving and there are no frameworks to understand rural consumer behaviour, marketer needs to conduct thorough research to have consumer insight.

Instead of Ivory Tower approach, managers need to visit rural areas quite periodically to have the direct feel of the market in which an organisation is operating. The patchy once or twice a year promotional effort can only bring results to a limited extent. There also must be a shift in the marketing mindset of selling products made for urban areas to the rural population with urbane promotional campaigns. The focus needs to be changed from high value to high volume sales from "one size fits all" to creative thinking.

A strategic, committed and integrated approach to rural market can pay rich dividends. Therefore, there must not only be unwavering commitment from the CEO but the similar sentiment in the frontline sales staff that has to actually
implement the vision. (Halan, 2003) Consumer researchers have become interested in understanding typicality effects in product categories. But little research has explored factors that mediate the nature or existence of such effects. This paper focuses on two phenomena: the positive relationship between typicality and preference and the tendency to use more typical category members as referents in comparisons and explores the circumstances under which they might hold or not hold in product categories. Data from laboratory studies show that the relationships of interest may break down or reverse in product categories for which prestige, exclusiveness, or novelty are important purchase goals. (Ward & Loken, 1988)

How the perception of price-value tradeoff is related to overall satisfaction, purchase intention, word-of-mouth advertising, and actual repurchase behavior.

Design/methodology/approach - Data on subscribers and single ticket buyers of a major symphony orchestra in the Midwest are used to test the hypotheses.

Findings The ANOVA results show significant differences across the three levels of price-value tradeoff in each of the response variables. Additional analyses of cross-tabulated data show that some of the bivariate relations conform to, as well as depart from, the rational consumer behavior model.

Research limitations/implications - Although the hypotheses are supported, bivariate relations examined in this study can mask or overstate true relations due to the omitted variables bias. Future research can explore reasons for favorable behaviors of consumers whose perception is that the value they receive is overpriced, and also for unfavorable behaviors of consumers whose perception is that the value they received is under-priced. Practical implications. The different niches at the edges provide opportunities for marketers to fine-tune segmentation and marketing mix strategies. The use of standardized strategies for these niches with different perception and behavior linkages will yield suboptimal results. Originality/value - While previous research has mostly focused on price-quality linkages, this study extends the body of research by examining the perception of price-value tradeoff and its relation to overall satisfaction, purchase intention, word-of-mouth advertising, and actual repurchase behavior. This adds to our understanding of post consumption
behavior, showing how consumers respond to the perception of price-value tradeoff. (Akhter, 2009)

Positive and negative effects that influence consumer judgment and well-being. The author details various consumer behavior models that assume that consumers are forward-looking and anticipate future outcomes, events, behaviors, and feelings before making a decision. An individual's need to think about future events has been examined in-depth in psychology, but has been somewhat disregarded in consumer research. Consumer researchers are just beginning to appreciate the significance of forward-looking thoughts and behaviors. This paper seeks to bring together psychological and consumer research on oriented thinking that will help create greater consumer research on different ways to think about the future and their effects on cognition and behavior.

5.7 Kano Model
Kano's model of five categories of quality attributes – attractive, one-dimensional, must-be, indifferent, and reverse quality – is widely used by industries and researchers. However, the model has a deficiency that prevents firms from precisely evaluating the influences of quality attributes. The weakness is a failure to take account of the degree of importance accorded to certain quality elements by customers. Kano's model can be refined. The present study adds the importance of quality attributes and, in so doing, the refined model divides Kano's first four categories into eight categories – highly attractive and less attractive, high value-added and low value-added, critical and necessary, and potential and care-free. Based on the refined model, firms can obtain a more accurate understanding of the quality attributes from the customer's perspective, and can thus make more precise quality decisions. In addition to modifying Kano's model, the present study also develops an importance–satisfaction (I–S) model. By integrating the refined Kano's model and the I–S model, firms can gather even more valuable information on quality decisions. The refined Kano's model and the I–S model are illustrated with a case study. (Ching-Chow Yang., 2005)
The importance of maintaining balance in marketing communications. According to the author, newsletters are a great business marketing communications medium when done properly with the right mix of industry insider news, reader-oriented application information, and the tasteful sprinkling of company news and views here and there on the page. Newsletters are particularly suitable for one of the many tasks a marketing communications program must perform: maintaining a presence with customers and promising prospects already known, such as the qualified buyers not yet ready to be closed by a salesperson, and lapsed customers who might buy again. (Donath, 1996)

5.8 Integration of Marketing Communication Mix:
The integration of marketing communication mix to product promotions. Managing the marketing communication mix is not unlike a composer's task in orchestrating an instrumental arrangement. An experiment was conducted in the article in which subjects were exposed to a special shopping section of a newspaper in the Buffalo, New York, area containing news stories, advertising, and coupons for more than 30 area retailers. News stories outperformed the marketer-dominated sources of information in recall and amount read. Product, service, or store information conveyed in a news story, typically generated by a firm's PR efforts, appear to reach a more motivated and receptive audience than advertising. (Lord & Putrevu, 1997).

Strategic household purchase decisions; i.e., major, complex buying decisions with long-term bindings of economic resources. An in-depth study of house buying in two-career households demonstrated preferences (goals) to be ambiguous, and consequences to be modestly understood and partly uncovered after the purchase. Only a few alternatives were considered, and they were from different broad need-satisfying categories such as purchase of apartment or house, or renting. No direct comparisons of alternatives were observed to take place. The purchase decisions were based on few, very crude decision criteria working as guidelines for judging whether or not the alternatives considered were acceptable, while the final choice seemingly was made according to an affect-referral decision rule. (Gronhaug, Kleppe, & Haukedal, 1987).
India has been a slow walker on the way to higher rate of economic growth because of the prevalence of unsystematic, under-developed and irrelevant marketing practices. Marketing is a group of activities which is determined on the basis of existing and expected environment in facilitating exchanges for customers satisfaction. Rural buyer possesses a peculiar purchasing behavior. The prices in rural India should not be fixed on the basis of interaction of demand-supply forces. The market forces which may be characterized by higher demand will recommend higher prices, and if higher prices prevail the demand will fall down steeply. Rural Indian has less purchasing power. This leads to selective purchasing. Bare minimum necessities to live are his only purchases. The necessities of life are minimized according to his pocket-size. The policies of government affect the marketing mix in rural market. A number of government schemes are functioning in the rural India. Integrated development schemes are being introduced to the villagers, which will ultimately result in increased purchasing power of people and consequently more production. (Verma, 1980)

Factors that affect the marketing strategies of advertising agencies to venture into rural India. It states that cultural diversity in India makes it difficult for agencies to reach everybody through a common programme. Chief executive officer of Ogilvy & Mather Ltd. Pratap Bose stresses on the need of new forms of communication to reach the rural Indian market. Also mentioned are some sucessfull rural advertising programmes and ways to involve rural audiences. (Balakrishnan, 2007)

To investigate the effects of female role orientation on role structure in the family decision making. Five different purchase decisions were examined. A total of 300 females were interviewed in Dehradun district of Uttrakhand. Structured questionnaires were used to interview females. It was found that there is difference in female role orientation vis-à-vis their family type (joint or nuclear), age, education and income levels. Females are found to play more positive role in the purchase of durables they personally use than the durables for the family usage. (Juyal & Singh, 2009)
5.9 Tests for Data Analysis:

ANOVA: Analysis of variance (ANOVA) is a collection of statistical models, and their associated procedures, in which the observed variance in a particular variable is partitioned into components attributable to different sources of variation. In its simplest form ANOVA provides a statistical test of whether or not the means of several groups are all equal, and therefore generalizes t-test to more than two groups. ANOVAs are helpful because they possess an advantage over a two-sample t-test. Doing multiple two-sample t-tests would result in an increased chance of committing a type I error. For this reason, ANOVAs are useful in comparing three or more means.

Chi-Square Test: More than 100 years have passed since the famous Karl Pearson's invention of the chi-squared test. There are a lot of published works available on the test and its medications. A chi-square test (also chi squared test or $\chi^2$ test) is any statistical hypothesis test in which the sampling distribution of the test statistic is a chi-square distribution when the null hypothesis is true, or any in which this is asymptotically true, meaning that the sampling distribution (if the null hypothesis is true) can be made to approximate a chi-square distribution as closely as desired by making the sample size large enough. The Pearson's chi-square test is also known as the chi-square goodness-of-fit test or chi-square test for independence.

Kruskal Wallis Test: A better coefficient of association is Goodman and Kruskal's tau b, Instead of assuming that the person making the prediction will always select the largest category in each column, tau b assumes that the researcher will select cases based on their actual distribution in the column.

5.10 Summery

A literature review was conducted to determine the availability and reliability of data to assess the effectiveness of communication mix; its impact on purchasing decisions of rural customers and also to study the present scholarly work done on the same to guide present research work. Intensive efforts has been made to find the relevant studies in consumer behavior of rural consumers buying behavior. Only a limited study is available in this field especially in India. It has started with details of Communication mix basics as, Cole defines promotional mix as “the means use in bringing customers from a state of relative unawareness to a state of actively adopting the product”. It means of communicating with individuals, groups, or organizations to directly or
indirectly facilitate exchange of informing and persuading one or more audience
to accept an organizations product.
Ross sees promotional mix as “the total marketing communication programme
of a particular product”. Adebisi defined promotional mix as “any marketing
effort whose function is to inform or persuades actual or potential consumers
about the merit a product possess for the purpose of inducing a consumer to
either start buying or continue to purchases the firm’s product.”

This has lead then to clarity of communication mix factors to be studied, which
includes Advertising, Sales promotion, personal selling etc. Also it has given
guidelines that how consumer decision making process works and thrown light
on market place decision difficulty and all decision makers role in rural market
place.

When moved further it has given minute details about rural marketing, how big
it is, how marketers are trying to tap it and how researcher are trying to identify
buying behavior of this market place. Consumer buying psychics in rural market
also studies and NCAER survey has given clear insight about the market and
how one should study this. It shown that income levels in rural India till plays
important role in purchase so we used this in research.

Then in final stages researcher got clear path for research tools to be used and
which are used in initial research which developed understanding for current
research. Reviewing extensive literature how one way ANOVA is significant for
the present study as it has given indication about positive negative influences
on consumer. Also use of scale & the significance is evaluated. Finally use of
Kano model its 5 categories are studied and due to its deficiency we have
decided to use refined model of Kano which may give clear indication about
motivations to purchase. Finally we got information on use of Chi square test
and kruskal wallis test and in which situation it has to be used. So we used
these test in our research.

So this literature review helped researcher to develop his understanding about
theoretical aspects and also in developing clear pathway for research tools to
be developed for present work and using it effectively.