CHAPTER II

REVIEW OF LITERATURE

2.1 INTRODUCTION

This chapter presents a review of the existing literature in order to gain insights into the research work undertaken in this area. The past literature helps one to adopt modify and improve the conceptual framework and also acts as a guidelines for the researcher. For better exposition, the review has been classified under the heads.

(i) Purchase Behaviour of Consumers
(ii) Awareness of Consumers towards Branded Products
(iii) Brand Preference and
(iv) Factors influencing Brand Preference.
(v) Marketing Strategy

2.2 PURCHASE BEHAVIOUR OF CONSUMERS

Balaji (1985) 3 studied fish consumption behaviour of 526 consumers in Vishakapatnam city. The study revealed that 77.00 per cent of respondents consumed fish for dinner and 22.00 per cent for lunch. About 30.00 per cent of the respondents did not consume fish on festival days, as those days were considered auspicious, while the rest had no notations and consumed fish, irrespective of festivals.

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

Puri and Sanghera (1989) conducted a study to know the consumption pattern of processed products in Chandigarh. Jam was found to be most popular, irrespective of income. Orange squash consumption was maximum in high and middle – income families. Pineapple juice consumption increased with a rise in the income.

Rees (1992) in his study revealed that factors influencing the consumers’ choice of food were flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in ‘snacking’ etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large

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numbers of working wives and single people, who require value convenience. Developing in retailing with concentration of 80.00 per cent of food sales in supermarkets was also considered to be important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, ‘natural’, high quality food at an appropriate price.

Results of the study conducted by Joshi (1993) 7 in Dharwad on food purchasing habits and consumer awareness among rural and urban housewives indicated that majority of the urban respondents purchased the groceries like cereals (52.00 per cent), pulses (64.00 per cent), oils (73.00 per cent), spices (72.00 per cent), and sugar (69.00 per cent) on monthly basis. While perishables like fruits (48.00 per cent), eggs (41.00 per cent) and meat (46.00 per cent) were purchased once in week and milk (48.00 per cent) was purchased daily. Rural respondents purchased cereals (70.00 per cent), pulses (71.00 per cent), oils (71.00 per cent), spices (71.00 per cent), sugar (71.00 per cent) and fruits (73.00 per cent) once in week and milk (78.00 per cent) daily. Regarding place of purchase 83.00 per cent of urban and 99.00 per cent of rural respondents purchased all the groceries (99.00 per cent each), perishables (89.00 and 99.00 respectively), ready to use foods (97.00 per cent and 87.00 per cent respectively) and commercially available foods (96.00 per cent and 6.00 per cent respectively) from retail shops. Price, quality and weight of the products were the important factors considered by both rural and urban respondents while purchasing of food items.

Ragavan (1994) \(^8\) reported that, quality, regular availability, price accuracy in weighing and billing, range of vegetables and accessibility as the factors in the order of importance which had influenced purchase of vegetables by respondents from modern retail outlet.

Dhillon et. al., (1995) \(^9\) while studying the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market (mean score of 1.47 for rural and 2.10 for urban) and main market (mean score of 0.88 for rural and 1.38 for urban) as their first and second preference of order respectively for the purchase of food items. The prime factor indicated by the rural respondents for buying their food items was appearance with mean score of 4.01, followed by price, quality and place of buying to which they ranked second, third and fourth with mean scores of 3.81, 3.45 and 2.96 respectively. But urban respondents visualized these factors little differently and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks with mean score of 4.69, 4.01, 3.20 and 3.05 respectively.

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Singh et.al., (1995)\textsuperscript{10} examined the factors influencing consumer preferences for milk. They were milk quality, convenient, availability, supply in quantity desired, flavor, colour, freshness and mode of payment which showed higher levels of consumer satisfaction.

Purchasing practices of consumers in Parbhani was studied by Kulkarni and Murali (1996)\textsuperscript{11}. The results revealed that 83.50 per cent of consumers were seeking the information from television regarding the products availability and this was followed by neighbours (71.00 per cent) and newspapers (69.50 per cent). Consumers preferred retail market for the purchase of groceries (65.00 per cent), milk and milk products (100.00 per cent), vegetables (100.00 per cent), fruits (100.00 per cent) and snacks (75.00 per cent) and they adopted cash payment. Majority (75.00 per cent) of the consumers preferred quality for the purchase of food.

Sundar (1997)\textsuperscript{12} revealed that, grocery department of Saravana Bava Cooperative Supermarket, Cuddalore was enjoying favorable images for consumers in the attributes, such as a, equality of price, behaviour of sales persons, moving space, location, correctness of

\begin{itemize}
  \item \textsuperscript{11} Kulkarni,M.S.and Murali,D.,1996,Study on purchasing practices of consumers of Parbhani Town.\textit{Ind.J.Mktg},26:3-7.
\end{itemize}
weight, packaging of goods, numbers of sales persons and convenient shopping hours. At the same time, the image was weak in the attributes, such as, quality of goods, availability of range of products, variety of goods and acceptance of returns, credit facility, door delivery and sales promotional measures.

Amitha (1998)\textsuperscript{13} studied the factors influencing the consumption of selected dairy products in Bangalore city. The results of the study revealed that, income and price significantly influenced consumption of table butter. Price had a negative impact and income a positive impact on consumption.

A socio-economic influence of rural consumer behaviour studied by Sayulu and Reddy (1998)\textsuperscript{14} concluded that frequency of purchase of commodities by rural consumers was highly influenced by the type and nature of the products. Products like groceries (40.35 per cent) and others which included vegetables, milk etc. (48.25 per cent) purchased on daily basis and 33.33 per cent and 42.98 per cent of them purchased these products on weekly basis. Cash purchase was highest in case of products like groceries (44.74 per cent) followed by credit purchase with 38.60 per cent and 21.06 per cent respectively. Price of the goods was considered to be the most important factor by more than 88.00 per cent of the respondents followed by easy availability (66.66 per cent) and neighbours (54.00 per cent).


Kamalaveny and Nirmala (2000)\textsuperscript{15} reported that, there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant Food Products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant Food Products.

Srinivasan (2000)\textsuperscript{16} revealed that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in discontinuance of the use of the processed product. Consumers preferred processed products because of convenience of ready-to-eat form.

Hugar et.al., (2001)\textsuperscript{17} carried out a study on dynamics of consumer behaviour in vegetable marketing in Dharwad city. Low income groups purchased lesser quantity (3.25 kg/week) of vegetables as compared to medium (5.40 kg/week) and high income groups (4.66 kg/week). Majority of low income group preferred to purchase vegetables form

\textsuperscript{15} Kamalaveni,D. and Nirmala,2000, Consumer behaviour in instant food products.\textit{Ind.J.Mktg,30(5-7):12-18.}

\textsuperscript{16} Srinivasan,N.and Elangovan, D.,2000, Consumer perception towards processed fruits and vegetable products.\textit{Ind.J.Mktg,30(11-12):22-25.}

\textsuperscript{17} Hugar,L.B., Shivaraya, B. and Verriswamy,J.,2001, Dynamics of consumer behaviour in vegetable marketing. \textit{Ind.J.Mktg,31:27-33.}
producers because of reasonable price. High and medium income families preferred stall vendors for the purchase of vegetables because of better quality and correct weighment.

Prell et.al.,(2002)\textsuperscript{18} conducted a study to examine the factors influencing adolescents’ fish consumption in school. Fish consumption was assessed by observation on 4 occasions. Attitudes towards the fish, friends’ behaviour and perceived control were important predictors of the intention to eat fish and barriers for fish consumption were a negative attitude towards both smell and accompaniments and fear or finding bones. But the eaters of fish were more satisfied with the taste, texture and appearance of the fish and rated safety significantly higher than those who resisted. They also thought to a greater extent that the fish was healthy and prepared with care. The results suggested that, it is important to alter dishes so that they appeal to children and to pay attention to the whole meal, accompaniments included. Finally it was recommended to convey the pupils that the fish served would be healthy and prepared with care.

Nagaraja (2004)\textsuperscript{19} opined that, buying behaviour is very much influenced by experience of their own and of neighbour consumers and his family. Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behaviour. Consumers were influenced by touch and feel aspect of any promotional activity.

Shivkumar (2004)\textsuperscript{20} showed that the consumer, irrespective of income groups, was mainly influenced by the opinions of their family members to purchase. Consumers were also influenced by the dealers’ recommendation, followed by advertisement.

2.3 AWARENESS OF CONSUMERS TOWARDS BRANDED PRODUCTS

Aaker (2000)\textsuperscript{21} opined that, brand awareness was remarkably durable and sustainable asset. It provides a sense of familiarity especially in low-involvement products such as soaps, a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention getting approaches.

Brown et.al., (2000)\textsuperscript{22} reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers’ food preferences and their nutritional awareness behaviour, within three environments (home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an independence trait, particularly, during the adolescent years. The authors suggested that food preferences are often of a ‘fast food’ type


and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments.

Beverland (2001)\textsuperscript{23} studied the level of brand awareness within the New Zealand market for ZESPRI kiwi fruit. The effectiveness of this branding strategy employed by kiwi fruit, New Zealand was studied. The implications of the findings for agribusiness in general using the data collected from surveys of kiwi fruit consumers (n=106) outside three major super market chains in Auckland, New Zealand, suggested that the level of brand awareness for ZESPRI is low among consumers. It is indicated that brand awareness could be increased through a relationship-making programme involving targeted marketing and supply chain management.

Chen (2001)\textsuperscript{24} expressed a different thought on brand awareness that it was a necessary asset but not sufficient for building strong brand equity. In this view, a brand could be well known because it had bad quality.

Yee and Young (2001)\textsuperscript{25} aimed to create awareness of high fat content of pies, studied consumer and producer awareness about nutrition labeling on packaging. For this, seven leading pie brands were analyzed for fat content and are ranged from 7.10 to 19.20 per cent fat. Potato topped or cottage pies had the lowest fat content (7.10 to 9.20 per cent fat). Most pies did not display nutritional labeling on packaging. Over half of the consumers (52.00 per cent) who responded to the survey (42.00 per cent response rate) were aware of the campaign. The study was successful at raising consumer awareness about the high fat content of pies and influencing the food environment with a greater availability of lower fat pies. It is possible to produce acceptable lower fat pies and food companies should be encouraged to make small changes to the fat content of food products like pies. Potato topped pies are lower in fat and are widely available. Regular pie eaters could be encouraged to select these as a lower fat option.

Nandagopal and Chinnaiyan (2003)\textsuperscript{26} studied that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated by the mode of purchase of the soft drinks by “Brand Name”. The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends.


Ramasamy et.al., (2005) reported that, the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television were said to the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role on decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer.

2.4 BRAND PREFERENCE

Gluckman (1986) studied the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regard to its sweetness or dryness and the suitability for all tastes. Some of the implicit factors identified through extensive questioning were colour and appearance. Most of the consumers seemed to prefer white wine to red. Consumers preferred French or German made wines to Spanish or Yugoslavian wines.

Kumar et.al., (1987) observed the factors influencing the buying decision making of 200 respondents for various food products. Country of origin and brand of the products were cross-tabulated against age, gender and income. Results revealed that the considered

factors were independent of age, education and income. The brand image seemed to be more important than the origin of the product, since the consumers were attracted by the brands.

Shanmugasundaram (1990)\textsuperscript{30} studied about soft drink preference in Vellore town in North Arcot district in Tamil Nadu. The study revealed that, the most preferred soft drink among respondents as Gold spot (26.00 per cent). It was found that the taste was the main factor for preference of particular brand and among the media; television played a vital role in influencing consumer to go for a particular brand. Because of convenience in carrying, tetra pack was most preferred one.

Ali (1992)\textsuperscript{31} studied the brand loyalty and switching pattern of processed fruit and vegetable products in Bangalore city by using Markov Chain analysis. The result of study revealed that Kissan brand of jam and Magi brand of ketchup had a maximum brand loyalty among consumers and less amount of brand switching occurred for these brands.

Sabeson (1992),\textsuperscript{32} in his study stated that high quality, price and taste of the product were the major criteria based on which the customers selected a brand of processed fruits and vegetable products.


Hans et.al.,(1996)\textsuperscript{33} revealed that, the brand switching of consumer was based on variety seeking behaviour, motivations, curiosity and price motive.

Veena (1996)\textsuperscript{34} studied brand switching and brand loyalty of processed fruit and vegetable products in Karnataka state by using Markov Chain analysis. The result of the study revealed that Maggi, Sil and Kissan were having market retention of 74.20, 55.78 and 48.74 per cent, respectively for jam products. The equilibrium shares determined in order to predict future market position among the different brand showed that in long run shares of Kissan, Rex. Other brands were likely to decline, mainly on account of increased market shares of Gala, Sil and Maggi.

Padmanaban (1999)\textsuperscript{35} conducted study on brand loyalty, which revealed that the price of the preferred brand, efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low, the farmers would naturally prefer to low priced brand. Otherwise farmers would naturally continue to purchase the same brand.


Low and Lamb Jr. (2000)\textsuperscript{36} came out with an interesting conclusion that well known brands tend to exhibit multi-dimensional brand associations, consistent with the idea that consumers have more developed memory structures for more familiar brands. Consumers might be willing to expend more energy in processing information regarding familiar brands compared to unfamiliar brands.

Kamenidou et.al.,(2002)\textsuperscript{37} presented the findings on the purchasing and consumption behaviour of Greek households towards three processed peach products: canned peaches in syrup, juice and peach jam. The results revealed that 47.50 per cent of the households purchased canned peaches in syrup, 67.40 presented the findings on the purchasing and consumption behaviour of Greek households towards three processed peach products: canned peaches in syrup, juice and peach jam. The results revealed that 47.50 per cent of the households purchased canned peaches in syrup, 67.40 cent purchased peach juice and 42.60 per cent purchased peach jam. Reasons for such purchase were satisfactory taste and qualities and household’s perception that they were healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there was a tendency for brand loyalty.


Sampathkumar (2003) studied about brand preference in soft drinks in Telangana regions of Andhra Pradesh. He found that in rural market about 37.50 per cent of consumers preferred Thumbs-up (urban 30 per cent), followed by Coca cola (28.50 per cent) (urban 37.50 per cent), Pepsi 12.50 per cent (urban 9.00 per cent), Limca (4.00 per cent) (urban 8.50 per cent). Most of the urban consumers (67.00 per cent) purchased soft drinks in nearest Kirani stores (rural 73.00 per cent), followed by super bazaar (27.00 per cent) (rural 26.00 per cent) and others (6.00 per cent) (rural 1.00 per cent). The method of physical distribution played very vital role in company’s success and failure in the market. Transportation was among the major functions of physical distribution. Transport adds time and place utility for the product.

Kim-Hyunah et.al.,(2005) analyzed the relationship among brand equity factors (brand awareness, band image, brand preference and brand loyalty) and suggested a strategy for brand management in contract food service management companies. He concluded that brand awareness has positive effect on brand image and brand preference and recommended that e-contract food service companies should focus on improving brand awareness as a brand strategy. In addition, brand preference and brand image had significant positive effects on brand loyalty. Thus, the companies should strive to strengthen brand loyalty through building brand preference and brand image. Brand loyalty promoted more customer

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visits, which was directly related to profitability of contract food service management companies, the authors concluded.

Kubendran and Vanniarajan (2005)\(^{40}\) studied that, the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increased. The urban consumers preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Narang (2006)\(^{41}\) opined that, a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates.


Vincent (2006)\textsuperscript{42} studied brand consciousness among children. The study showed that children start to recognize product brands at an early age, which influence family buying behaviour. It was helpful for parents in making purchase decision of durable goods for the family.

2.5 FACTORS INFLUENCING BRAND PREFERENCE

Singh and Singh (1981)\textsuperscript{43} found that consumers had single or multi-brand loyalty based on the nature of product, like necessities or luxuries. Brand choice and store loyalty were found to affect the brand loyalty of the consumer. The factors that influence and strengthen loyalty to brand were quality of product, habit of use and ready and regular availability.

Sabeson (1992)\textsuperscript{44} in his study stated that, high quality, price and taste of the products were the major criteria based on which the consumers selected a brand of processed fruits and vegetable products.


Ashalatha (1998)\textsuperscript{45} studied the factors influencing the performance of BAMUL milk for a sample of 100 respondents. The study revealed that the factors such as door delivery, clean packing, quality, hygienic preparation, time saving and reliability, good value for money, freshness and desired flavour were important in the order tin influencing the decision of buyers for BAMUL milk.

The study undertaken by Sheeja (1998)\textsuperscript{46} in Coimbatore district considered the quality aspects like aroma, taste, freshness and purity as the major factors deciding the preference for a particular brand of processed spices.

Raj Reddy and Pruthviraju (1999)\textsuperscript{47} studied about buying motives of rural consumers about seeds and different sources of information about brands with regard to seeds. It was found that factors influencing brand loyalty of farmers were dealer’s suggestions, quality product and co-farmers. The problems faced by farmers were supply of seed or poor quality seed, higher price, adulteration and irregular supply of seeds.


Gaur and Waheed (2002) conducted a study on buying behaviour for branded fine rice in Chennai and Coimbatore city. The study indicated that retailers were ranked as the prime source of information and the family members as the next important source of information about the branded fine rice. Rice mandy formed the major source of purchase of Chennai (73.00 per cent) and Coimbatore (70.00 per cent) households. Quality and image of the brand were ranked as first and second factors influencing brand preference in both Chennai and Coimbatore cities.

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

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Nandagopal and Chinnaiyan (2003)\textsuperscript{50} conducted a study on brand preference of soft drinks in rural Tamil Nadu, using Garrets ranking technique, to rank factors influencing the soft drinks preferred by rural consumer. They found that, the product quality was ranked as first, followed by retail price. Good quality and availability were the main factors, which influenced the rural consumers of a particular brand of a product.

Kubendran and Vanniarajan (2005)\textsuperscript{51} founded that, the change in consumption pattern due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increases. The urban consumers prefer mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were acceptability, quality, regular supply, door delivery and the mode of payment.

Ramasamy et.al., (2005)\textsuperscript{52} studied consumer behaviour towards instant food products in Madurai, the second largest city in Tamil Nadu and observed that consumer do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents (78.00 per cent) laid emphasis on quality and 76.00 per cent on price which was an important factor, while 64.00 per cent of the respondents attached importance to the image of the manufacturer and 50.00 per cent


considered packaging as an important factor and an equal percentage (50.00 per cent) felt longer shelf life influenced them.

Baunmathy and Hemameena (2006)\textsuperscript{53} while studying consumer brand preference with respect to soft drinks, found that after globalization most of the consumer like the international brands such as Pepsi and Coco-cola. Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability.

Vincent (2006)\textsuperscript{54} elicited that quality was an important factor that draws consumer towards branded products. Branded products were accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child’s insistence affects family’s buying behaviour. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product.


According Vasant Gandhi (2006)\textsuperscript{55} Wheat is now a major food staples in India, crucial to India’s food economy and security. With production reaching 70 to 75 million tons and a large demand, India’s wheat economy is the second largest in the world. The consumer demand for wheat varies considerably across the country. But wheat has made inroads in to food consumption in the east and south. The retailers are increasingly conscious of consumer demand and quality, and keep a variety of wheat and wheat products. Direct buying of wheat grain, storing and own recourse to processing are common in the north and west, whereas direct purchase of wheat product such as flour is the norm in the east and the south. The trend is towards direct purchase of processed wheat products, and within this form loose to purchased branded wheat products.

Bhavadevaj Gowtham (2005)\textsuperscript{56} expressed his views that India needs to be focused as a major retail market, which same companies adapted a specialty player strategy catering to the global industries; other multinational corporations target aspiring industries i.e, the middle income segments to make the country as a core market. Such companies have substantial shares in product segments ranging from breakfast cereals to washing machines to cars etc. the winners have worked hard to understand the needs of the market and tailor their products and price the products to the budgets of the consumers. The consumers are divided based on their monthly; household income in to four. Global Indians with incomes

\textsuperscript{55} Gandhi Vasant P., and Kashy Abraham, wheat marketing and its efficiency in India,2006.

are more than Rs.10,000, aspiring Indians with income ranging between Rs.4,000 and Rs.10,000/struggling Indians with incomes between Rs.1,500. The last two categories are about 150 million households who can afford any basic necessities. The real drivers of the real consumer goods markets occupy about 40 million middle income households who purchase more than just than the basic. The group aspiring Indians, is growing by 10 per cent each year.

Apple Baum Michael (2007)\textsuperscript{57} viewed that Customers’ service is essential for the success of retailers. Customers’ service is the few remaining opportunities for companies to differentiate themselves from rivals and forge brand loyalty. This is particularly important in an increasingly important market place in which product design and innovation are constantly copies.

Dhanujayan (2006)\textsuperscript{58} stated that there is a clear distinction between a consumer and a customer for product or a service. A customer is the retailer or distributor for a product or a service while a consumer is a person who actually uses it. Many organizations orient their programmes towards consumer in order to minimize the role of customers. Established FMCG companies try to create a big pull for their products through advertisements and trade promotions and in the process make their customers a mere channel with low margins. For long term success in product or service marketing there is need for focusing on both

\textsuperscript{57} Apple Baum Michael, One tough customer, Brand week, Vol.48, No.12, March 2007, p.19-22.

\textsuperscript{58} G.Dhanujayan, Consumer or Customer: Who is the real King, Indian Management, Vol.45, Issue1, January 2006, p.67-69.
customers and customers originations can achieve consumer satisfaction only through customers as they are spokesmen and brand ambassadors in attracting consumers.

Mitra (2007)\(^{59}\) in his study on actual quality and perceived quality of the market place, it is observed that consumers are often slow to reac to charges in quality of familiar products. The author studied the relationship over a period of 12 years between the actual quality and perceived quality of 241 products in 46 products categories consumers took about years to notice charges in automobile tyre quality while they noticed changes in both side qualities in three years.

Harrison Sheena (2006)\(^{60}\) received to win back lost customers, firstly the company has to concentrate on the needs of each customers’. So that it does not lose a significant part of its business. Apart from customers often leave for reasons as lack of customer service, personality conflicts. The company has to contact the client and find out what went wrong with and apologize.


\(^{60}\) Harrison Sheena, yes, you can win back last clients, Grains Detroit Business, Vol.22, No.12, March 2006, p.20.
Henricks Marks (2007)\textsuperscript{61} in his study stated that there are certain rules for successful brand building. The first the brand should be different from other brands. The second is to know what the brand is and who its customers are. The third is to focus the efforts on the brand building from one’s strength. The next is build from one’s strength and lastly protecting brand by registering the brand have, logo etc.,

Neeli Bendapudi (2005)\textsuperscript{62} stated in his paper that as per the author a company can deliver outstanding customer service and achieve profits by generating a bond between their employees and the brand, such companies consider employee and their living brands and devote great time and energy companies consider employee as their living brands and devote great time and energy to train and develop them so that they can reflect the brands core values. There are certain principles to follow to instill brand and its meaning in their employees and to create a strong culture of customer service. The first bring that the company should know the qualities required of the employees for example QT. Insist on hiring nice people who like people because it is a tough quality to teach, the ability to win teams and the humility to learn from others. The second is to provides training ‘in stores’. The third is the emphasis on team’s performance in satisfying and delighting customers. The employee’s security and esteem needs are taking care of by the organization.

\textsuperscript{61}Henricks Marks, Brand you, Entrepreneur, Vol.35,No.4,April 2007,p.26.

Anandam Cetal (2006)\textsuperscript{63} has expressed that the Indian consumers are fewer brands loyal. They showed consistency in their loyalty across different demographic factors. Loyalty does not vary for gender or income groups. However age does affect brand loyalty. Considering the new generation it may be easy to product that the Indian markets will drift away from core loyal consumers to brand switches. Loyalty does not differ with respect to market share of brand. Even a small market share brand is enjoying a high loyalty score. In certain product categories such as hair oil, detergents, tooth brushes etc., switchers are found to be more who are willing to try new brands for the sake of a change, in the case of non availability, gift offers or price/cuts. The average loyalty across product is found to be 88 per cent for women and 86 per cent for men.

Sritavan Rajkumar (2007)\textsuperscript{64} in his study on the relationship between satisfaction and brand loyalty for cooking oil, it is found that while housewives consider taste, quality and less cholesterol as factors important, working women consider reputation of the company, availability, value for money as important factor in brand choice. About 73 per cent of the respondents who trust the brand are highly satisfied with the brand and about 70 per cent of the satisfied are willing to recommend it to others.


\textsuperscript{64} Sritavan Rajkumar, Consumer Attitude towards Brands Loyalty-A Comprehensive study, SRM Management Digest, April-2007.
John Banerji (2006)\textsuperscript{65} in his study stated that although customer satisfaction and loyalty are not correlated yet customer satisfaction is important. An ideal customer is one who is satisfied with his experience, which is loyal in his behaviour and attitude and actively advocate the brand. It is these customers who provide a multiplier effect on growth i.e, returning to the brand and bringing others with them through a positive worked of mouth. The power of work of mouth is proven in surveys which have found that when it comes to ideas and information about purchases, consumers in the UK see people as more trustworthy than advertisements. Consumer’s research programmes should measure loyalty and advocacy.

Robert Heath (2006)\textsuperscript{66} stated that loyalty related to brands is strongly correlated with emotional content in advertising by not with the factual content. Psychology studies indicate that high attention weakness the effect of emotional content. So the implications are that advertising aimed at building brand relationship might be more effective it processed at lower levels of attention.

\textsuperscript{65} John Banerji, On satisfaction loyalty and Advocacy, financial Marketing, October 2006.

Dr. Naresh Kumar (2007)\textsuperscript{67} expressed that the subjects with internal locus of control are more brands loyal as compared to external for product such as Tea, Refine oil, Detergents and toothpastes.

Huetterman (2005)\textsuperscript{68} stated that there is different between customer loyalty and customer advocacy. A customer can be loyal to a company or a product for a host of reasons. Usually it is because of some relationship with the product or brand. When consumers are advocates for a company they tell other people about their great experiences recommending they signing praises. There is no better sales force than customers’ themselves.

Mike Crosson (2006)\textsuperscript{69} has stated in his study that there is a difference between how a company views its core product and how a customer perceives the core brand. When customers are immersed in the whole idea of a brand, it becomes a soulful connection it becomes a part of them. This results is not merely brand loyalty but brand discipleship-away of life. To a brand disciple, the company is the only one to work with such an impression can be created if the company resorts to immersive branding which is the sum total of the total execution of all touch points.


\textsuperscript{68} Huetterman Janet, Getting Attention to advocate for your company, Fairfield country Business Journal, No.1,44 No.9, February 2005, p.38.

\textsuperscript{69} Mike Crosson, Immersive branding: beyond brand loyalty to brand discipleship, Indian Business, October 2007, p.24.
Peppers Don et.al. (2006)\textsuperscript{70} in his article states that customers’ loyalty is hard to win, but easy to lose. When customers trust a company to act in their interest they become more loyal and they want to do more business with the company. In a survey of more than 6000 customers 85 per cent stated that they would recommend a company with which they have a trusting relationship. Customers with reward a company with stronger loyalty and back it up with increased spending.

2.6. MARKETING STRATEGY

Reason for developing marketing strategy Dirks & Danniel(1991)\textsuperscript{71} mention that company managers choose to introduced and / or reemphasize marketing strategy for a number of reasons, which may range from personal interests to corporate policies. However the reason usually centers around an opportunities or an identified problem that the company management needs to explore. For example:

1. Introducing new products or services
2. Expanding into new markets.
3. Differentiating products or services.
4. Revitalizing products, services or markets.
5. Deleting or ‘demarketing’ product or service
6. Responding to a drop in sales or profits.
7. Evaluating financial or legal risks of opportunities.
8. Enhancing company image, brand or reputation.


\textsuperscript{71} Dirks and Danniel (1991), Advertising and promotion; an integrated marketing Communications perspective, 3\textsuperscript{rd} Canadian edition
Stanton, etzel & walker (1991;13) agree that the traditional marketing mix has been defined as a set of controllable instruments to manage the uncontrollable and dynamic marketing environment and consist of four major element price, product, promotion or marketing communication and place.

A danger exists that organizations will there for make a misallocation of organizational resources between the four marketing mix instruments (Chintaganta & vikassinh,1994;87)

According to Donath (1999;14) there is an overemphasis on price and product as marketing instruments and an under emphasis on place and promotion.

Strategy is the fundamental pattern of present and planned objectives, resources, developments and interactions of an organizations with markets, competitors and other environmental factors.(Mullins, Walker, Beyd & Larreche,2002) for this reason, a good strategy should always specify;

72 Stanton, Etzel & Walker (1994). Advertising, personal selling and sales promotion (p 456)
75 Boyd, Walker & Larréché (2002). Advertising, personal selling and sales Promotion, Define PR on (p 352) as non-paid, non-personal stimulation of demand for a product, service or business unit by planting significant news about it or favourable presentation of it
1. What is to be accomplished

2. Where – the product, market, or industries that are to be focused.

3. How – resources and activities that will be allocated to each market/ product to gain sustainable competitive advantage.

   Marketing is a process for analyzing, planning and managing the organizations resources while identifying and serving current and potential client group and their needs profitability.

   Armstrong, kotler, Cunningham & Mitchell(2004) strategic marketing planning are documents that outline in detail the marketing strategies which will help a company, product or brand accomplish its overall business objectives.

   The article published by vargo and lusch (2004) in the journal of marketing comes up with a proactive “ new dominant logic “ for the field of marketing. It questions the

   in the media (looks suspiciously similar to other definitions of publicity). Later on publicity and PR is used interchangeably (p374/375).

   76 Kotler &Armstrong (2004). Advertising, personal selling and sales promotion (p 428) direct marketing is added as a growth trend (p 444).

differences between the marketing of goods and services. Some of the main arguments made by these authors are the following;

1. Material goods are only distribution mechanisms for service distribution.
2. Knowledge is the fundamental source of competitive advantage.
3. All economies are service economies.
4. The customer is always a co-producer.

According to Nagasimha kanagal (2006) relationships as a focus on marketing aids in the understanding of consumer needs and wants, which is useful to implement profitable exchanges. Relationship marketing helps customizing solutions to important customers, more efficiently than otherwise, knowledge and application of relationship marketing helps in achieving customer satisfaction ,customer retention and customer acquisition. Relationship marketing a tool of furthering the customer understanding and interactive processes. Relationship marketing outputs can thus be usefully used, as inputs in product design and development, want identification, improving selling systems, pricing strategies. It is one of the supports to systematic action setting in competitive marketing strategy.

2.7 RESEARCH GAP FILLED IN THE STUDY

The review of literature on the subject helped the researcher to understand the various facts of the brand awareness and brand loyalty. It also helped to identify the gaps in the research. There are several studies on brand awareness and brand loyalty. But there are

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not many studies pertaining to the branding of generic products. There are particularly no studies on branding of products such as wheat flour, where it is difficult to bring about product differentiation.

Hence, in the depth and comprehensive study on brand awareness, brand loyalty and the factors influencing brand loyalty with reference to wheat flour marketing in southern region of Tamilnadu. Therefore, the present work in some aspects in a follow up work and also claims improvement over the other studies.