CHAPTER 1

INTRODUCTION
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Marketing is a broad concept. It covers many business activities. These business activities direct the flow of goods and services from the producer or manufacturer to the customer or the ultimate user of these goods and services.

The American Marketing Association defines Marketing as, "the performance of business activities that direct the flow of goods and services from producer to consumer or user"\(^1\). Marketing has even been described as "Customer satisfaction engineering"\(^2\).

Marketing is also defined as "the delivery of standard of living"\(^3\).

According to Drucker, marketing is the only distinguishing and unique function of business. "If we want to know what a business is we have to start with its purpose. And its purpose must lie outside the business itself. In fact, it must lie in society since a business enterprise is an organ of the society. There is only one valid definition of business purpose that is to create a customer". He continues, "Marketing is a process which converts a resource, distinct knowledge into a contribution of economic value in the market place. The purpose of business is to create a Customer"\(^4\).

The marketing activity has moved through a series of evolutionary stages beginning with a production orientation to customer orientation. Today, the marketer emphasized consumer satisfaction. The interest of the firm shifted from production to marketing - to adoption of output to the need and desires of the consumers. This in turn gave rise to - strong demand for greater knowledge about consumer behaviour. The Consumer is sovereign deciding whether to accept or reject a product, whether or not it meets perceived needs and desires' the marketing concept
bears on the issue of benefits to buyer and seller. The earliest vision of it is by Adam Smith and has written long ago “consumption is the sole end and sole purpose of all production, and the interest of the producer ought to be attended to only so far as it is necessary for promoting that of consumer”\textsuperscript{5}.

Marketing today viewed as a broader perspective. It embraces a wide range of functions and activities from the time the idea of product is conceived till the final product is delivered to the consumer and satisfaction obtained. This point finds expression in the term marketing concept. The essence of marketing concept is customer – orientation.

All the firms have started considering ‘customer’ as the ‘king’ or ‘queen’. Interestingly, after the liberalization of India’s economy, the market place is flooded with many new players including the host of MNCs resulting the availability of more number of brands in every segment of the market. On account of this, the customer has started being choicy about what to buy. Thus all firms are becoming not only customer focus but are also trying to build relationship with them. This is done by continuously updating knowledge, information and understanding of the customer needs and expectations, which is the study of consumer behaviour. Such a study will help to gauge into the consumer’s mind and understand the various consumption related aspects of consumers. And will also help to learn about various internal and external influences, which impel the consumer to behave as they do.

1.1. Concept of Consumer Behaviour

The central focus of marketing is consumer. In order to develop successful marketing plans, it is necessary to examine target market characteristics and needs life-style and purchase processes and structure, product distribution, promotion and price decision accordingly.
Consumer means "One who or that which consumes; one who uses a commodity or service". Behaviour means, "manner of behaving or acting; the action or reaction of any material under given circumstances".

Consumer Behaviour is simply a subsection of the longer field of human behaviour. "Human behaviour refers to the total process by which individuals interact with the environment." Engle, Blackwell and Kollat have defined consumer behaviour as "The act of individuals directly involved in obtaining and using economic goods and services, including the decision process, that precede and determined these acts". Schiffman and Kanuk stated that "consumer behaviour is the behaviour that consumer display in searching for, purchasing, using, and evaluating product and services and ideas which that they expect will satisfy their needs.

Consumer behaviour is influenced by the individuals, socio cultural factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely the culture, subculture, religion, social class and family life-cycle, personal factors namely age, sex, marital status, education, occupation, income and psychological factors namely the motivation, perception, learning, personality, attitude, life-styles. These factors highly influences the individuals in arriving at making decisions regarding the products and services.

1.2. Theories of Consumer Behaviour

The study of consumer behaviour is a part of sociology, economics, psychology and politics. An understanding of the economic, psychological, sociological, cultural characteristics of the consumers provides clues for understanding the behaviour of consumers. Answer to the questions such as who are the consumers, what do they buy, why do they buy, how do they buy, where do they buy, and how often they
buy, leads to better understanding of consumer behaviour. The theories of consumer behaviour propounded by different scholars as derived from behavioural sciences helps the marketer to understand the consumer's behaviour in a better manner.

There is no universally accepted theory of consumer behaviour, rather there are many diverse theories which might be useful to marketer in particular circumstances and applicable in different situations. For instance, the economic theory of consumer behaviour synthesized by Alfred Marshal is based on the assumption that the individual is a rational buyer, who always try to maximize his satisfaction within the limit of his financial resources, who has perfect information about market, who is fully aware of his desires and needs, and able to determine the best way to satisfy them. A number of economic factors such as disposable personal income, consumer’s income expectation, size of family and available credit facilities influences consumers in the way they spend their income for personal consumption.

Psychological theories stress on the study of human being, his motives, his perception, his attitudes, his personality, and how he learns. All these factors are integral to understanding consumer behaviour.  

Gestal Psychology consider the individual and his environment as an indivisible whole and regards individual behaviour as being directed towards various goals. Gestal psychologists are concerned with individuals perception and understanding their total environment.

The sociological theory states that an individual's attitudes and behaviour are largely influenced by his culture, subculture, social class, family, reference group, and face-to-face group.
The psychoanalytic theory of human personality and behaviour was propounded by Sigmund Freud. Freud mentioned that human mind is composed of three elements: the id, the ego, and the super ego. The psychoanalytic theory helps to understand an individual's real motive for purchasing particular product or brand.

1.2.1. Theory of Cognitive Dissonance

Dissonance, a sort of unhappiness, occur whenever an individual simultaneously hold two inconsistent belief, ideas, or opinion. This unhappiness or uncomfortable state caused by inconsistency. It may occur in the pre-purchase or in the post-purchase phase. Dissonance commonly occurs after an individual has made a commitment to a course of action.

1.3. Consumer Decision Making Process

Every day each of us make numerous decisions concerning every aspect of our daily lives. A decision is the selection of an action from two or more alternative choices. A process component is concerned with how consumers make decisions. The act of making consumer decision consists of three stages: (1) Need recognition (2) Pre purchase search and (3) Evaluation of Alternatives. In the first stage of consumer decision making process, the consumers feel the need or the necessity and once it is recognized then they search for information relating to the need. The consumers search for information from various available sources. Then after collecting the information they evaluate the pros and cons of all the alternatives and choose a particular course of action, which is known as the decision.

For a product to exist, it must find a place in an individual consumer's perception of the world of product around him or her. And this perception is
subjective, governed by individual consumer's values, beliefs, needs, experience and environment." Consumer behaviour is the cultural, sociological, physiological economic and psychological phenomena of the consumer.

Sociological factors relating to the reference group, opinion leaders and family will go a long to help understanding the consumer behaviour. By economic determinants of consumer behaviour, we mean those aspects of consumer behaviour that are influenced by income, income expectation, consumer credit and price. The cultural determinants are culture, subculture and social class of the consumers. The psychological explanation of consumer behaviour is provided by motivation, perception, learning, belief, attitudes and habit. The personal determinants are age or life cycle, life-style, personality and self-concept.

Before we discuss these determinants, it is quite useful to study a few prominent models of consumer behaviour. "Not only do the model influence marketing strategies, they even influence the kind of marketing research that is undertaken and the kind of question we ask of the consumer." 1

1.4. Models of Consumer Behaviour - An Overview

For many years, the principal model in analyzing buyer behaviour centered around a kind of 'superman' notion; consumers were credited with having the logic of superman, the suitability of product and firms. Consumer behaviour was supposedly motivated solely by their desire to maximize utility. It assumes that consumer is a fully rational, logic-bound human computer. It ignores the basic fact that utility cannot be measured and ignored completely the social, psychological and cultural character of consumption.
The sixties witnessed the emergence of more contemporary models of consumer behaviour which are inadequate for many marketing needs. Despite the inadequacy of contemporary theories for the practice of marketing, many of them do have value in encouraging systematic thinking and in providing a framework for understanding behavioural phenomena. Mathematical models also emerged from what was to become the field of consumer behaviour. Again from psychology, the stachastic learning models were adapted to consumer behaviour, soon to be followed by cognitive models, flowchart models and computer simulation approaches. From this array of theoretical and empirical contributions, we have chosen the following five models of consumer behaviour for the purpose of our analysis.

The first three models focus on consumer decision-making, especially on how individual consumer arrive at brand choices. The fourth model deals with family decision-making. Particular attention is given to factors that influence the extent and nature of family member’s contributions to a purchase decision. The final model takes a consumer information processing and indicate how consumers employ information to arrive at various types of buying decision.

1.4.1. Howard - Sheth Model

The Howard - Sheth model is a major revision of an earlier systematic effort to develop a comprehensive theory of consumer decision-making. This model is a learning model designed to explain the brand notice of an individual faced with several choice alternatives. The Howard - Sheth model explicitly distinguishes among three levels of learning viz., extensive problem-solving, limited problem-solving and routinized problem-solving.
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* Solid Line Indicates flow of information, dashed lines, feedback effects.

SIMPLIFIED HOWARD-SHETH MODEL OF CONSUMER BEHAVIOUR

INPUTS

Perceptual Constructs

- Overt Search
- Stimalus Ambiguity
- Attention
- Perceptual bias

Learning Constructs

- Confidence
- Motives
- Choice Criteria
- Brand Comprehension

OUTPUTS

- Purchase
- Intention
- Attitude
- Brand Comprehension
- Satisfaction

Howard and Sheth have underlined the necessity for marketers to analyze their marketing strategies and tactics, and to relate these to some systematic appraisal of the buying influences which affect the acceptance of their products. The interdisciplinary approach offered by Howard and Sheth's model would be a very firm foundation on which to build individual theories.

1.4.2. Nicosia Model

Francesco M. Nicosia, a leading scholar in the study of consumer behaviour, propounded a comprehensive model in 1966, to analyze the consumer's behavioural process. This model concentrates around the communication process that occurs between the firm and the consumer. It uses a flow of events, tracing through a sequence of stages and each stage identified as a field.

The Nicosia model focuses on the relationship between the firm and its potential consumers. In the broadest terms, the firm communicates with consumers through its marketing messages, and consumers communicate with the firm by their purchase responses. Thus the Nicosia model is interactive in design: The firm tries to influence consumers, and the consumers - by their actions (or inaction) influence the firm. In its full-blown form, the Nicosia model is an elaborate computer flowchart of the consumer decision-making process.
Field One: From the Services of a message to Consumer's attitude

THE NICOSIA MODEL OF BUYING BEHAVIOUR

FIELD TWO
Search for and evaluation of means End(s) Relation(s)

FIELD THREE
The Act of Purchase

FIELD FOUR
Search Evaluation Motivation Decision (Action)

Experience Consumption Storage The Feed Back

Field One: From the Services of a message to Consumer's attitude

Subfield one: Firm's Attributes

Subfield two: Consumer's attributes (especially predisposition)

Atitudes

1.4.3. The Engel-Kollat-Blackwell (Engel-Blackwell Miniard) Model

The Engel-Blackwell model is a psychological interaction model that focuses on the various steps of the decision process more explicitly than do the other models selected. The Engel-Kollat-Blackwell model of consumer behaviour (Engel-Blackwell Miniard model in its current revision) was originally designed to serve as a framework for organizing the fast-growing body of knowledge concerning consumer behaviour. Like the Howard-Sheth model it has gone through a number of revisions aimed at improving its descriptive ability and clarifying basic relationship between components and subcomponents. This model involves four basic components: Central control unit, Information processing, The decision process and Environmental influences.
THE ENGEL KOLLAT-BLACKWELL (ENGEL-BLACKWELL MINIARD) MODEL OF CONSUMER BEHAVIOUR

INPUT
- Stimulate Marketer Dominated Other
- External Search

INFORMATION PROCESSING
- Exposure
- Attention
- Comprehension perception
- Yielding/Acceptance
- Retention
- Internal search

DECISION PROCESS
- Problem recognition
- Search
- Alternative Evaluation
- Purchase
- Outcome
- Intention
- Belief

OUTPUT
- Variables influencing decisions process
- Individual Characteristics
- Motives
- Values
- Life Style
- Personality
- Social influence, Culture Reference group Family
- Situational Influences

1.4.4. Sheth Family Decision-making Model

The three comprehensive models presented thus far all focus on individual consumer decision-making. An alternative perspective considers the family as the appropriate consumer decision-making unit. The Sheth family decision-making model suggests that joint decision-making tends to prevail in families that are middle class, newly married, and close knit, with a few prescribed family roles. In terms of product specific factors, it suggests that joint decision-making is more present when there is a great deal of perceived risk or uncertainty, when the purchase decision is considered to be important, and when there is ample time to make a decision. 17

1.4.5. Bettman's Information Processing Model

Bettman's model of consumer choice subscribes to a distinctly cognitive and information-processing point of view. Consistent with this perspective, the consumer is portrayed as possessing a limited capacity for processing information when faced with a choice, the consumer rarely (if ever) undertakes very complex analyses of available alternatives. Instead, as suggested by the model, the consumer typically employs simple decision strategies or heuristics. These simplifying decision rules assist the consumer in arriving at a choice by providing means for sidestepping the overly burdensome task of assessing all the information available about all the alternatives. 18

"Of all the consumer behaviour models presented here, only the Howard -
The Sheth model has been subject to more than a minimum of systematic testing. To the best of our knowledge the Engle-Kollat-Blackwell (Engel-Blackwell-Miniard) model has received only modest small-scale testing, while the Nicosia model, the Sheth family decision-making model, and the Bettman information-processing model have not been tested at all.10

These models of consumer behaviour are likely to receive periodic attention because they serve to tie together what is known about consumers and their choice processes, and because they provide a framework or starting point for more modest consumer research projects.

Against this backdrop, let us discuss, with some detail, the various determinants of consumer behaviour.
1.6. CULTURAL DETERMINANTS:

1.6.1. Culture:

Culture is the intellectual or social heritage of the specific society. Culture is the seed bed from which almost all behavior emerges. It is the vast, largely unseen, unfelt process by which we are 'shape up', by which we take on the characteristics and behavior of those who are like us.20

In the words of Bennett and Kassarjian, "Culture is ... that complex which includes knowledge, belief, art, law, moral, custom, and any other capabilities and habits acquired by man as a member of society" 21. Jee Kent Kerby points out, language is an interesting cultural trait that changes within the space of a very few years 22. Culture affect motives, brand comprehension, attitudes and intentions to purchase.23 Culture is alive, moving, changing. Culture change may result from technological advances, education and travel can have profound effect in culture.

Sub-cultures are based on ethnic background, religion, social class, language, age, education and occupation. Marketer should establish different market strategies for each major sub-culture, such strategies should include product, pricing, distribution and promotional strategies. For the marketer, it is better to appeal to the existing culture pattern of behavior than to create a new purchasing pattern.

1.6.2. Social Class

The consumer behavior is often more strongly influenced by the class to which they belong, or to which they aspire than by their income alone. This would seem to indicate that one can distinguish social class not by their income but their views. "Social classes are relatively homogeneous and enduring division
in a society. Which are hierarchically ordered and whose members share similar values, interest and behaviour. " Research studies suggest that influence of social class affiliation is visible on product and store choices of consumers. Two American Researchers discovered that higher the social status of the women shopper, the more quickly she wish to complete shopping.

Social class determinants are job performance, pattern of association, value and beliefs, income, authority, power, poverty, property - ownership, lifestyle, consumption pattern, education, degree of class consciousness, etc. Social class shows distinct product and brand preferences. The Social class differs in its media preferences. There are also language differences among social class. Social class helps in segmenting the market, affects the product diffusion process and choice of advertising media and is a good indicator of shopping behaviour. Unlike cultural values which may take years, if not generations, to change, social class values can change rapidly. Different social class people use different products according to their social class.

1.7. SOCIAL DETERMINANTS:

1.7.1. Reference Group

Researchers observed that the type of group which has the most direct influence on a consumer's buying behaviour is the small group in which each member normally can interact with each other on a face-to-face basis. It is rightly pointed out that, "reference group can influence what one wears, what club one joins, where one lives, how much one spends his or her leisure time, and more importantly where one shops, what one buys and how one reacts to various market offers."  

A reference group is not necessarily a group to which a person actually belongs or will even join. Each group develops its own set of attitudes and beliefs
which serves as a norm for member's behaviour. A person may agree with all the standards set by the group or only a part of them. Another point is that some reference groups serve as negative influence on individuals, who relate to them by doing opposite to what they recommended. For many goods and services, reference group has an important impact on purchase behaviour.

The marketer has two difficult tasks before him regarding reference group. Firstly, he has to identify the relevant reference group likely to be used by consumers in a given buying situation. Secondly, the marketer has to measure the extent of the group's influence on these consumers.

1.7.2. Opinion leaders

There are people who have great impact on the purchase behaviour of other consumers through face-to-face interaction. Opinion leaders tend to be expert about a product category, socially accepted, long-standing members of the community, active and trusted and tend to seek approval from others. Opinion leaders are those who seem to possess an unusual degree of ability. They are leaders. They can effect the behaviour of others towards product favourably or unfavourably. A specific person can be a opinion leader in certain product area and an opinion follower in other area.

The concept of opinion leadership emerged from research undertaken by Lazarsfeld, Berelson and Gaudet in connection with 1940 Americal Election Campaign. They findout that, "common observation and many community studies show that in every area and for every public issue there are certain people who are most concerned about the issues as well as most articulate about it. We call them 'opinion leaders'." Opinion leaders are different from innovators. Innovators - the ones that are
first on their block with something new. In comparison with laggards, innovators tend to be young, wealthier and more educated, and have better jobs. They also know more people outside immediate circle of friends and read more magazines. Innovators are not always opinion leaders, and opinion leaders are not always innovators. Sometimes opinion leaders work against innovators, exercising their influence on behalf of the tried and true. While opinion leaders and innovators often go together, especially when the innovation turns out to be successful. "Opinion leaders are likely to purchase new products before others do not serve as information source for others in the group ".

1.7.3. Family

The family occupies an unique place in society. It is the fundamental social unit. The family is the basic decision-making unit. Of all reference groups, the family is most influential. Buying behaviour is substantially affected by the nature of the family, and its responsibilities may generate demand for a diverse range of products and service. Family as a primary group exercises considerable influence on consumer behaviour. The tastes, likes, dislikes and life-styles of persons are rooted in the family buying behaviour.

Traditionally, the father was perceived to be the family unit's leader. The mother, on the other hand was perceived as the family unit's social leader. The father was oriented to the family's relationship with the outside world, while the mother was oriented to the family's internal functioning. Consumer research revealed that in every family there is a role specialization. It means that every member of the family has a specific role to play in making the family purchases. The concept of family has been shifting from an extended family to nuclear family. A nuclear family is composed of mother, father and their children. Nuclear family units are similar than extended family units. Extended family units also include all other relatives. In India, in the case of a nuclear family it is possible that the couple would care more of their individual needs whereas in a family with
According to Bennett and Kassarjian "as the family grows older, roles become more specialized, the decision-making for any given product becomes more unilateral, and quite obviously, the pattern of consumption and purchase changes." 

1.8. PERSONAL DETERMINANTS

1.8.1. Age

Our wants, needs, desires and aspirations all change with age. People in different age groups have different needs and wants, as well as different opportunities to buy.

People in their twenties face independence, imitation into new roles and establishment of a household. They are a prime market for appliances and furniture although their income tend to lag behind those of elder groups, their needs are generally stronger than in many groups for first purchase durable products. One of the strongest and persuasive interest of adolescents is their interest in themselves.

1.8.2. Life-style

Lazer offers two cogent reasons for using the concept of life-style in this fashion.

a) Life-style draws a variety of analysis together. Data on consumer income, age group, and spend pattern have been gathered and analyzed for sometime.

b) Life-style draws a variety of discipline together, such as technology, psychology, sociology and economics.
Life styles are the patterns in which people live and spend their money. People coming from the same sub-culture, social class and even occupation may lead different life-styles. The implications of the life-style concept are well stated by Boyd and Levy.

"Marketing is a process of providing customers with parts of a potential mosaic from which they, as artist of their own life style, can pick and choose to develop the composition that for the time seems the best. The marketer who think about his product in this way will seek to understand their potential settings and relationships to other parts of consumer life-styles, and thereby increase the number of ways they fit meaningfully into the pattern."

Products for which life-style psychographic studies have been performed include shotgun ammunition, eye makeup, oranges, lemons, carryout food, beer, department store, air travel and TV programmes. In the early 1980's the US automobile industry went through a major slow down for many reasons. Among them were several consumer life-style factors. Owning an order car was no longer socially unacceptable. Demographic data reveals that heavy eye-make-up users were inclined to be young, well educated women in metropolitan areas. Working wives, used more eye-make-up than full-time housewives. Predictably enough, the heavy eye-make-up than user emerged as a frequent purchase of other cosmetics. But also tend to be heavy smoker, and liked long-distance telephone calls. In magazines, she prefers fashion, news and general interest periodicals.
1.8.3. Personality

An understanding of the personality traits of the consumer help marketer to identify the kind of behaviour the consumer might have. Such an understanding goes a long way in formulating a compatible marketing strategy.

Kassarjain describe personality in this way:

"Since individuals do react fairly consistently in a variety of environmental situations; those generalized patterns of response or modes of coping with the world can be called personality. He further notes, "purchasing behaviour, media choice, innovation, segmentation, fear, social influence, product choice, opinion leadership, risk taking, attitude change, and almost everything else one can think of having been linked to personality."

The famous 'psychoanalytic theory' formulated by Sigmund Freud suggests that a buyer personality is the result of three interacting set of internal forces called, the 'id', the 'super ego' and the 'ego'.

One important reasons why exploration of personality have not been very successful because, personality traits are not only factor influencing purchase decision, a situation can affect a person's dispositions, which in turn, can influence behaviour.

Kassarjain in a review of personality and consumer behaviour come to the following conclusions: "A review of dozens of studies and papers can be summarized in the single word, 'equivocal'. A few studies indicate a strong relationship between personality and aspects of consumer behaviours a few indicate to relationship, and a great majority indicate that if correlation do exist they are so weak as to be a questionable value."
1.8.4. Self-concept

A product can provide both functional as well as psychological satisfaction to customers. Thus, to provide items that satisfy people needs and wants, marketer must be concerned with the symbolic aspects of the products. They must develop products that help people to fulfil their roles expectation, products that present the 'right image'. Studies of actual purchase shows that people generally prefer brands and products which are more, rather than less, like their own self concept. Some psychologists contend that consumption preferences correspond to a person's actual self image. Others hold that the ideal self-image is dominant in consumer's choice.40

People change their self-image overtime, and various demographic segment can be further segmented by self-image characteristics, psychographic segmentation help a marketer to discover a target market's self-concept. A marketer who wish to satisfy consumer should study their self-images and try to emphasize with them, the products offered, the promotional programme, the pricing strategy, and the location of products should all, enhance, the self-images.

1.9. ECONOMIC DETERMINANTS

1.9.1. Income

The importance of income for consumers is most obvious of all demographic variables. Income is by far the most powerful economic factor that influences and conditions consumer behaviour. An individual's income determines to be a great about type and quality of product he/she buys. People with low income and forced to spend most of their money to food, rent, clothing and others. People with different levels of income sometimes seek different benefits from the products and services they purchase.
Household buying power comes from these sources viz., current income, accumulated wealth and credit. It can be liquid or non-liquid wealth. Three types of income are important to marketer for wise decision-making. They are...

Disposable personal income represents the amount of money that a consumer possesses to be used for spending or saving. The changes in disposable personal income are important to consumer buying decision. Generally a consumer increases spending when disposable personal income rises. A consumer tends not only to buy more but to buy more luxury items. In this connection Ernest Angel, a German Statistician, had propounded a law of consumption in 1857, which has come to be recognised as, 'Angel Law of Consumption'. Angel observed that while rising family income tended to be accompanied by increased spending in all categories, the percentage of income spent on food tended to decline, the percentage spend on housing and household operations tended to remain constant, and the percentage spent on other categories of commodities such as clothing, transportation, recreation, health and education as also saving tended to rise.41

1.9.2. Discretionary income

Discretionary income is disposable income minus expenditure for necessaries. It can be spent on luxury products. Although, the 'luxury market is small its purchasing power is impressive. The highest income group spends four times as much on food, five times as much on housing and eleven times as much on transportation and clothing as the low income group'.42

A rise in the discretionary income usually results in increased spending by consumers, specially on product categories that raise living standards. Continuous rise in discretionary income changes the entire life-style of consumer.
1.9.3. Real Income

Real income is current income, adjusted for inflation, to express the real buying power of current income. Buying power affect our ability and willingness to buy. Ability to buy is the economic dimension of buying power and willingness to buy is the psychological dimension.

Future expectation of income also influences consumer behaviour. If income expectations are weak then there will be a tendency to spend less and save more in the present whereas, if income expectations are strong then there will be a reverse tendency to spend more and save less.

1.9.4. Consumer Credit

Consumer credit is, "credit extended by a retail bank, finance company, or the lender chiefly for the purpose of consumer goods".43

In India, a country where the per-capita income is low and the purchasing power of the consumers / buyers is less compared to developed countries, consumer credit plays a very important role. In circumstances when the consumer does not have the ability to buy for cash, he prefers charge account. Consumer credit has an influence upon purchasing behaviour. The consumers who avail consumer credit often likely to spend more of their income for current consumption than would be the case if they had to pay cash. Furthermore, they are inclined to be more quality-conscious and less price-minded than consumers who buy on cash basis.44

Some people say using credit amounts to using tomorrow's buying power today and that it cannot expand consumer buying power over the long run. Other people say it expands the consumer buying power because credit buyers will be willing to work more to pay their bills on time.
1.9.5. Price

Price is an important variable in the marketing of consumer goods in the current economic situation. The current economic situation, has brought on a price war in the case of several consumer goods. Price factor is not important in all situations. Sometimes reduction in price may result in reduction in sales and vice-versa.

In the Indian market, with its huge population of buyers in the low income group, the temptation to sell at a low price is strong.\textsuperscript{45} For every company which wins with low price strategy there are scores of others who fails; low price work only upto a point. The price of the product should not be neither high nor low. It should be reasonable.

1.10. PSYCHOLOGICAL DETERMINANTS

1.10.1. Motivation

Why a person acts at all? The answer is because he is motivated. That is all the behaviour starts with motivation. A motive or drive is a stimulated need which a goal-oriented individual seek to satisfy. How the motivated person acts is influenced by his perception of situation. Two people in the same motivated state and objective situation may act differently because they perceive the situation differently.

A motivation is that within an individual which prompts action. We associate motives with terms such as wish, desires, needs, and drives. Psychologically-oriented motives are often precise, tend to overlap and represent a wider range of alternatives.\textsuperscript{46} According to Schiffman and Kanuk, motivation is, “the driving force within individuals that impels them to action. The driving force is produced by a state of tension, which exists as a result of an unfulfilled need”\textsuperscript{47}. 
A.H. Maslow has formulated a useful and well accepted theory of motivation. He call it as 'holistic dynamic theory of motivation'. Maslow developed four propositions:

1) The needs are organised in a 'hierarchy' of prepotency,
2) A satisfied need is a motivator of behaviour,
3) Conversely, needs at one level may not be 100 percent satisfied before need at next level becomes important, and
4) Behaviour is usually the result of several needs operating simultaneously.

Maslow prudently qualified his theory by observing that some individuals may be influenced by higher motives which achieve prepotency even when lower needs have not been entirely satisfied. Partial satisfaction of a particular need may be tolerated.

Fredrik Hezberg developed a 'two-factor-theory' of motivation, which distinguishes between dissatisfiers (factors that cause dissatisfaction) and satisfiers (factors that cause satisfaction).

1.10.2. Perception

Most of what we know about the world around us comes to us through our senses. And these sensate processes tend to be purely physiological in nature. Perception influences and adds to our sensory impression by bringing out past experiences to bear on them. And it has been found that we very often perceive only what we want to perceive.
Our perception is always coloured with our experiences, physiological characteristics and psychological make-up. Perception depends upon stimulus factors; frequency, repetition, position, contrast, intensity, movement, size, colour and isolation.

People see largely what they want to see, hear what they want to hear and believe what they want to believe. Marketer must learn to deal with those realities. People will tend to avoid messages that conflict with their predispositions. This tendency is called 'selected perception'. But consumers also tend to forget what is said by marketers. This tendency is called 'selective retention'. We have the ability to selectively receive messages.

It is also worth interesting that consumers, like all human, prefer to see an optimistic and cheerful face like the old story about the pessimist and the optimist who compare notes in relation to a glass of wine on the table. The former says that the glass is half empty, the Latter says that the glass is half full. The message is the same yet the second one is more acceptable to the listeners. Rather than say in the instructions that the product fails in one percent of the cases, it is better to say that the success ratio is 99 percent.

Marketer must be interested in perception because it involves what consumer believe. The problem for the marketers is that they must get consumer's attention through stimuli that can be understood and remembered.
1.10.3. Learning

One reason why people buy certain brand is that they have learned to like them. When people act, they learn. Learning describes changes in individual's behaviour arising from experience. Most of the behaviour is learned. Learning is a continuous process. It is the process of accumulating information. Learning and perception are related because we can experience or learn from only what we perceive. The various aspects of learning are, habit, thinking, association, repetition, observation, training and reinforcement. There are three modes of learning.

a) Learning from associates such as friends, relatives, neighbours and co-workers etc.,

b) Learning from past experience and

c) Learning from advertisement.

There are many theories about how learning takes place. It is unfortunate that no simple learning theory has emerged as universally workable and accepted. The stimuli - response theory (popularly known as SR theory), has been formulated by psychologists such as Pavlov, Skinner and Hull, on the basis of their laboratory experiments with animals. According to SR theory, a person is passive and behaviour changes by external forces (stimuli). Response to stimuli is said to learned.

Cognitive theories, believe that a person can use insight or thinking ability to understand a current problem - situation even if there are no historical proceedings in the person's experience. Interpreting and predicting the consumer's learning process is a real key to understanding his/her behaviour.
1.10.4. Belief

A belief is descriptive thought that a person hold about something. Beliefs may be based on knowledge, opinion, or faith. There is a correlation between belief and need. In other words we tend to believe whatever we need to believe.

Rokeach's belief theory suggested that people's belief system are like onions. The central core is surrounded by interfolded layers. To remove the core is to destroy the entire onion, and for this reason core beliefs are not given up, except under the pressure of a calculated brain washing process. 53

1.10.5. Attitudes

Attitude is not directly observable but that has been organised through experience and exerts a directive and dynamic influence on behaviour. An attitude is not neutral. To have an attitude means to be involved emotionally and ready for action. Attitudes indicate our position in favour or against, friendly or hostile and induce us to take appropriate action. Attitudes interact with perception, thinking, feeling and reasoning.

Attitudes influence beliefs and beliefs influence attitudes. Marketers use the two concepts interchangeably. They both reflect value judgement and positive or negative feelings towards a product, service or brand. It is possible to have a belief without attitude. We cannot however, have a attitude without belief.

Attitudes clearly change. In recent years, there has been ample evidence of change in attitudes towards marketing of products and services, towards old products and services as new substitutes or improvement have been introduced. Consumer attitudes often change with time. Attitude change means alteration of disposition to act in a certain way. One obvious example is change from negative to positive attitudes about a product. Attitudes change is easy.
As the brand are repeatedly purchased and used attitudes become more crystalized, and thus, more difficult to change. One researcher has found a direct relationship between people’s attitude and product usage.

a) The more favourable the attitude, the higher the incidence of product usage.

b) The less favourable the attitude, the lower the incidence of product usage.

c) The more unfavourable people towards a product, the more likely they are to stop using it.

d) The attitudes of the people who have never tried a product tend to be distributed around the man in the shape of a normal distribution.\(^{54}\)

A marketer should face the fact that it is extremely difficult to change consumer’s attitudes, regardless the marketing critics opinions to the contrary. High persuasive communication is needed if the seller is to have hope of changing buyer’s attitudes.

Attitude measurement is far from easy. Numerous attitude scaling devices have been developed such as Sematic Differential Scale, The Thurstone Method, Bipolar Graphic Rating Scale, Multi-attribute Method, etc. For marketers, an understanding of attitude formation process is relevant. On the basis of such understanding it is possible to evolve marketing strategies that may influence and other consumer attitudes so as to make them favourably disposed towards company’s product.

The marketer has three options in his attempt to change consumers attitudes. Firstly, making them constant with the product. Secondly, to determine consumer attitudes and then change the product to match them. Lastly, change the attitude of the consumer according to the product need.
1.10.6. Habit

Philosophers and psychologists have long said that human beings are creatures of habit. This is certainly true in the market place. "Habit is learned from repetitive promotion and purchase. Habit aids business by making the customer more loyal, and habit aids the customer by reducing purchase decisions where problems have been satisfactorily solved." 55

Overtime customers tend to repeat purchases that satisfy until the purchase becomes a habit, marketers of new, competing products often have difficult times changing such habits. "Habit persists until such time as the buyer perceives himself in changed circumstances as a result of his perception of new and alternative need-satisfying products or services. The strength of habit will depend upon the frequency with which purchases must be made, how recently, they have been made, and the resulting satisfaction." 58

1.11. Review of literature

Studies on consumer behaviour particularly in Indian context are limited. Though such studies are found to be more in USA and UK, some of the important studies are briefly reviewed in the following pages.

1.11.1. Studies in India

Neelamegham (1969) 57 conducted a study on, 'Consumer Behaviour in Relation to Marketing of Man-made Fibre Fabrics in India', the study was conducted by drawing a sample of 1,170 households in Delhi. It was found that consumer's preferences for man-made fibre-fabrics were significantly influenced by several socio-economic factors including, age, income and occupational
characteristics. Among the different occupational groups, man-made fibre fabrics were found to be most popular with business executives, and professional men and individual proprietors, while they were least popular with factory workers. The percentage of working women who owned garments made by man-made fibre fabrics was larger than that of house-wives. It is also found that purchasing of clothes was a joint activity of both husband and wife, though husband played a dominant advisory role.

In a study conducted by Sengupta (1976)\textsuperscript{68}, the house-wives interviewed and asked to indicate their preference for a low cost washing powder for more general use. More than 80 per cent of the respondents, mostly from middle and lower income group, said they would use a washing powder for blends and pure synthetics. This was not unexpected. The more revealing finding was that though only 24 per cent were currently using powders for their 'special cottons' (or 'select wash' in the language of model), two-third would have liked to use powders. Even more interesting was the fact that none was using. Powders at the time (1972) for the bulk wash, but 40 per cent would have preferred to do so.

Rajeev Kaurshal,\textsuperscript{59} Raghubanshi and Sinha (1976) conducted a study on "Purchasing Behaviour Pattern of the Consumers and Their Brand Preferences for Washing Soaps / Detergents : a Case Study of Simla City". The main objective of the study is to examine how the educational level is responsible in the formation of brand loyalty. The study was conducted by drawing a sample of 150 users of washing soap in Simla City. The main conclusion of the study is that brand loyalty is significantly influenced by the educational level of the users of washing soaps.

Mehta and Gupta \textsuperscript{60} (1976) conducted a study entitled, "Changing Consumption Pattern in Rajasthan", analyse the consumption pattern in rural Rajasthan utilizing the NSS data for 24\textsuperscript{th} round covering the period 1969-70.
By using Lorenz and concentration curves, it was revealed that there are large inequalities in consumption of not only non-food items but also food items.

Vijayasarathy \(^{(61)}\) (1980) studied the consumer's attitude toward ghee and butter manufactured by a state government owned dairy in Bangalore. It was seen that there was a high level of awareness for its butter in the target market when compared to the other competitive brands in the market.

Singh, J.D. \(^{(62)}\) (1981) conducted a survey on, “A Study of Brand Loyalty in India”, the primary objective of the study is to examine the state of art regarding brand loyalty among consumers in India. The study was conducted with a sample of 102 educated family belonging to middle and upper income groups living in Delhi. It was concluded that Indian consumers have been found becoming more and more brand loyal. Depending upon the nature of the product, viz., basic necessities or luxuries, they have single or multiple brand loyalty. The various factors that influence brand loyalty are reported to be 'quality of the product', 'habit of use' and 'ready and regular availability' of the product.

Subrahmanyam and others (1982) \(^{(63)}\) conducted a study entitled, “Marketing of Consumer Goods” in Visakhapatnam. It was found that large number of respondents in Visakhapatnam city generally purchased the consumer products including groceries from private retail shop, followed by super bazar and consumer co-operative stores. People prefer to buy from a single store. It was also found that the housewife played a vital role in taking purchase decisions for groceries. The survey also showed that shopping for groceries is an activity of housewife alone.
Ramakrishna Rao, Rama Raju, and Ram Prasad (1987) conducted a survey on "Husband-wife Involvement in Buying Decision-Making". One of the major findings of the study is, husband who are young, highly educated and belongs to high income group are relatively less dominated than their older, less educated and low-income group counterparts.

Pranesh Misra (1987) conducted a survey on ownership level of consumer durables in three metropolises – Bombay, Delhi and Madras by taking a sample of 7,500 households in 1985. The survey was conducted to make a comparative analysis of the findings with the findings of an earlier study conducted by drawing a sample of 1,20,000 households in 64 towns. The main conclusion of the survey was the standard of living as judge by the level of ownership of durables has been improved between 1978 and 1985 in three metros, viz., Bombay, Delhi and Madras.

Dass and Reddy conducted a study on 'Brand preference and use by the consumer'. The main objectives of the study were:

a) To test the educational level of the cigarette smokers is responsible in considering factors that leads to the formation of brand loyalty;

b) To find the pattern of distribution of cigarette smokers in different income groups;

c) To find the effect of occupation over the distribution pattern of cigarette smokers;

d) To test whether the number of cigarettes smoked per day by consumer is independent of his age; and

e) To study the nature of preference attached by cigarette smokers to various brands of cigarette.
The study was conducted with a purposive sample of 100 smokers in Ludhiana City. The main conclusions of the study are:

a) The educational level of smokers significantly influences the formation of brand loyalty of cigarettes. Less educated smokers mostly form their brand loyalty on the basis of price, quality and easy availability of cigarette, whereas the educated smokers consider company image, filter packing, influence of friends, and fire holding capacity of cigarettes to form their brand loyalty.

b) The income level of smokers considerably influences their smoking habits. By and large, smokers with a monthly income of below Rs.800/- smoke cheaper brands but brands with higher intensity, whereas smokers with a monthly income Rs.800/- or more smoke costlier brands with low intensity.

c) The occupation of a person does not influence his cigarette smoking habits.

d) There is a significant relationship between the number of cigarettes smoked per day by a smoker and his age. Smoker of the age group between 20 and 40 years smoke heavily compared to their younger and old age counterparts.

e) There is high degree of brands switching by the smoker on account of change in income, change in price, irregular supply of their brand, availability of cheaper brands with equivalent factors of satisfaction and change in their own taste.

Subash Mehta has done some useful pioneering work on various aspects of consumer behaviour. A few of those are:

a) Impact of price and brand on consumer's choice;

b) Fashion Adoption Behaviour of College Girls' Implication for Marketing Communications;

c) Influence of Brand name on purchase preference;
A study was conducted by doctoral students of IIM Ahmedabad (Anirban Ghosh, Avinandan Mukherji and V.V.P.Badrinath) to identify the emerging need of typical Indian consumers in three product categories of a) Automobiles b) Televisions and c) Credit cards. It was observed in the above study that in terms of occupation and education and income the credit card penetration level was found to be the highest among post-graduates, professional and individual drawing income more than Rs.2 lakhs per annum. In case of the television market it was observed that television owners were mainly graduates and postgraduates, though among diploma holders there was the highest proportion of people intending to purchasing a television. This is an indication to the industry to tap this new emerging market segment. The study indicates the behaviour patterns of a particular social class.

1.11.2. Studies abroad

Joyce’s research (1967) indicated that although many consumer durables commonly involved joint decisions to buy made by husband and wife, this didn’t extent to car buying, which remained essentially a man’s province. In the interviewing years since this study was made, there is some evidence that women are beginning to influence car buying, at least in the choice of colour or the nature of unholstery.

A study by ‘National Opinion Poll Market Research Limited’ (1967), evaluated the influence of the husband over the purchase of certain foods and
other household products. Housewives who purchased particular products for their husbands were asked whether their husbands ever asked them to buy a particular brand or kind of product, and, if so, whether they are generally bought what was requested. It is observed that influence of husband is significant in purchase of cheese, pickles and sauces, breakfast cereals, meat, pies, sausages, bacon, toothpaste, and biscuits. In these product areas more than half of housewives actually buy what their husbands suggest.

Grubb and Hupp (1968) investigated the relationship between self-concept ownership of two brands of automobiles, which revealed that consumers of a specific brand of a product would hold self-concepts similar to the self-concepts they attribute to other consumers of the same brands. Further, consumers of a specific product would hold self-concepts significantly different from self-concepts they attribute to consumers of a competing brand.

Green and other researchers (1969) examined the relationship of image congruity to brand perception and preference for automobile models, and the relevance of multi-dimensional scaling of this type of research. A convenience sample of 45 business degree students were asked to place a rank order eleven brands of cars and to relate these to their own self-concepts. The researchers concluded that preference was not positively related to self-image closeness, 'for a number of subjects', the data reflected instances of both proverb: "bird of a feather flock together", and "opposites attract".

Ward and Wackman (1972) conducted a study designed to analyse children's attempts to influence their mother's purchase and their mother's yielding to those attempts. Analysis of the data showed that 5 – 7 years old frequently asked for toys and games, whereas 11 – 12 years old more frequently for clothing and records. According to the study four out of five product categories attempt to influence purchase appeared to decrease with age.

Wilkes (1975) measures family influence in four stages of problem recognition, research, alternative evaluation, and purchase or choice. Husband and wives within families were found to hold similar perceptions about their relative influence for a given phase of the decision process.

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Sunkyu Jun (1993) in his study on “Anchoring and adjustment in husband and wife house purchase decision making. A study of Acculturating family” draws from the premise that husbands and wives in Acculturating families adapt to the new culture to different extents, in dissimilar modes, and, thus their differences could cause conflict in their joint decision making. In addition to the conflict generation, the different acculturation modes of the husband and wife are likely to effect their perceptions of relative influence and, thus, influence the conflict resolution process. It was found that (1) the anchor point was influenced by the level of behavioral acculturation. (2) the amount of adjustment made by an individual spouse was influenced by the perceptions of relative influence and willingness to compromise. (3) the amount of adjustment made by a couple was influenced by the knowledge of spousal preferences, and (4) the adjustment process was indirectly affected by the level of attitudinal acculturation.

Kamin, Deborah young (1993) conducted a study on “Consumer use of information in the selection of hospitals for open heart surgery” to identity factors which informed this choice of hospitals, source of information they used in hospital selection, and the extent to which they participated in choosing a specific institution. The study used a mail survey of open heart surgery patients. Study result showed physicians affected more than 70% of hospital choices, were considered the most important factor in choosing a hospital, and were most often providers of information critical to hospital choice. There was a positive and significant relationship between increasing information and consumer participation in hospital choice, less than one third of respondents said they participated in selecting a hospital.

Tidwell, Paule Marcella (1993) in the study on “compensatory versus Non-compensatory choice strategies in limited problem-solving consumer behaviour : Engel – Kollat- Blackwell versus Howard Models” examined whether consumers use compensatory or non-compensatory choice strategies while engaged in limited problem solving with low involvement products. Subjects in all phases of the research were undergraduate students enrolled in the introductory psychology
classes at Memphis state university, providing a wide range of age and income. The independent variables were the level of product involvement and the type of choice strategy. The dependent variables was the likely hood of strategy selection. There were two levels of involvement high and low, and seven choice strategies; lexicographic, conjunctive, sequential elimination, weighted additive, simple additive, phased decision and affect referral. There was a significant main effect of strategy, but not of involvement. Results showed that consumers believe they use non-compensatory choice strategies more often than compensatory choice strategies for both high and low involvement products. Results therefore support Engel's model and contradict Howard's regarding low involvement products. However, results contradict both model's predictions with respect to high involvement products, as consumers believe they use non-compensatory strategies most often with high involvement products.

Moore- Shay, Elizabeth Susan (1994) in the study on "Kids consumption. "How children perceive the relationships between advertisements and products" examined whether advertising influences children's interpretations of their product experiences. It revealed that children focus extensively on the entertainment value of commercial messages. The centrality of executional dimensions in children's interpretation of advertising was most evident among the older age group (10-11 years old) younger children tended to view advertisements from a more functional perspective, focusing primarily on the brand. The older children seemed to approach advertising from the perspective of an artcitic, drawing extensively on advertisings creative properties and design.

Susan M. Keaveney (1995) in his study on "Customer switching behavior in service industries - An exploratory study" reported that customers' reasons for switching services were classified into eight general categories namely pricing, inconvenience, core service failures, failed service encounters, response to failed service, competition, ethical problems, involuntary switching and others.
Frank H Alpert & Michael A Kamins (1995) in their study on "An Empirical investigation of consumer memory, attitudes, and perceptions towards pioneer and follower brands" provides the first survey based approach for examining consumer cognitions, affect and reported behavior toward pioneer brands. Prior consumer research on pioneers are largely focused on automatic learning effects, that are based on order of exposure. An entirely different issue is whether it matters to consumers to know, years after the product's introduction when follower brands are also available, that a particular brand was the product pioneer. The authors tested six hypotheses, focusing on their issue as well as on new consumer behavior explanations for pioneer brand advantage. They find consumers to have a positive attitude toward pioneer brands in general, which is partially explained by their favourable perceptions of pioneer brands. In addition, a similarity is found between pioneer brand image and individual ideal self image, which suggests that an association or desire for consistancy between the two may be another explanation for favourable attitude and positive purchase intensions toward pioneer products.

Hsiung, Rachel Oakley (1996) in the study on "A social relations analysis of influence and emotion perceptions during family purchasing decision making" sought to introduce the model to consumer behavior and separate individual effects from relational effects. The mother, father and child (ninth to eleventh grade) in 110 families rated family relationships for influence and emotions during a family car purchase, a highly interactive context. The study found relative influence to be interdependent at all decision stages, and found interdependent effects for all family members. Influence, demonstrated to be relational, can no longer be attributed only to individuals. Emotions co-occurred with influence but were not found to be interdependent in this context.

Ramesan, Jayendra (1996) in the study on "The role of cues on buyers' evaluations of service innovations" investigated the effects of information cues such as price, brand equity and technology and buyers' service evaluations and behavioral intentions. Specifically, the effects of these information cues on
buyers' perceptions of service quality, value and purchase intentions were examined. Two interactive services – a home banking service and a home shopping service were considered. It was found that service quality perceptions were significantly influenced by technology and brand equity perceptions. Brand equity was the main determinant of the service quality. Service quality and service value were very different. The value function was more complex than service quality.

Cai, Liping A (1996) in the study on "An analysis of household expenditure behavior for hospitality and tourism goods and services – indications for market segmentation (vacations)" investigated relationships between household vacation expenditure patterns and their socio-demographic characteristics. Four expenditure categories of lodging, food, transportation and recreation were examined for two businesses namely hospitality and tourism. The findings show that variations in household spending on each of them were significantly explained by a number of socio-demographic characteristics. The major findings are (1) the expenditures were income in elastic, and for each category the elasticity varied between earned and unearned income sources. (2) housing tenure and householder's education had consistent and positive impacts on the amount of spending, and the opposite was true for the number of children. (3) the association between householder's employment status and expenditures was strong and positive and spending was not adversely effected by time constraint factors. (4) distinctive patterns were found among households with different ethnic backgrounds for all categories. Householder's occupation and age accounted for variations in spending on food and transportation and the effect of marital status was present for lodging and food expenditures. (5) there was a significant seasonality factor in household spending patterns for every category.

Luroagroung, Wisutt (1996) conducted a study on "A cross cultural study of factors related to United States and Thai consumers' preferences for making purchases of grocery products in super markets, convenience stores and warehouse stores" indicated which store characteristic was most important when
consumers purchase groceries from the above grocery stores and identified the behavior characteristics of U.S and Thai grocery consumers. Data was collected from 295 respondents through a survey questionnaire in two countries. The findings are — grocery consumers preferences in terms of store characteristic were differently related between U.S and Thai consumers for all three types of grocery stores. There was no significant differences among U.S and Thai consumers preferences in terms of the consumer behavior characteristics. There were some similarities between both U.S and Thai consumers in terms of purchase groceries from all three types of grocery stores.

James U Mc Neal and chyon-Hwa yeh (1996) in their article on "Consumer behaviour patterns among urban chinese children" examined the primary customers, their income, spending and saving patterns and found that they have two different types of income, save over half of it, and spend the rest on snack items, and the largest portion on school related items. It also analysed their influence on the spending behaviour of their parents and grand parents among 25 product categories and the results revealed that they influence around two-thirds of parents purchases.

Dasaradharami Reddy. B and Venkateswaru (1997) conducted a study on "Marketing of T.V. sets- A Study of external and internal influences on consumer Behaviour" to (a) find out the external and internal influences on the consumer behaviours relating to the purchase of TV sets (b) to determine the sales persons influence while purchasing selected TV sets by the households and (c) to assess the impact of advertisement on the purchase of TV sets. The primary data was collected with the help of prestructured questionnaire. A sample of 300 randomly selected consumers were from Prakasam district of Andhra Pradesh. The findings of the study are (1) 82 out of 300 sample households the family members acted as initiators and influencers (2) most of the cases the head and his wife acted as dicision makers and buyers of TV sets. (3) the intensity of the use of T.V is more in case of old persons and the women. The influence of wealth, income and savings
is negligible in the purchase of TV sets. The popular advertisement media for TV sets are newspapers, pamphlets, showroom display, radio, magazines, wall posters, films and TVs.

Nathan S.V (1997) conducted a study on “Dimensions of marital roles in consumer decision-making” which is a partial replication of an earlier study by Davis who studied the dimensions of marital roles in consumer decision making in the planned purchase of two major consumer goods – automobiles and furniture. The original study was conducted in the late 1960's in Chicago, whereas the present study examines husband-wife roles in consumer family decisions in the Indian context for the same products. Despite significant differences in the timing of the two studies and also in the cultural and social context in India and the U.S, the study finds the pattern of the relative influence of husband-wife in important purchase decisions to be essentially similar to that of Davis.

Janardhan Rajini (1997) in his study on “Store avoidance behavior – An Exploratory study” is to explore the concept of store avoidance behavior related to apparel purchases. Three factors – consumer characteristics, situational characteristics and retail characteristics / store attributes were postulated to influence store avoidance behavior. The results indicated that situational influences were likely to affect the avoidance of stores. Consumers avoided stores under different physical and social context. Location, presence of friends and family and the number of fellow shopper in the stores affected the avoidance of stores. Consumers avoidance of stores was influenced by time pressured situations. It was also influenced by peak holiday, gift giving and weekend periods. The influence of retail attributes on avoidance behavior were significant. The reasons for avoidance were multiple, consistent and unchanging. Consumers appeared to be influenced by not one significant attribute but rather a multiplicity of attributes. The shoppers avoided stores if they consistently encountered the same problem in the same stores. The reasons for avoiding stores remained stable and unchanging overtime.
Strebel, Judi Ella (1997) conducted a study on "Modeling consumer choice processes for high-tech durable goods – An investigation of consumer learning under uncertainty" to examine consumer choice process for durable goods which are characterised by two or more technological alternatives and a rapid pace of technological change. Consumers make choices at both the technology and brand level. The study estimated a disaggregate model of choice based on the underlying process consumers use to formulate expectations and make decisions in a dynamic environment. The study sought to uncover the role of frustration in the purchase process for high-tech durable goods. It demonstrated that frustration with high-tech decisions is represented by two dimensions. (1) frustration with the information environment and (2) frustration with the pace of technology. It is found that the willingness of consumers to commit to a particular technology and to make a purchase is significantly influenced by the information and pace frustration.

Barkacs, Randy (1997) conducted a study on "Analysis of consumer knowledge and decision-making in life insurance" to determine the relationships of the variables of socio-demographics, sales environment and consumer behavior to policy knowledge. The analysis suggested two consumer characteristics - gender and household income and two behaviors - seeking information and using cost related information as impacting consumer knowledge. Further men were more likely to understand any policy type than women, but eliminated household income as a factor and qualified the behaviors of seeking information and cost related information as dependent of policy type. Consumer characteristics and behaviors associated with buyer beware advice had no relation to being a knowledgeable consumer. The findings imply that sincere attempts to understand complex and specialised information may offer no assurance a consumer is more likely to understand a product from the passive and trusting consumer.

Viaene, Jacques (1997) in his paper on "consumer behaviour towards light products in Belgium" focussed on the factors that determine consumer behaviour in relation to light products. The data was collected through questionnaires by a mail survey from 1891 households. The results of the
questionnaire were then analysed by means of the Triandis model to determine the behaviour. Eight components were analysed namely cognitive, affective, moral, social, behavioural control, willingness to change behaviour facilitating conditions and habits.

Al-Weqaiyan, Adel A (1998) in his study titled "Examining the association between personal and cultural values and cross-national customer satisfaction" investigated the extent to which cultural values and personal values are associated, and whether these values systems relate to benefits sought in products, expectations of attribute performance, and the formation of overall satisfaction judgements. To investigate these relationships, two frameworks were advanced, one explaining satisfaction from cognitive perspective via disconfirmation while the other from a cultural perspective through consumer values. Each framework is tested in two countries with different national cultures, namely Kuwait and the U.S. Results obtained suggest the presence of a linear relationship between cultural values and consumer personal values, and between consumer values and benefits sought in notebook computer. The results have also shown a better fit of the value-benefit performance congruency model (VB-P) in explaining satisfaction responses of the Kuwait is when compared to the disconfirmed expectancy model.

Sasser, Diane Denais (1998) conducted a study on "An Exploratory study of the consumer behavior of working adolescent females" to investigate the consumer behavior of working adolescents. Based on cognitive development and consumer behavior theories, the study was designed to (a) examine the spending and saving patterns of working adolescents in Louisiana (b) examine sources and amounts of income received by adolescents in the working force and (c) identify the cognitive processes used by working adolescents to decide their consumer behavior. Focus group interviews were employed as the data collection technique. The twelve group of interviewees were comprised of 16 &17 year old adolescent female high school students employed part time in the work force. A total of 40 were from low and middle socio economic status families.
were considered. The findings indicate that the adolescents are not prepared to enter the adult world of work, nor are they prepare to make mature decisions regarding the use of their income. This finding was also collaborated by an examination of the academic achievement of the majority of the adolescents who only maintained a C average although they were enrolled in college preparatory tracks.

Lee, Jinhwa (1998)\(^9\) in his study on "Shopping orientations, purchase criteria, and consumption patterns as an outcome of the acculturation process among female Korean-American consumers" tried to extend the research in the area of consumer acculturation among the fastest growing Asian sub culture, Korean-Americans. A national cross-section of employed female consumers, 1000 Korean-Americans and 1000 Anglo-Americans were surveyed during spring of 1998. Data was examined using a proposed outcome model to determine (1) How level of acculturation affects consumer behavior and (2) How consumer behavior differs between the two consumer goods. Consumer behavior was investigated in terms of shopping orientations, hand bag purchase criteria, and consumption patterns. The findings indicate that personal characteristics (age, geographic locations, arrival age in U.S, and education in U.S) significantly impact the level of acculturation among female Korean-Americans. The level of acculturation had a direct relationship with shopping orientations. After removing the effect of income, education, and employment status, the relationship between the level of acculturation and shopping orientation was significant. Shopping orientations had a direct relationship with consumers purchase criteria for hand bags. Hand bag purchase criteria had a significant relationship with hand bag consumption patterns for hand bags. Among the high, moderate and low acculturated Korean-American group and Anglo-American group there were significant differences in terms of shopping orientations, hand bag purchase criteria and hand bag consumption patterns.

Lee, Seung-Hee (1998)\(^{92}\) conducted a study on "Body image, self-esteem and compulsive shopping behavior among Television shoppers" to examine the
extent to which a link exists among television shopping channel viewing time, self esteem, body image, compulsive shopping and binge eating in 334 female television shoppers. Using survey methodology, television shoppers' shopping behaviors were appraised. A theoretical model was proposed which suggests a connection between consumer behavior and body image, specifically television shopping, compulsive buying and binge eating. The findings showed (1) Some relationship between body image in self esteem in television shoppers' (2) A relationship between compulsive buying scores and self esteem in television shoppers (3) One relationship between compulsive buying scores and body image in television shoppers. (4) A relationship between compulsive buying scores and binge eating scores (5) One relationship between television shopping channel viewing time and body image in television shoppers. (6) Relationship among television shopping viewing time, compulsive buying scores and binge eating scores in television shoppers. (7) Some relationships among binge eating scores, body image and self esteem.

Wim Verbeke & Jacques Viaene (1998)\(^9\) in their article on “consumer behaviour towards yoghurt in Belgium and Poland; a survey in two regions” aimed to identity similarities and differences between polish and Belgium consumers with respect to consumer behaviour towards yoghurt. A survey of 400 respondents revealed statistically significant differences in consumption frequency, perception of product attributes and consumer attitude and preference towards yoghurt.

Sayulu. K and Ramana Reddy. V.V (1998)\(^{94}\) in their study on “Socio-Economic influences of Rural Consumer Behaviour – An Empirical study” made an attempt to analyse the socio-economic influences of rural consumers behaviour interms of their shopping habits and shopping practices. They tried to (1) Study the frequency of buying selected consumer goods by rural consumers (2) to probe into the mode of purchase in the process of buying selected consumer goods (3) to find out the degree of bargaining in the buying process (4) to enquire the role of family members in buying different consumer products (5) to measure...
the relative importance of factors considered by rural consumers while purchasing consumer goods. The study was based on the primary data collected from the consumers with the help of comprehensive questionnaire in Warangal Dist., of Telangana region in Andhra Pradesh. 50 villages for each of the 50 mandals were selected for the study. The major findings of the study are (1) the frequency of purchase of different commodities by rural consumers was highly influenced by the type and nature of products. (2) With regard to mode of purchase, cash purchases were highest in case of goods like electronics(90%), medicines(86%). Credit purchases were higher in case of goods like cloths(40%), groceries(39%) and lowest for footwear(7%). The data reveals that barter as a medium of transaction still exists in rural areas. (3) about 42% of sample rural consumers “Usually” bargain in the process of purchase, while 28% “sometime” and 11% who never bargain. The proportion of respondents who usually bargain was more in case of lower and middle income, categories with 54% and 45% respectively, while it was only 7% in case of high income group. The involvement of different family members for certain items like groceries, toiletries, cosmetics, utensils, vegetables etc., wife dominated in purchasing process, while for items like tobacco, footwear, medicines the husband dominates. In case of expensive items like cloths, electronic goods both husband and wife are involved. “Price” was the most important factor followed by “easy availability”, “quality” and “advertising” for rural consumers while purchasing consumer goods.

Dorsett, Adlai David Samuel (1999) in his study on “The Dimensions of Brand Loyalty and their Relationships to Brand Behaviors and Marketing actions” looked at how the brand behaviors of different loyalty segments change in response to various marketing actions, specifically sales promotion actions in the form of price changes and coupons. The four brand behaviors considered in the study are brand choice, purchase quantity, purchase timing and brand consumption. Contributions of the study include that attitudinal loyals are more price sensitive than behavioral loyals and that behavioral loyals are more coupon sensitive than attitudinal loyals.
Knight, Susan J (1999) in his study titled “Characterizing the habitual dimension of consumer behavior. The formation and persistence of habitual behavior patterns” provided a deep understanding of habitual consumption patterns, including the role of products and social norms in their formation and persistence. It was concluded that products serve as vehicles of recognition, practically and unconscious meaning in habitual behavior patterns. Brands, product design, and other product attributes become embedded in habitual schemes and serve as cues for automatic behaviors. Brand loyalty was found to be a special case of habitual consumption. Products serve different roles in habitual, ritual and addictive behaviors. Social norms influence the formation and persistence of habitual consumption patterns through key roles in repetitive utility.

Clarke, Marjorie J (1999) conducted a study on “Testing the effectiveness of Supermarket- Based environmental shopping campaigns in changing consumer behavior in New York city”. The central objectives were to evaluate the campaigns effectiveness in changing shopping behaviors, to compare the results of the campaigns to one another and to examine the impact made by each of the educational devices. The survey data provided insight into what extent environmental awareness, attitudes and behaviors of shoppers changed after exposure to environmental shopping campaigns. Shoppers increased purchases of refills and concentrates (10 to 20%), the already frequent recycling of cans and bottles increased slightly, and bringing deposit containers back increased. However, other desired environmental shopping behaviors decreased, purchasing of recyclable packaging decrease roughly 12% and no one signed up for diaper service. The shoppers’s environmental behavior was influenced only slightly by the amount of environmental knowledge they possessed, and that their behavior was influenced considerably more by their environmental attitudes and unknown factors outside the campaign.

Raji Reddy, D and Prudvi Raju, V (1999) conducted a study on “Rural consumer behaviour for seeds – A case study” in warangal district with special reference to selected mandals. The objectives of the study are to (i) identify the
buying motives of rural consumer for seed (ii) analyse various factors influencing the buying behaviour of rural consumer with regard to the purchase of seeds (iii) find out the sources of information and brand awareness with regard to the seeds (iv) examine the consumer decision making process in purchasing seeds in selected villages (v) identity various problems faced by the rural consumers with regard to the seeds and (vi) suggest corrective measures to improve the conditions of seeds marketing in warangal district. The study based on primary data and collected from the farmers through a structured questionnaire. The findings of the study are (i) about 34 percent of the reproductors are using local variety of seeds and 66 percent are using hybrid seeds (ii) the farmers are purchasing seeds from these sources, 78 percent of farmers are purchasing seeds from a whole-sale shops in warangal city. 19 percent a farmers are purchasing seeds from local retailers and only 2 percent are purchasing from the seed dealers (iii) about 75 percent a farmers are satisfied with regard to quality of seeds, 16 percent are partially satisfied and 9 percent are not satisfied with regard to the quality of the seeds (iv) it is revealed that the main problem of seeds in charging of higher prices, supply of poor quality seeds, irregular supply and short weightment and adulteration. (v) 71 percent of farmers revealed that the prices of seeds is not reasonable. Only 26 percent of farmers expressed that the prices of seeds are reasonable and 3 percent expressed that they do not know. (vi) with regard to the motives of purchasing seeds, about 54 percent of farmers purchase seeds on the basis of quality followed by 32 percent price and 15 percent availability (vii) it is found that 90 percent of the farmers are purchasing seeds at the time of cultivation. (vii) it is also found that 90 percent of farmers do not know the brand names of seeds.

Chidambaram, K and Sheela Devi. N (2000) conducted a study on “Beauty Parlour Customers in Madurai city – A study”, where an attempt is made to study the factors which influence the women to visit the beauty parlour, the type of treatment preferred and the frequency of visit and the like. The study is mainly based on primary data and collected from 150 respondents with the help of a structured interview schedule by adopting convenience sampling technique. The findings reveal that a
vast majority of the respondents availing them selves of the beauty parlour services are young. With regard to the house hold income of respondents, nearly 60 percent of them are having more than Rs. 6000 per month. Nearly 86 percent of the respondents are visiting beauty parlour with a view to enhance their beauty. Regading the type of treatment 90 percent respondents prefer herbal treatment and only 10 percent prefer chemical treatment. Among the various services offered by the beauty parlours, facial services is more popular followed by Bleaching, eyebrow shaping and hair-cutting. The other services such as pedicure, revicure massage, waxing etc. are not popular among the fair sex of Maduraites. As regards the frequency of visits, 56% make a regular visit to the beauty parlour once in a month.

Kamalaveni. D & Nirmala. M (2000) conducted a study on "Consumer Behaviour in Instant food Products" to analyse the customers buying pattern, to identify the personal factors influencing the per-capita expenditure on IFPs and to determine the level of consumer awareness of IFPs. The study was conducted at Erode town, the Head quarters of Erode district, Tamil Nadu and the data was collected through primary sources by a structured interview schedule with sample size of one hundred. The main findings of the study are (i) the percapita exapnditure of 76% of the respondents is Rs. 75/- or less per month. And this is very low. (ii) only upto 3 varieties of main food items and side dishes are regularly purchased by 94% and 95% of the respondents respectively, (iii) juice concentrates are regularly bought by 29% of the respondents while 39% buy occasionally and 32% never, (iv) none of the respondents use instant tea, 59% use instant coffee regularly 12% occasionally and 29% never. (v) there is a complete agreement between ranking given by housewives and working women regarding the reaasons prompting them to buy IFPs. (vi) the age and occupation significantly influence the percapita expenditure on IFPs per month. (vii) education, family size, anual income, decision makes for purchase, habit of buying newly launched products and the ability to recall advertisements on IFPs do not influence the percapita expenditure on IFPs. (viii) the level of consumer awareness of 74% of the respondents is good and for the rest 26% fair.
Srinivasan. N, Elangovan. S and Chinnaiyan. P (2000) in their study, an attempt was made to find the “Consumers perception towards the processed fruits and vegetable products” in pondicherry. The data for the study were collected from a sample of 120 consumers of 16 electoral divisions of pondicherry at random. The collected data were analysed using the multiple regression model and Garett's ranking technique. The study revealed that the consumers with higher educational level were found to consume more of processed products. The qualities of processed fruit and vegetable products are consumed more in the high income group. The tolerable limit of price increase identified was less than five percent, above this limit, would result in discontinuance of the use of processed products. Consumers preferred processed products because of convenience of ready to eat form and unbranded products because of cheaper price. In majority of the house holds, the buying decisions were made by the wives, followed by husbands. Functional analysis revealed that the total household expenditure and total income of the household significantly influenced the expenditure incurred on the processed fruit and vegetable products.

Sanjay K Jain & Kavita Sharma (2000) in their study on “Product related antecedents of consumer involvement- An empirical investigation” found that differences in consumer involvement with the products have been stated to be dependant on various product and brand related factors namely consumer’s risk perceptions, products hedonic value, product familiarity, brand awareness, dissimilarity and difficulty of choice termed as antecedents of involvement. They investigated the relationship between product related antecedent conditions and consumer involvement for three products. It is found that consumer involvement differed across different types of products. Infrequently purchased durable products were more involving than frequently purchased non-involving products.

Colin C. Williams & Jan Windebank (2001) conducted a study on “Acquiring goods and services in lower in come populations; an evaluation of consumer behaviour and preferences”. Drawing an empirical evidence from several UK cities,
the study found that in the realm of goods acquisition, these consumers want new goods from formal retail outlets but due to economic necessity their first option but second choice is often to acquire them informally or second hand.

Hugar, L.B. Balappa Shivaraya and Yerriswamy, J (2001) in their study on 'Dynamics of consumer behaviour in Vegetable marketing' made an attempt (i) to identify the economic factors and assess their influence on purchase pattern of consumer (ii) to examine / assess the personal attributes of consumer affecting the purchase of vegetables and (iii) to study the impact of services provided by the different marketing agencies on purchase behaviour of consumer. The study was carried out in Dharwad city of Karnataka State. The sample consisting of 90 respondents were selected based on random sampling technique. The data was collected by personal interview. Method with the help of well structured questionnaire. The main findings of the study are (i) the level as well nature of income (stable is varying) had significant influence on purchase pattern of vegetables related to the quality. (2) there was a positive relationship between educational level of consumer and the extent of quantity and number of times of vegetables purchased in a week. (3) the female consumers had better purchase behaviour, compared to male consumers. (4) the purchase of vegetables in the evening times were mostly preferred by the majority of consumers particularly in the case of highly educated consumers (5) the dynamics of consumer begaviour indicated that the extent of vegetables purchased changes with the changes in the prevailing market price, more so, in low income group of consumer (6) the producer-sellers were generally preferred and the choice of the shop was based on the price, quality and weigtment of the produce.

Ziauddin Khairoowala and Saif Siddiqui (2001) in their study on “Buying Behaviour of Rural consumers in Haat Markets-A case study of some selected villages of western Uttar Pradesh” made an humble attempt to study (a) the buying behavior of rural consumers in rural areas (b) to explore the potentialities and future prospects of Haat markets and (c) to identity the problems and suggest suitable measures for the improvement of Haat marketing. The study was based on primary and secondary
The primary data was collected with the help of a structured questionnaire. The survey was conducted in five weekly Haats scheduled in the following villages of western Uttar Pradesh- Dhaulana, Dasna, Dhera, Raispur, Masoori. The sample size was 40 from each haat., the findings of the study are

a. Mostly middle aged people go to Haats to make purchases
b. The share of women buyers is generally more than men.
c. Generally, illiterates and less educated people visit village Haats.
d. Business men visit Haats more than farmers and others.
e. People with less income category visit Haat more often than people with higher income category.
f. Average expenditure of visitors largely depends on the size of the markets and availability of quality goods. Haats in large villages attract rich visitors.
g. For most of people in villages, Haats are the only market place for them to make purchases.

Angulo, Ana Maria; Gil, Jose Maria, Dhehibi, Boubaker, Mur, Jesus (2002) in their paper on “Town size and consumer behavior of Spanish house holds: a panel data approach”. Aimed to analyze the effect of town size on the Spanish demand for food. The methodological approach followed in the study is to use panel data built from the Spanish quarterly, national expenditure survey to estimate a demand system. Four locations are distinguished (1) Less than 10,000 inhabitants (2) between 10,000 and 1,00,000 inhabitants (3) between 1,00,000 and 5,00,000 inhabitants(4) more than 5,00,000 inhabitants. Eight broad food categories were considered (1) cereals and potatoes (2) meat (3) fish (4) dairy products (5) fats and oils (6) fruits (7) vegetables (8) other food. Income and price elasticities were calculated for each location. The conclusions are (1) results indicate that only slight changes in tastes have taken place during the analyzed period (2) Income and price elasticities use to decrease as town size increases.
Sarwade W.K. (2002) conducted a study on "Emerging dimensions of Buyers behavior in rural area" made an attempt to study consumer behavior aspects such as place of buying, frequency of purchases, brand deciding in the family, buying motives, shopping behavior of consumers and durability of goods, selection of brand, quality and purchasing influences the buyers in selected products in rural areas. The study is limited to a couple of villages namely Adul, Paithan and sangvi of Marathwada region. The data was collected through personal interviews from 70 rural families on random sampling basis. It was observed from the study that the role of husband in family purchasing decisions in various items was comparatively less than of housewife. The family purchases for convenience goods in rural market was mostly did once a week and it is daily for daily consumption goods such as edible oil, sugar, tea, etc., most of the consumers from rural area developed brand familiarity with brand names such as Lipton, International Lux, Keokarpin which are heavily known in urban areas. It has been noted that "income" is the variable which determine the purchasing pattern. As most of the consumers from higher income group generally purchase products which are highly popular in urban areas. Most of the rural consumers are not aware of producer of the product. Marketing and trading of luxurios durable products such as washing machines, water heater, bathroom fittings and fixtures, airconditioning, sofsets, camera and other products have not yet strategically established in the rural markets. The buying behavior in general and buying decision in particular in rural areas is influenced by the factors like price, availability of products.

Ulbricht, Gottfried J.F (2002) conducted a study on "Nutritional information and consumer behaviour-their relationship to nutritional balance", in Berlin. A sample of one hundred and forty nine randomly selected adults were asked about the sources of nutritional information and food habits and to maintain a food record for three consecutive days. Results indicated that of the 13 sources of nutritional information, friends and relatives were most frequently quoted, while scientific publications as well as advertising on packaging material were most rarely quoted.
People relying on scientific publications showed healthier eating habits. Only one of the 18 items in the nutritional behavior tested showed a highly significant positive correlation with healthy nutrition. There was a negative correlation between acceptability and healthy nutrition.

Prabhakar Sharma and Joglekar P.V.N (2002) in their study on “Marketing of Milk - an opinion survey of consumer perceptions at Rajahmundry, A.P” tried to (1) study the attitudes of the consumers towards the dairy milk (2) to identify the factors influencing the demand for milk from the dairy and (3) to analyse the reasons for household choice for milk from the private vendors. The primary data was collected from 400 households though a questionnaire during March 1999 to March 2000. The major findings were (1) A majority of 49% of the families purchase milk from private vendors. (2) About 75% of the families felt that the location of the milk booths is either close to residence or located within reasonable distance (3) Home delivery of milk by the private vendors strongly influence the household choice of buying milk from the private vendors. (4) More than 59% of the families felt that the milk supplied by the dairy is of medium quality. About 32% of the families consider that the milk supplied by the dairy is of low quality and less than 9% felt the milk is of high quality. (5) More than 68% of the families purchasing milk from dairy indicated that the price of dairy milk is relatively higher than the price charged by the private vendors. (6) Out of the important considerations for the household choice of buying milk from private vendors is the facility of home delivery which strongly influences the household choice of purchasing milk. It ensures saving of time, energy and assured supply.

Rajmani Singh and Yarso A.S (2002) conducted a study on “Consumer behavior and consumption pattern of toilet soap in Imphal city, Manipur- A micro level study” to study (1) the consumption patterns of toilet soap in Imphal city and (2) to study the consumer behavior of toilet soap in the city with reference to reasons for using the soaps, preference of brand, factors influencing the purchasing decision and the popularity of other brands with other people. The data was collected from 250 respondents through a structured questionnaire during June-July 1999 by stratified
random sampling method. The findings of the study are (1) the most preferred brands are Lux international and Lifebuoy with 19% each followed by Palmoline, Liril, Lesancy, Cinthol and Camey. (2) About 46% of respondents first come to know about the soap they are using from T.V media (3) A majority of respondents (79%) take purchasing decisions by themselves and the purchase of toilet soap while 17% take purchase decisions by their parents and only 4% take their decisions with the influence of relatives and friends (4) Good quality is the most significant factor that induces user to buy a particular soap followed by price, brand name and size of the product.

Sanjaya S Gaur & K. Abdul Waheed (2002) conducted a study on “Buying behavior of branded fine Rice” to understand the factors for brand preference and satisfaction in the purchase of branded fine rice. A sample of 200 households from Chennai city and 200 household from Coimbatore city were selected for the study by simple random sampling method with replacement. The data was collected by personal interview through a schedule. Major findings of the study are

(1) the decision for purchasing branded fine rice was mostly made by wives of the family

(2) the retailers were ranked as the prime source of information about branded fine rice

(3) the monthly purchase is the most preferred frequency of purchase

(4) most of the household purchase branded fine rice from the rice mandy which are normally located nearer to the residential areas leading to convenience in transportation and

(5) the quality and the image of the brand were ranked as the major factors for brand preference in the purchase of branded fine rice.

Keshav Sharma and Deepak Raj Gupta (2002) in their study on “Knowing the rural customers- A case study of urban analogous villages (Jammu region of J&K state)” made an attempt to examine that
(a) Rural customer is not different from urban customer.

(b) the factors that determine the buying decision-making of the rural customer and

(c) who makes the buying decisions. Information was obtained from 100 respondents by interviewing the customers through questionnaire in two villages in Jammu district of J&K state namely Nagrota and Rattian. The findings of the study show that rural customer in the urban analogous villages wants to acquire the urban lifestyle but when it comes to buying decision-making it is entirely different from its urban counterpart. Culture has a great influence on their buying decisions.

• Equal status of female in buying decision-making.

• The rural customer upholds its traditions and customs in high esteem.

• They hate the way their culture is being diluted through ads.

• Only a very small proportion of the younger segment is willing to change and keep only the good that their culture has.

Losarwar.S.G (2002) in his study on “Consumer behavior towards durable products- A study with reference to Marathwada region” made an attempt to study the socio-economic profile, the role of family and friends in consumers buying behavior, lifestyles, brand awareness, the factors influencing in selection and usage of particular product, consumers attitudes, behavior and preferences and their effects on purchase decisions, the buying motives, the effectiveness of advertising on sales and purchase of consumers. The data for the study has been collected from 200 respondents (100 rural & 100 urban) by personal interview through convenience sampling technique in Aurangabad and Nanded city of Marathwada region in Maharashastra state. The important findings of the study are

(1) A majority (78%) of the consumer respondents belong to open category and there is no significant difference between social status of consumers in urban and rural areas.
Newspaper readership is more in urban areas as compared to rural areas. The T.V viewership habit of urban and rural is uniform.

There is considerable positive correlation between urban and rural population with reference to selection of brands of T.V, Washing machines, Refrigerator, and Mixer.

Majority of consumers have purchased T.V, Washing machines and Refrigerators from authorised dealers.

Company’s advertisement, reputation, price and quality of the products are some of the factors influencing the choice of consumer durables.

Behavioral patterns of consumers have a deep relevance with their lifestyles.

Majority of consumers are concerned with the quality of the product.

Mcneal, James U; Chyon – Hwa yeh (2003) conducted a study on “Consumer behavior of Chinese children: 1995 – 2002.” Chinese children’s consumer behavior and their influence on the consumer behaviour of their parents are examined in a manner that allows comparisons with major findings reported seven years ago. Most noticeable differences are that the children’s income has doubled and their spending has almost tripled during the time period. Additionally, their independent store visits have increased 32 per cent and the number of stores shopped independently, 81 per Cent. Their influence on parent’s regular purchases reached 68.7 per cent and on durable goods purchases, 23.3 per cent.

Jacqui Daly; Stuart Gronow; Dave jenkins; Frances Plimmer,(2003) in their study on “Consumer behaviour in the valuation of residential property: A comparative study in the UK, Ireland and Australia. This paper reports the results of empirical investigations that examine behavioural aspects of residential property valuations.
Following the house price collapse of the late 1980s in the UK, there was considerable criticism of the valuation methods used by residential valuers. In particular for the current research, the valuation methods employed by valuers had not taken account of buyer behaviour in the valuation process, which contributed to inaccurate valuations. This research investigates both the attitudes of the consumers of residential property and the actual valuation methods used by valuers to determine whether they account for buyer behaviour accurately. The study was undertaken on a cross-national comparative basis in the UK, Ireland and Australia and pursued on a qualitative basis. Overall, the research concludes that although valuers believe that buyer behaviour is an important part of the valuation process they simply do not consider buyer preferences. In effect, valuers have reduced the valuation task to a confirmation of bid price and, because of lender pressure which occurs worldwide, valuers overlook the economic sustainability of the property asset, which has severe implications for housing markets and national economies that interact with these markets.

Callen, Karen S.; Ownbey, Shiretta F. (2003) in their study on “Associations between demographics and perceptions of unethical consumer behaviour”, examined that retailers may lose profits as a result of shoplifting and other unethical consumer behaviour. Research focusing on consumer ethical decision making is needed. Information provided by 1117 undergraduate students from universities within the US revealed that women are less accepting of unethical consumer behaviour than men. Subjects who reported that they very consistently follow the teachings of their primary faith are less accepting of unethical consumer behaviour than subjects who reported that they do not very consistently follow the teachings of their primarily faith.
Need for the study

The most important area of marketing is Consumer Behaviour. The essence of marketing concept is the satisfaction of the consumer. This requires a thorough understanding of consumer behaviour and their buying decision making process. Consumer behaviour is a fundamental ingredient in the marketing process. Consumer research plays an important role in new product introduction and overall increase in marketing expenditure and growing concern for improving productivity.

Marketing producers, sellers and consumers are the integral partners in the market. The state of affairs and the status of any market situation depend on how the partners act, react and interact.

Though several studies on the subject of consumer behaviour have been conducted abroad, the explorations on the subject in the Indian context have been meager. Automobiles is particularly two wheelers market is growing at a rapid speed and is gaining importance during the last decade. The usage of two wheelers for easy transportation in both rural and urban areas has increased. Even school going children earlier used to have a bicycle but during the recent past with the introduction of scooterettes and scooty they are using automobiles.

During the last decade, a number of new brands and models were introduced and the people have wide variety of options before them. It was, therefore, considered meaningful to explore whether the Indian consumers displayed similar
pattern of consistent brand consumption or differed significantly. It is relevant to study the effect of certain market variable on subsequent buyer behaviour in the usage of two wheelers. The consumers purchase process and their buying habits are of vital importance and is relevant to the present day problems and needs of the consumer in general.

In view of the above studies and the importance of consumer behaviour the present study is targeted at understanding consumer behaviour with reference to two wheeler users of Kurnool district.

1.13. Objectives of the study

The objective of this study is to assess the consumer behaviour with reference to two wheeler users in Kurnool district.

(1) To analyse the socio-economic profiles of consumers in Kurnool district.
(2) To study the two wheelers market in India.
(3) To examine the ownership pattern, longevity of usage and switching of brands, mode of payment and reasons for buying.
(4) To study various product attributes that influence consumers, level of satisfaction, and after sales service, price and promotional impact on consumers while buying two wheelers.
(5) To find out the role of family members in decision making process and time lag between need identification and actual purchase of two wheelers.
1.14. Hypothesis:

1) There is a direct impact of price as well as Advertisement on consumers.
2) Mileage is the main determinant factor for buying a two wheeler.
3) People above 35 years of age prefer scooters and people below 35 years of age prefer motor bikes.

1.15. METHODOLOGY

1.15.1. Area Selection:

Kurnool district is one of the oldest district of Andhra Pradesh forming part of the Rayalaseema region. The district headquarters are located at Kurnool town, which was capital of Andhra during 1953 – 1956.

The district has an area of 17,658 sq. km, accounting for 9.4% of the total state area, with the population of 29.73 lakhs as per 1991 census comprising of 15.23 lakhs male and 14.50 lakhs female. The rural population accounting for 74.2% is predominant and urban population 25.8%. The major economic activities of the district are agriculture, mining, household Industry, servicing, manufacturing, trade and commerce.

The area selected for the present study has been confined to Kurnool district of Andhra Pradesh only as it constitute almost 10% of the state and 30 lakhs of population with various walks of people. So, it would be useful to study the behavioural patterns of consumers. The district is divided into three revenue divisions viz Kurnool, Nandyal and Adoni for administrative purpose. The subclassification of consumers has been selected on the basis of these three revenue divisions.
1.15.2. Sampling:

The study has been based on stratified random sampling technique and a sample size of 600 two wheeler users of Kurnool district. A sample of 200 users of two wheelers have been considered in each of the three revenue divisions of the district. The sample covers various socio-economic backgrounds of the population.

1.15.3. Data Collection:

The data collected for the present study comprises of both primary and secondary sources. The primary data has been collected through questionnaire. The respondents were interviewed and asked to fill the questionnaire. The first part of the questionnaire contains the questions concern to the respondents profile in terms of their age, sex, occupation, educational background and income. The second part deals with their behaviour towards two wheelers and factors influencing in making decisions.

Secondary Data:

In order to fulfill the first two objectives of the study, secondary data were collected. The secondary data pertaining to Kurnool district were collected from various government publications and records; the major source of secondary data being Census of India 1991, 2001 (provisional results), District Statistical Centre and Collectorate.

The secondary data has been collected from various magazines, journals, daily newspapers, survey reports and reference books etc.,
1.15.4. Tools of analysis:

The data collected through primary sources has been analysed with the help of simple statistical tools viz percentages, chi-square test and ANOVA test.

Chi-square test as a test of Independence:

With the help of Chi-square test we can find out whether two or more attributes are associated or not. Suppose we have N-observations classified according to some attributes. We may ask whether the attributes are related or independent. In order to test whether or not, the attributes are associated we take the null hypothesis that there is no association in the attributes under study (or), in otherwords, the two attributes are independent. If the calculated value of Chi-square is less than the table value at a certain level of significance (generally 5% level) we say that the results of the experiment provide no evidence for doubting the hypothesis (or), in otherwords, the hypothesis that the attributes are not associated holds good. On the otherhand, if the calculated value of Chi-square is greater than the table value at a certain level of significance, we say that the results of the experiment do not support the hypothesis (or), in otherwords, the attributes are associated. This test has been discussed detailed in Chapter-VI and two hypothesis may be I and III of the study are tested using these Chi-square test.

Analysis of Variance :

The analysis of variance frequently referred to by the contraction ANOVA is a statistical technique specially designed to test whether the means of more than two quantitative populations are equal.

There are common, however, many situations in which the response variable of interest may be affected by more than one factor. When it is believed that two independent factors might have an effect on the response variable of interest, It
is possible to design the test so that an analysis of variance can be used to test for the effects of the two factors simultaneously. Such is a test is called a two factor analysis of variance. The calculated values of $F$ are compared with the tabled values. If calculated value-$F$ is greater than the table value at pre-assigned level of significance. The null hypothesis is rejected, otherwise accepted. This test has been discussed again in Chapter-VI and hypothesis-II of the study is tested by using this test.

1.15.5. Period of Study:

The present study covers the period of during first generation of economic and industrial reforms of liberalisation, privatisation and Globalisation. The behavioural pattern of customers during the last decade has been studied.

1.15.6. Limitations:

The following are some of the limitations of the study.

(1) The study is mainly based on the information supplied by the respondents through questionnaires by direct interview method rather than by direct observation, how consumers actually do in their purchase process.

(2) Since some of the respondents' non-cooperation in providing complete information, a chance of bias might have crept in the researcher work.

(3) There might be a chance of misunderstanding in interpretation by the respondents because in many rural areas the respondents were not able to understand the questionnaire, which in English language had to be translated into Telugu.

(4) A sample of 600 users only has been taken into consideration in the whole district might have to some extent affected the final results.

Despite the above limitations, the researcher put in all his best efforts in overcoming the limitations and in completing the study.
1.15.7. Chapterisation

The entire study has been presented in the following format.

Chapter - I  :  Introduction.
It covers the necessary background, Influencial factors, theoretical models of Consumer Behaviour and methodology of the study.

Chapter - II  :  Profile of Kumool District and the sample.
It provides the profile of Kumool district and the characteristics of the sample.

Chapter - III  :  Two wheelers market in India.
It explains the market scenario of two wheelers in Indian market during the last decade.

Chapter - IV  :  Consumer Behaviour-Socio, economic, psychological, determinants.
It deals with the work that has resulted out of the survey and attempts to appraise the socio, economic and psychological determinants of two wheeler users of the district.

Chapter - V  :  Consumer behaviour – Purchase decision making process.
It deals with the purchase decision making process of two wheeler users of the district.

Chapter - VI  :  Statistical Analysis - Testing of Hypothesis
It deals with the Statistical Analysis and all the Hypothesis are tested using the Statistical Tools.

Chapter - VII  :  Summary of Conclusions and Suggestions
It consists of summary of conclusions of the study and some useful suggestions have been made in order to fulfill the objectives of consumer satisfaction.
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