A. Buyer Behaviour
B. Review of Literature
2.1 INTRODUCTION

Consumer exhibits different buying patterns by purchasing different types of brands for different product categories, like shoes (Nike) and socks (Unbranded). To know better about the consumer, Consumer Behavior acts as map in-hand for marketers to attract and retain consumers so as to run the business successfully.

Consumer behavior concerns with mental and physical acts-including their motives and causes- of individuals and groups regarding orientation, purchase, use, maintenance and disposal of goods and services from the market and public, leading to functionality and the achievement of consumer goals and values. The subject deals with the satisfaction and well being both short term and long term, of individuals and the societal consequences.

2.1.1 Definition

The term consumer behavior is defined as the behavior that consumer display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.¹

Consumer behavior focuses on how individuals make decision to spend their available resources (time, money, effort) on
consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and impact of such evaluations on future purchases and how they dispose of it.

2.1.2 Scope

An individual uses or consumes on a regular basis food, clothing, shelter, transportation, education, equipment, vacation, necessities, luxuries, services and even ideas. Consumers play a vital role in the development of the economy. Purchase decisions made, affect the demand for basic raw materials, for transportation, for production, for banking; they affect the employment of workers and the deployment of resources, the success of some industries and the failures of the others. In order to succeed in any business and especially in today's dynamic and rapidly evolving market place, marketers need to know everything they can about consumers- what they want, what they think, how they work, how they spend their leisure time. They need to understand the personal and group influences that affect consumer decisions and how these decisions are made.
2.1.3 Approaches

There are various approaches to consumer behavior as stated below:

- **The Normative Approach** - The aim is to improve the process of decision making and to prevent consumers from neglecting important information. Consumer learns how to decide but not necessarily what to decide.

- **The Prescriptive Approach** - It prescribes what consumers should decide, given their budget and objectives.

- **The Predictive Approach** - Predictions on what will happen if rational hypothesis are formulated would be derived.

- **The Descriptive Approach** - Factors influencing consumer behavior are explored, with a view to using them in three above-discussed approaches.

2.2 ESSENTIALITY OF STUDY

In fact that consumer behavior is a subset of human behavior. Several disciplines collectively referred to as the behavioral sciences have studied human behavior for some time, and we can draw upon their contributions for understanding consumer behavior. Consumer behavior is often said to be multidisciplinary in nature. The behavioral
science discipline that have most contributed to our understanding of consumer are:

- **Psychology**: Study of the behavior and mental processes of individuals.
- **Sociology**: Study of the collective behavior people in groups.
- **Social psychology**: Study of how individuals influence and are influenced by groups.
- **Economics**: Study of people's production, exchange and consumption of goods and services.
- **Anthropology**: Study of people in relation to their culture.

Understanding the reason for studying a discipline enables one to better appreciate its contributions.

### 2.2.1 Premises

The study of Consumer Behavior is based on four fundamental premises:

- Consumers are not strictly rational.
- Consumers do not behave in random manner.
- Consumer behavior stems from innate and acquired needs and involves a complex combination of conscious and unconscious processes as well as rational and emotional factors.
Whether behavior is impulsive or the result of long deliberations, it is an expression of a conscious or unconscious search for satisfaction of physiological, economic or socio-psychological needs.

2.2.2 Consumer Behavior And Marketing Strategy

The study of consumers helps firms and organizations improve their marketing strategies by understanding issues such as:

- The psychology of how consumers think, feel, reasons and select between different alternatives (e.g., brands, products)

- The psychology of how the consumer is influenced by his or her environment (e.g., culture, family, signs, media)

- The behavior of consumers while shopping or making other marketing decisions

- Limitations in consumer knowledge or information processing abilities influence decisions and marketing outcome.

- How consumer motivation and decisions strategies differ between products that differ in their level of importance or interest that they entail for the consumer and
How marketers can adapt and improve their marketing campaigns and marketing strategies to more effectively reach the consumer.

Understanding these issues help in adapting the strategies by taking the consumer into consideration. For example, by understanding a number of different messages compete for our potential customers' attention, we learn that to be effective, advertisements must usually be repeated extensively. We also learn that consumers will sometimes be persuaded more by logical arguments, but at other times will be persuaded more by emotional or symbolic appeals. By understanding the consumer, we will be able to make a more informed decision as to which strategy to employ.

One 'official' definition of consumer behavior is "The study of individuals, groups or organizations and the processes they use to select, secure, use and dispose of products, services, experiences or ideas to satisfy needs and the impacts that these processes have on the consumer and society." Although it is not necessary to memorize this definition, it brings up some useful points:
• Behavior occurs either for the individual, or in the context of a group (e.g. friends influence what kind of clothes a person wears) or an organization (people on the job make decisions as to which products the firm should use.)

• Consumer behavior involves the use and disposal of products as well as the study of how they are purchased. Products use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption. Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills) this is also an area of interest.

• Consumer behavior involves services and ideas as well as tangible products.

The impact of consumer behavior on society is also of relevance. For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.
2.3 SIGNIFICANCE IN DAILY LIVES

In a general sense the most important reason for studying consumer behavior is the signification role it plays in our life. Much of our time is spent directly in the marketplace, shopping or engaging in other activities. A large amount of additional time is spent thinking about products and services, talking to friends about them, and seeing or hearing advertisements about them. In addition, the goods that are purchased and the manner in which they are used significantly influence how we live our daily lives. Consumer behavior is also studied to understand the behavior of consumer for more immediate and tangible reasons.

2.4 APPLICATION TO DECISION MAKING

Consumers are often studied because certain decisions are significantly affected by their behavior or expected actions. For this reason, consumer behavior is said to be an applied discipline. Such application can exist at two different levels of analysis. The micro perspective seeks application of this knowledge to problems faced by the individual firm or organization. The societal perspective applies knowledge of consumer to aggregate-level problems faced by large groups or society as a whole.
2.4.1 Micro Perspective

The micro perspective involves understanding consumers for the purpose of a firm or organizations accomplish its objectives. Advertising managers, products designers, and many others in profit-oriented businesses are interested in understanding consumers in order to be more effective at their tasks. In additions, managers of various nonprofit organizations have benefited from the same knowledge. For example, the United Way and the American Red cross have been effective in applying an understanding of consumer concepts to their activities.

2.4.2 Societal Perspective

Consumers collectively influence economic and social conditions within an entire society. In market systems based on individual choice, consumers strongly influence what will be produced, for whom it will be produced and what resources will be used to produce it. Consequently, the collective behavior of consumers has significant influence on the quality and level of our standard of living. Consider the overall impact of American consumers' strong desire for private automobile transportation. Vast amounts of resources have been used to produce cars, highway systems, and petroleum products used
in their operation. It has also strongly influenced where many of us live (for example, suburbs) and how we run our daily lives (for example what we eat, where we shop, and how we are entertained). Furthermore, this collective desire not only has led to the development of a strong transportation network but also has significantly contributed to our pollution problems, energy needs and international relations.

2.5 UNDERSTANDING CONSUMER BEHAVIOR

Understanding consumer behavior from a macro perspective can provide insight into aggregate economic and social trends and can perhaps even predict such trends. In addition, this understanding may suggest ways to increase the efficiency of the market system improve the well being of people in society.

The study of consumer behavior can be quite complex, because of many variables involved and their tendency to interact with and influence each other. Consumer behavior is made up of following major sections; [1] external environmental variable influencing behavior [2] individual determinants of behavior [3] personal factors Models of consumer behavior have been developed as a means of dealing with this complexity.
2.6 EXTERNAL ENVIRONMENTAL VARIABLES

The external environment is made up of six specific variables. They are:

2.6.1 Cultural influences

2.6.2 Sub-Cultural influences

2.6.3 Social class influences

2.6.4 Social group influences

2.6.5 Family influences

2.6.6 Personal influences

2.6.7 Other influences
2.6.1 Cultural Influences:

It is defined as a complex sum total of knowledge, belief, traditions, customs, art, moral law or any other capabilities and habits acquired by people as members of a society. Our consumers behavior, that is the things we buy influenced by our background or culture. Different emphasis is given by different cultures for the buying, use and disposing of products. People in south India have a certain style of consumption of food, clothing, saving etc. This differs from the people in the north of India. Different cultures and habits are predominant in parts of the world. Patterns become a part of children's lives. In a joint family, many decisions are jointly made which also leave an impression on the members of the family.

These days the structure of the family is changing and people are going more for nucleus families, which consists of parent, and dependent children. The other type of family is the joint family. As such, it provides a basis for many of our values, beliefs and actions as consumers.

Culture is an extremely critical and all pervasive influence in our life. "It is mould in which we are all cast, and it controls our daily lives in many unsuspected ways". The study of culture
encompasses all aspects of a society such as its religion, knowledge, language, laws, customs, and traditional music, art, technology, work patterns, products etc. All these factors make up the unique, distinctive 'personality' of each society. In short, for studying consumer behavior, culture can be defined as the sum total of learned beliefs, values and customs that serve to guide and direct the consumer behavior of all members of that society.

2.6.2 Sub cultural influences:

Within a culture, there are many groups or segments of people with distinct customs, traditional and behavior. Within the large framework of a society there exist many subcultures. A subculture is an identifiable distinct, culture group, which also has its own beliefs, values, customs and other ways of behaving that are unique and that set them apart from other members of the same society.

In Indian culture itself, we have many sub cultural categories like the culture of the south, the north, the east, the west, Hindu culture, Muslim culture; in broader sense nationality, religion, race, age, sex, occupation, social class, geographic location. These aspects of uniqueness can have significant implications
for the understanding of consumer and the development of successful marketing strategies. Subcultures distinguished on the basis of age and ethnic dimensions receive particular attention. Products are designed to suit target groups of customers, which have similar cultural background and are homogeneous in many respects.

2.6.3 Social class:

By social class we refer to the groups of people who share equal position in a society. Social class is defined by parameters like income, education occupation, personal performance and possession of different types of products, etc. In every society there is inequality in social status amongst different people and the people are categorized into different social classes.

Social classes can be defined as relatively permanent and homogeneous divisions in a society in which individuals or families sharing similar values; lifestyles, interests and behavior to purchase similar kind of products can be categorized. Their choice of residence, type of holiday, entertainment and leisure all seem to be alike. The knowledge of social class is of great value to a marketer.
Social class is a concept based on distribution of status and the categories are usually ranked in a hierarchical order ranging from low status to high status. People belonging to a particular class tend to restrict their interaction to people belonging to the same class, unless it is for a very specialized purpose. Within a social class there are shared values, attitudes and behavioral patterns of consumption of certain products and services. But if we compare different social classes, we would find differences in values, attitudes and behavior between each class, as also a pattern of consumption behavior unique to each class.

Social class can be categorized on the basis of a number of different bases such as blue collar workers and white collar workers, educated and uneducated and so on. The most commonly accepted and used categories of social classes are Upper Upper, Lower Upper, Upper Middle, Lower Middle, Upper Lower, and Lower.

2.6.4 Social group influences:

A group is a collection of individuals who have same consumers' relationship, attitudes and have the same interest. Such groups are prevalent in societies. These groups could be primary where interaction takes place frequently and consists
of family groups. These groups have a lot interaction amongst them and are well knit. Secondary groups are collection of individuals where relationship is more formal and less personal in nature. These could be political groups, work groups and study groups, services organizations like Lions, Rotary, etc. The behavior of a group is influenced by other member of the group. An individual can be a member of various groups and can have influences by different members of groups in his consumption behavior. An individual can be an executive in a company can be a member of a political party. He may be a member of a service organization and of entertainment clubs and study circles. These exert different influences on his consumption.

2.6.4.i Reference Groups:

As a consumer, ones decision to purchase and use certain products and services is influenced not only by psychological factors, ones personality and life-style, but also by the people around with whom one interacts and the various social groups to which you belong. The groups with whom you interact directly or indirectly influence your purchase decisions and thus their study is of great importance to marketers.
A reference group is any person or group that serves as a point of comparison (or reference) for an individual in forming either general or specific values, attitudes or a specific guide for behavior. This basic concept provides a valuable perspective for understanding the impact of other people on an individual's consumption beliefs, attitudes and behavior. It also insight into the methods markets marketers sometimes use to effect desired changes in consumers behavior.

From a marketing perspective, reference group serve as frames of reference for individuals in their purchase or consumption decision. The usefulness of this concept is enhanced by the fact that it places no group size or membership nor does it require that consumers identify with a tangible group.

Reference groups that influence general or broadly defined values or behavior are called normative reference groups. Normative reference group is the immediate family, which is like to play an important role in molding the child's general consumers values and behavior (such as which foods to select for good nutrition, appropriate
ways to dress for specific occasions, how and where to shop or what constitutes "good" value).

References groups that serve as benchmarks for specific or narrowly defined attitudes or behavior are called comparative reference groups. A comparative reference group might be a neighboring family whose lifestyle appears to be admirable and worthy of imitation (the way they maintain their home, their choice of home furnishing and cars, their taste in clothing or the number and types of vacations they take.).

2.6.4.ii Reference Group and Consumer Conformity:

Marketers may have divergent goals with regard to consumer conformity. Some marketers especially leaders are interested in the ability of reference groups to change consumers attitudes and behavior by encouraging conformity. To be capable of such influence a reference group must accomplish the following.

- Inform or make the individuals aware of specific products or brand.
- Provide the individual with the opportunity to compare his or her own thinking with the attitudes and behavior of the group.
• Influence the individuals to attitudes and behavior that are consistent with the norms of the group.
• Legitimize the decisions to use the same products as the group.

2.6.4.iii Types of Classification:

The groups can be classified as follows:

• **Primary and secondary groups:** A primary group is one with which an individual interacts on a regular basis and whose opinion is of importance to him. Family, neighbours, close friends, colleagues and co-workers are examples of primary groups. Secondary groups are those with which an individual interacts only occasionally and does not consider their opinion very important.

• **Formal and informal groups:** Rotary, Lions Jaycees are some of the well-known groups.

• **Membership and symbolic groups:** A diverse range of people that they come in contact with or observe also potentially influences consumers. Following four specific reference groups give us a kind of cross section of the types of group that
influences consumers' attitudes and behavior: friendship groups, shopping groups, work groups, and the family which is the most compelling reference group.

- **Friendship groups**: Friendship groups are typically classified as informal groups because they are usually unstructured and lack specific authority levels. In terms of relatives influences, after an individual's family, his or her friends are most likely to influence the individual's purchase decisions.

Seeking, maintaining friendships is a basic drive of most people. Friends fulfill a wide range of needs: They provide companionship, security and opportunities to discuss problems that an individual may be reluctant to discuss with family members; friendship is also a sign of maturity and independence.

The opinions and preferences of friends are important influences in determining the products or brands a consumer ultimately selects. Marketers...
of products such as brand-name clothing, fine jewelry, snack foods and alcoholic beverages recognize the power of peer groups' influences and frequently depict friendship situations in their ads.

- Work groups: The sheer amount of time that people spend at their jobs, frequently more than 35 hours per week, provides ample opportunity for work groups to serve as major influence on the consumption behavior of members.

- Shopping groups: Two or more people who shop together whether for food, for clothing or simply to pass the time, can be called a shopping group. The motivations for shopping a purchase pal range from a primarily social motive to helping reduce the risk when an important decision.

- Shopping Behavior: Teenagers often spend hours shopping, especially on weekends. The fact that they are doing more shopping may result in their spending more money in stores they patronize. In additions, youths often have a great deal of authority in store-selections decisions, which
means that stores must reach them with an effective appeal. Although the popular belief is that young people buy products impulsively and are less rational than the market as a whole, surveys indicate that most respondents aged 14 to 25 compare prices and brands before buying. Research on adolescent shopping behavior produced the following tentative conclusions.

- Adolescent tend to real more on personal sources for information on products of high socioeconomic and performance risk, and on most media for information on products perceived as low for such risk.

- At the products evaluations stage of the decisions process, price and brand name are perceived as the most important evaluative criteria, with a relative low social influence coming from parents and peers.

- As teenagers mature, they use more sources of consumer information prior to decision making rely more on friends and less on parents for
information and advice in buying, and prefer to purchase products without parental supervision.

Both the formal work group and the informal friendship work group can influence consumer behavior. The formal work group consists of individuals who work together as part of a team and thus have a sustained opportunity to influence each other's consumption-related attitudes and actions. Informal friendship work groups consist of people who have become friends as a result of working for the same firm. Whether or not they work together as a team. Members of informal work groups may influences the consumption behavior of other members during coffee or lunch breaks or at after work meetings. Recognizing that work group influences consumers' brand choices.

2.6.4.iv Celebrity And Other Reference Group Appeals:

Appeals by celebrities and others similar references groups are used very effectively by advertisers to communicate with their markets. Celebrities can be a powerful force in creating interest or actions with regard to purchasing or using selected goods and services. This
identification may be based on admiration (of an athlete), on aspiration (of a celebrity or a way of life), on empathy (with a person or a situation), or on recognition (of a person—real or stereotypical—or of a situation).

Reference groups are used in advertising to appeal to different market segments. Groups' situations with which potential customers can identify are used to promote products and services. Hidden in this appeal is the inducement to the customers to identify him with the user of the product in questions.

Five major types of reference group appeals in common marketing usage are celebrity appeals, expert appeals, common-man appeals, executive and employee appeals, and trade or spokes-characters appeals.

- **Celebrities**: Celebrities, particularly movie stars, TV personalities, popular entertainers and sports icons, provide a very common type of reference group appeal.

- **The Expert**: This type of reference groups appeal used by marketers is the expert, a person who because of his or her occupation, special
training or experiences is in unique positions to help the prospective consumer evaluate the product or service that the advertisement promotes.

- **The "Common Man":** A references group appeal that uses the testimonials of satisfied customers is known as the common-man approach. The advantage of the common-man appeal is that it demonstrates to prospective that someone just like them uses and is satisfied with the products or services being advertised.

- **The Executive And Employee Spokesperson:** Executive spokespersons seem to be admired by the general population because of their achievements and the status implicitly conferred on business leaders. The appearance of a company's chief executive in its advertising seems to imply that someone at the top is watching over the consumers' best interest and it encourages consumers to have more confidence in the firm's products or services.
Trade or Spokes-Characters: Trade spokes-characters present an idealized image and dispense information that can be very important for the products or services that they "work for". They sometimes provide a kind of personality for the products or service and make the product or services and make the product appear friendlier.

2.6.4.v Roles:

An individual may participate in many groups. His position within each group can be defined in terms of the activities he is expected to perform.

Status: Each role that a person plays has status, which is the relative prestige accorded by society. Status is often measured by the degree of influence an individual exerts on the behavior and attitude of others.

Groups norms: The norms of a group are the implicit rules of conduct and behavior that is expected of its member. For instance, in certain multi-national companies in India, the norm for office wear includes a full-sleeved shirt and tie, notwithstanding the terrible heat conditions.
Conformity: Conformity implies that members of group have adopted attitudes and behavior patterns that are consistent with the group's norms.

Opinion Leaders: Apart from the family, a consumer is influenced by the advice he receives from his friends, neighbours, relatives and colleagues about what products and services he should buy. This process of influencing is known as the opinion leadership process and is described as the process by which one person (the opinion leader) informally influences the actions or attitudes of others (opinion receivers).

Diffusions of Innovation:

"Opinion leaders are usually innovators. They are always trying out new products and brands, and recommending them to the opinion receivers. The acceptance of new products, brands and ideas is known as the diffusion of innovation. In a narrow sense, innovations is defined as something new or modified which has an advantage over existing products".
2.6.5 Family influence:

The family is the most important of the primary groups and is the strongest source of influence on consumer's behavior. Children learn the family traditional and customs, and they imbibe many behavioral patterns from their family members, both consciously and unconsciously. These behavior patterns become a part of children's lives. In a joint family, many decisions are jointly made which also leave an impression on the members of the family. These days the structure of the family is changing and people are going more for nucleus families, which consists of parent, and dependent children. The other type of family is the joint family.

2.6.6 Personal influences:

Each individual processes the information received in different ways and evaluates the products in his own person way. This is irrespective of the influence of the family, social, culture, heritage, etc. His own personality ultimately influences his decision. He can have his personal reasons for likes, dislikes, price, convenience or status. Some individuals may lay greater emphasis on price, others on quality, still others on status, symbol, convenience of the product etc. Personal influences go a long way in the purchase of product.
2.6.7 Other influences:

Consumers are also influenced by national or regional events, which could be like the Asiad, the Olympics, cricket test matches, world cup, the war or a calamity. These leave permanent or temporary impressions on the mind of the consumers and affect his behavior. Situation variables such as product as product display, price reduction, free gifts and attractive offers also influence consumer behavior.

2.7 INDIVIDUAL DETERMINANTS OF CONSUMER BEHAVIOUR

The individual determinants that effect consumer behavior are:

2.7.1 Motivation and involvement

2.7.2 Perception

2.7.3 Attitudes

2.7.4 Personality and self-concept

2.7.5 Learning and memory

2.7.6 Information processing

2.7.7 Motives

2.7.1 Motivation and involvement:

In a society, different consumers exhibit different consumer behavior because they are unique and have unique sets of needs. Motivations are that internal force that activates some needs
and provides direction of behavior towards fulfillment of these needs.

Motivation can best be explained by the Maslow's Hierarchy of needs, which tells us about the primary and secondary needs.

First the biological needs of hunger, thirst, and shelter are satisfied then the safety needs and then the psychological desires of being accepted in society, seeking status, esteem etc. are satisfied. People adopt different methods to fulfill their needs. The need of transport can be met by car, rail, bus or aeroplane. People choose different modes of transport because of their level of involvement in different activities.

*Types of Needs:*

Needs can be at various levels. They can be biogenic, the needs for air, water and sunlight; they can be physical, the need of food shelter and in civilized world clothing; they can be psychogenic, the needs acquired in the process of becoming a member of a particular society or culture. And finally, needs can be utilitarian or hedonic. Utilitarian or hedonic needs imply that consumer will emphasize the "objective" and "tangible" quality of the products. Product satisfying hedonic needs can
be efficient washing machine, a dishwasher a fuel-efficient car etc. Hedonic needs are also needs to satisfy the consumer's dreams, fantasies and build up self-confidence.

Involvement refers to the personal relevance or important of a products or a service, that a consumers perceives in a given situation. Depending on the value and personal interest, a consumer can have a high or low involvement. For a professional tennis player, the choice of a tennis racket is made with great care. He sees the weight, size, grip and tension of the strings etc. The racket is his most important professional tool. Similarly, a professional photograph has a camera with the right specifications and attributes. For another person, a tennis racket may only be a means of entertainment or in the case of a camera, the recording of family and other events by a camera, which is convenient and handy.

2.7.2 Perception:

The second major psychological factor that influences consumer behavior is perception. Perception can be described as "how we see the world around us". All the time we are receiving messages through our five organs viz., eyes, ears, nose mouth and skin. The different sight, sound, smells, tastes and
sensations that we feel are known as stimuli. Each person recognizes, selects, organizes and interprets these stimuli in his own individual manner based on his needs, values and expectations and these are known as perception. Since each individual's needs, motives and expectations are unique therefore each individual's perceptions is unique.

2.7.3 Attitudes and belief:

These are our learned predispositions i.e. enduring feeling, evaluation and tendency towards people, objects, ideas and events. Attitudes are responsible for our responses and are not inborn but learnt from people around us. Starting from childhood, attitudes develop over the time with each fresh knowledge input, experience and influence. Attitudes get settled into specific patterns and are difficult to change. It is easier to market a product that fits in well with the existing patterns of attitudes rather than change the attitudes to fit a new product concept. Attitudes influence the purchase decisions and consumer behavior. A person having a carefree attitude will buy an object without much involvement. People, who want to play safe and avoid risk taking, will go for a safe investment. People who want convenience and are short of domestic help, will have positive attitudes towards canned and frozen foods.
A belief is a descriptive thought that a person has about something. The belief that the consumer has about a brand is important because it determines his behavior towards buying and using it. The beliefs constitute the brand image, and if the customer has wrong beliefs he is likely to generate a negative image about the brand. The marketer must ensure that consumers have all relevant and correct information about the brand to facilitate formation of a positive brand image.

2.7.4 Personality and self-concept:

It is the sum total of our mental, physical and moral qualities and characteristics that are present in that and us make us what we are. Consumers try to buy the products that match their personality. People wanting to look manly will buy products with a macho appeal, which would enhance their image and personality. People, who give emphasis on comfort and care, will purchase comfort products and so on. If one wants to emulate a film star choice will be different from others.

2.7.5 Learning and memory:

Learning refers to the skill and knowledge gained from past experience that we apply to evaluate future decisions and situations. A marketer can build up demand for his brand by
associating it with strong motives using the appropriate stimuli and cues and providing positive reinforcement, thus making the consumer 'learn' that the brand is good and worth patronizing.

Every day we are exposed to a wide range of information, but retain only a small portion of it. We tend to remember the information that we are interested in or, that is important to us. In family different members of the family are interested in different types of information, which the individually retain. Mothers retain information regarding household items. Father retains information regarding his interest in cars, motorcycles and other objects. Children are interested in objects of their interest like amusement parks, Joy rides, Barbie dolls, etc.

2.7.6 Information processing:

All consumers analyze and process the information they receive. These are activities that a consumer engages in, while gathering, assimilating and evaluating information. Consumers assimilate and evaluate selective information and this reflects on their motives, attitudes and personality and self-concept. Different individuals can evaluate same information in a different manner. The most common example is a glass half filled with a liquid.
It can be interpreted as half empty or half full. The first is a pessimistic view and other is an optimistic view of processing the information.

2.7.7 Motives:

The role of motive in consumer behavior is to arouse and direct the behavior of consumers. The arousal component activates body energy so that it can be used for mental and physical activity. In their directive role, motives have several important functions for guiding behavior such as:

- Defining basic striving- Motives influence consumers to develop and identify their basic striving which includes general goals such as safety, affiliation, achievement and other desired states, which consumers seek to achieve.

- Identifying goal objects- Consumer often view products or services as a means by which they can satisfy their motives. They even think the product to be their goal. We can call this as "consumer's illusion".

- Influencing choice criteria - Motives themselves can guide consumers to buy a certain product and not the other.
Motives influence consumer's perception and learning process including how people process information.

Motives can be classified in various ways, depending on their strength, degree, direction or state. Coming to the strength of motive, it can be a strong one that can work in favor of the marketers, or it can be a weak motive. Weak motive may be either because consumer are not aware of the important of the buying decision or there was no need or occasion for the marketer to address the consumers on the importance of the decision that the consumers make for themselves in other words, there is no strength to the buying motive due to consumer ignorance. In that case, the marketers can inject some of their own strength to these "weak" motives to facilitate consumer's action to reach the desired goal.

Motives can be at a conscious or unconscious level. Consumer are well aware of buying certain products, while there can be occasions when consumers are not aware while they are buying or what they are buying. The reason can be varied. It may be that consumer have got too used to buying the product and it has become a "habit", or it may be that consumer do not want to confront the true reason for their purchase and simply
follow the people around them. Impact of color on buying pattern is an unconscious motive, like red is associated with vigor and vitality, blue with royalness, pink with youthfulness, so on. Our motives, Attitudes, Personality filter the information.

External factors cannot affect the decision process directly but these are also instrumental and exert an influence on consumer behavior. Internal and external factors in turn are influenced by each other. The various factors percolate from the external to the individual determinant to finally influence the decision process.5

2.8 PERSONAL FACTORS

2.8.1 Age and life-cycle stage

2.8.2 Education and Occupation

2.8.3 Income

2.8.4 Personality

2.8.5 Life style

2.8.1 Age and life-cycle stage:

The first factor influencing a buyer's decision is his age. The need for different products and services changes with age. Young adults need clothes, recreational and educational
facilities, transportation and a host of other age and fashion related consumption needs.

There are certain physiological differences between men and women which result in their having different consumption needs. Each gender thus has its own need for specific products and services. Consumption behavior is also influenced by the specific stage of the family life cycle.

2.8.2 Education and Occupation:

Education widens a person's horizons, refines his tastes and makes his outlook more cosmopolitan. An educated person, as compared to somebody less educated, is more likely to consume educational facilities, books, magazines and other knowledge oriented products and services.

The occupation also shapes the consumption needs. Apart from this specific need, the status and role of a person within an organisation affects his consumption behavior. Chief executives would buy three-piece suits of the best fabric, hand made leather briefcase and use services of airlines and five star hotels. A junior manager or blue-collar worker in the same organisation may also buy a three-piece suit but he compromises on quality.
2.8.3 Income:

The income that a person earns is an extremely important influence on his consumption behavior.

2.8.4 Personality:

Personality is sum total of an individual psychological traits, characteristics, motives, habits, attitudes, beliefs and outlooks. Personality is the very essence of individual differences. In consumer behavior personality is defined as those inner psychological characteristics that both determine and reflect how a person responds to his environmental stimuli. Personality is enduring and ensures that a person's responses are consistent over time.

Personality research to predict consumer behavior has either focused on total personality profile or a specific trait or attempted to find a correlation with products brand choice. But both these approaches assume that individuals with a given personality profile or trait are homogeneous in all other respects such as age, income, education, occupation etc. We know how all these strongly influence a consumer decisions.

2.8.5 Life style:

Life styles are defined as patterns in which people live, as expressed by the manner in which they spend money and time.
on various activities and interests. Life style is a function of
our motivations, learning, attitudes, belief and opinion, social
class, demographic factors, personality etc.

![Diagram of Components of Marketing](image)

**Fig. 2.2 Components of Marketing**


### 2.9 MODELS OF CONSUMER BEHAVIOUR

There are various consumers' models that help in the understanding of consumer behavior. These are discussed briefly.

#### 2.9.1 Economic Model:

In this model, consumers follow the principle of maximum utility based on the law of diminishing marginal utility. The consumer wants to spend the minimum amount for maximising his gains. Economic man model is based on:
• **Price effect**: Lesser the price of the product, more will be the quantity purchased.

• **Substitution effect**: Lesser the price of the substitute product, lesser will be the utility of the original product bought.

• **Income effect**: When more income is earned, or more money is available, more will be the quantity purchased.

This model is not complete as it assumes the homogeneity of the market, similarity of buyer behavior and concentrates only on the product or price. It ignores all the other aspects such as perception, motivation, learning, attitudes, personality and socio-cultural factors. It is important to have a multi-disciplinary approach, as human beings are complex entities and are influenced by external and internal factors. Thus, price is not the only factor influencing decision-making and the economic model according to scientists have shortcomings.

2.9.2 Psychological Model:

Psychologists have been investigating the causes, which lead to purchases and decision-making. A. H. Maslow has answered this in his hierarchy of needs. The behavior of an individual at a particular time is determined by his strongest need at that
time. This also shows that needs have a priority. First they satisfy the basic needs and then go on for secondary needs.

Motivational forces govern the purchasing process and behavior. Motivation stimulates people into action. Motivation starts with the need. It is a driving force and also a mental phenomenon.

Need arises when one is deprived of something. A tension is created in the mind of the individual, which leads him to a goal directed behavior that satisfies the need. Once a need is satisfied, a new need arises and the process is continuous.

Fig. 2.3 Maslow's hierarchy of needs.


2.9.3 Pavlovian Learning Model:

This model is named after the Russian physiologist Ivan Pavlov.

Learning is defined as the changes in behavior, which occur by practice
and based on previous experience. This is important to marketers as well. The learning process consists of the following factors:

- **Drive**: This is a strong internal stimulus, which impels action. Because of the drive a person is stimulated to action to fulfill his desires.

- **Drives**: Can be innate (inborn) which stem from physiological needs, such as hunger, thirst, pain, cold, sex etc. Learned drive such as striving for status or social approval.

- **Cues**: Cues are weak stimuli that determine when the buyer will respond. We have:

  - **Triggering Cues**: These activate the decision process for any purchase.

  - **Non-triggering cues**: These influence decision process but do not activate it. These are of two kinds: Products cues are external stimuli received from the product directly, e.g. color of package, weight, style, price etc.

  Informational cues are external stimuli, which provide information about the product, like
advertisement, sales promotion, talking to other people, suggestions of sales personnel, etc.

**Response:** It is what the buyer does i.e. buys or does not buy.

**Reinforcement:** When a person has need to buy, say clothing, and passes by a showroom and is attracted by the display of clothing, their color and style, which acts as a stimulus, and he makes a purchase. He uses it, and if he likes it, an enforcement takes place and he is happy and satisfied with the purchase. He recommends it to his friends as well, and visits the same shop again. Learning part, thus is an important part of buyer behavior and the marketer tries to create a good image of the product in the mind of the consumer for repeat purchases through learning.

2.9.4 **Input, process and output model:**

This is a simple model of consumer behavior, in which the input for the customer is the firm's marketing effort (the product, price, promotion and place) and the social environment. The social environment consists of the family, reference groups,
culture, social class, etc. which influences the decision-making process. Both these factors together constitute the input in the mind of the consumer.

- **Need Recognition**: When one is aware of a want, tension is created and one chooses a product to satisfy his needs. There is also a possibility that a person may be aware of a product before its need is recognized.

- **Product Awareness**: Product awareness can be had advertisement or exposure to different types of media or by the social circle. The awareness and the need leads to the building of interest. In some cases the interest may also breakdown and, the decision process also stops or may be postponed for the time being.
- **Evaluation**: Evaluation may consist of getting more information about the product and comparing and contrasting it with other products. This can be done theoretically or by taking a trial. Once the evaluation is completed, the consumer's interest may either build up and he has intention to buy, or he may lose interest and the decision process may again stop or be postponed.

- **Intention**: Once there is intention to purchase the product, the consumer goes ahead and acts or purchases the product. Once the product is purchased, it is used to fulfill the need and, more the product is used, the more the consumer becomes aware of the positive and negative points of the product.

- **Post purchase Behaviour**: If, after the purchase and use of the product the customer is satisfied, he is happy and goes in for repeat purchases or recommends the same to his friends and acquaintances. If, however, the customer is dissatisfied he discontinues further purchase of the product and build a negative towards it, which may be harmful to the company.
The post purchase behavior is important for marketer and the company because it leads to proper feedback for improvement and maintaining the quality and features desired by the product. If the customer is very happy with the purchase, he forms a good impression about the product and the company.

**Fig. 2.5 Buyer's Black Box Model**


The above figure shows three stages in terms of stimuli buyer's black box and buyer's response.

The consumer gets the input from the marketing effort of the firm (4ps) and the other stimuli. This input is processed in the mind (Black Box), which constitutes the characteristics of the buyer and the process of decision-making. Once the buyer has decided to buy then, he responds in terms of his choice of product, brand, dealer, timing and amount.
The post Purchase behavior of being satisfied or dissatisfied is also important and is shown in the decision-making process.

2.9.5 Sociological Model:

This is concerned with the society. A consumer is a part of the society and he may be a member of many groups in a society. These groups influence his buying behaviour. Primary groups of family, friend and close associates exert a lot of influence on his buying. A consumer may be a member of a political party where his dress norms are different. As a member of an elite organisation, his dress requirements may be different thus, he has to buy things that conform to his lifestyles in different groups.

2.9.6 Howarth Sheth Model:

This model is slightly complicated and shows that consumer behavior is a complex process and concepts of learning, perception and attitudes influence consumer behaviour. This model of decision-making is applicable to individuals. It has four sets of variables which are:

- Input
- Perceptual and learning constructs
Outputs
Exogenous or external variables

Input: Some inputs are necessary for the customer for making decisions. These inputs are provided by three of stimuli.

~ Significative stimuli: These are physical tangible characteristics of the product. These are price, quality, distinctiveness, services rendered and availability of the product. These are essential for making decisions.

~ Symbolic stimuli: These are the same as significative characteristics, but they include the perception of the individual i.e. price is high or low. Quality is up to the mark or below average. How is it different from the other products, what services can the product render and, what is the position of after sales service and, how quickly or easily is the product available and, from where.

~ Social stimuli: This is the stimuli provided by family, friends, social groups and social class. This is important, as one lives in society and for the
approval and appreciation of the society, buying habits have to be governed.

- **Perceptual and Learning Constructs:** These constructs are psychological variables, e.g. motives, attitudes, perception, which influence the consumer decision process.

The consumer receives the stimuli and interprets it. Two factors that influence his interpretation are stimulus-ambiguity and perpetual bias.

Stimulus ambiguity occurs when the consumer cannot interpret or fully understand the meaning of the stimuli he has received, and does not know how to respond. Perceptual bias occurs when an individual distorts the information according to his needs and experiences.

These two factors influence the individual for the comprehension and rating of the brand. If the brand is rated high, he develops confidence in it and finally purchases it.
Fig. 2.6 Classified version of the Howarth-Sesh Model of Buyer Behaviour

Output: By output we mean the purchase decision. After purchase there is satisfaction or dissatisfaction. Satisfaction leads to positive attitude and increases brand comprehension. With dissatisfaction a negative attitude is developed. The feedback shown by the dotted line and the solid lines shows the flow of information.

Exogenous or External Variables: These do not directly influence the decision process. They influence the consumer indirectly and vary from one consumer to another. These are the individual's own personality traits, social class, importance of purchase and financial status. These factors are dependent on each other and influence the decision-making process. The model though complicated deals with the purchase behavior in an exhaustive manner.

2.9.7 Engel-Blackwell-Kollat Model

It consists of four components:

- Information processing
- Central control unit
- Decision process
- Environmental influences.
Fig. 2.7 Engel-Blackwell-Kollat Model of Buyer Behaviour

Information processing: As shown in the diagram, the information processing consists of exposure, attention, comprehension and retention of the marketing and non-marketing stimuli. For successful sales the consumer must be properly and repeatedly exposed to the message. His attention should be drawn, such that he understands what is to be conveyed and retains it in his mind.

Central control unit: The stimuli processes and interprets the information received by an individual. This is done by help of four psychological factors.

~ Store information and past experience about the product, which serves as a standard for comparing other products and brands

~ Evaluative criteria, which could be different for different individuals.

~ Attitudes or the state of mind, which changes from time to time, and helps in choosing the product.

~ The personality of the consumer, which guides him to make a choice suiting his personality.

Decision process: This consists basically of problem recognition, internal and external search, evaluation and
the purchase. The decision outcome or the satisfaction and dissatisfaction is also an important factor which influences further decisions.

The decision process may involve extensive problem solving, limited problem solving, or routinised response behavior. This depends on the type and value of the product to be purchased.

- **Environmental Influences**: The environmental influences consist of income, social class, family influences, social class and physical influences, and other considerations. All these factors may favor or disfavor the purchase decisions.

2.9.8 **Nicosia model**:

This explains the consumer behavior on the basis of four fields as shown in the diagram. The output of field one becomes the input of field two and so on.

Field one consists of sub field one and two. Sub field one is the firm's attributes and the attributes of the product. The sub field two is the predisposition of the consumer and his own characteristics and attributes, which are affected by his
exposure to various information and message and is responsible for the building of attitude of the consumer.

Field two is the preaction field, where the consumer goes on for research and evaluation and gets motivated to buy the product. It highlights the means and end relationship. Field three is the act of purchase or the decision making to buy the product. The customer buys the product and uses it. Field four highlights the post purchase behavior and the use of product, its storage and consumption. The feedback from field four is fed into the firm's attributes or field one, and feedback from the experience is responsible for changing the pre-disposition of the consumer and later his attitude towards the product.

**Fig. 2.8 Nicosia Model**

*Source: Khan Matin, Consumer Behaviour, 2nd Edn New Age International (P) Ltd., N. Delhi, 2004.*
Nicosia Model is a comprehensive model of dealing with all aspect of building attitudes, purchase and use of product including the post purchase behavior of the consumer.

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REVIEW OF LITERATURE

Reviewing of existing literature has been done as one of the processes to progress present research study. It was felt - rather, found essential to search the literature, which addressed relevant and important aspects such as studies that have been made in the past in India and abroad that were related directly or indirectly to the subject of the present research study.

Discussion in this chapter would indicate that the efforts are made to find responses addressing the above points to help make suitable assumptions and draw conclusions accordingly.

Tinsley, Robert Nigel carried out their doctoral research titled "An investigation of the retail marketing mix and its effectiveness in small shops." (1986) stating that the recent history of small shop and independent retailing has been one of decline. The aim of the investigation was to develop a model of marketing mix effectiveness that may be applied in small-scale retailing. Recent change in retailing has affected location, product range, pricing and promotion practices. Although a large numbers of variables representing aspects of the marketing mix may be identified, it was not possible on the basis of currently available information, to quantify or rank them according to their effect on sales performance.
As per Hagan, Charlene Hughes of Texas Woman's University the purpose of the study titled "Factors influencing the store patronage of a selected group of women employed in managerial and professional occupations in northern Louisiana." (1987) was done to examine the patronage motives of career women employed in managerial and professional specialty occupation in northern Louisiana. This study investigated career women's demographic characteristics, shopping behaviors and store preferences in order to develop a shopper profile.

The participants were grouped into three categories (1) executive, administrative and managerial, (2) professional specialty, and (3) teachers.

Most of the career women were married, aged 36 to 45 years and had a high salary range and a household income of over $55,000. The majority had completed a graduate degree and worked 31-40 hours per week.

The clothing source shopped most often was the department store, followed by the specialty store/boutique and mail order catalog. No significant difference was found in the clothing source shopped most often among the three groups of career women. The career women specified that the return policy of a store was the most important store attribute. Highly significant differences were found in the most important store attribute and shopping in a department store, a specialty store /boutique and a mail order catalog. Highly significant differences were revealed in the most important choice
of store inventory (selection of merchandise in the career women's size) and shopping in a department store and a specialty store/boutique. No significant difference was found in the most important choice of store inventory and shopping by mail order catalog.

Mercado Villagra, Salvador Arturo did a doctoral research titled "Purchasing patterns, life-style, and demographics between middle class Mexican-American and Mexicans: A market segmentation study." (1988) with a purpose to study the purchasing patterns, life-styles and demographics among middle class Mexican-Americans and Mexicans. The scope of the study was to determine similarities and differences between these two groups relative to: (a) purchasing behavior and decision making process that encompasses variables such as shopping patterns, purchase process, store services, purchase through the mail, decision maker, sources of information, factors in the decision-making process, mode of transportation, merchandise financing, food items, purchase intentions and saving and investment patterns ;(b) Life-styles patterns that encompass eleven different categories of attitudes toward price, credit, information, fashion, television, magazines and newspapers, advertising, finances, leadership, capitalism, and politics,(c) Demographic information that includes variables such sex, marital status, household size, age, education, income, home value, and monthly rent.
In the research "An examination of shopping groups categorized on the basis of out shopping and in-home shopping behaviors." (1988) carried out by Vicki Ahuja of Mississippi State University out-shopping and in-home shopping behaviors had been conceptually linked because they are both alternatives to local shopping.

The finding indicate that four distinct shopping groups can be defined and profiled: (1) the substitute out-shopper who is significantly involved in out-shopping but not in-home shopping (2) the substitute in-home shopper who is significant involved in in-home shopping but not in out-shopping (3) the supplement shopper who is significantly involved in both out-shopping and in-home shopping; and (4) the local shopper who is not significantly involved in either activity. The specific variables that were important in discriminating among the four groups were age, household income, mobility, number of out-of-town credit accounts, venturesomeness, loyalty, value of convenience, and value of enjoyment. There was also evidence that the product category did have an inventing impact on the profiles of these shopping groups. All four categories of shoppers might not exist for all product categories.

In the research titled "Christmas shopping: the impact of gender role socialization on gift purchasing patterns." (1989) Fischer, Eileen M of Queen's University at Kingston (Canada), found that Christmas shopping
was placed in historical perspective as an emergent tradition associated with the Christmas festival, and in sociological perceptive as a type of task typically allocated to or undertaken by women. The stereotyping of Christmas gift shopping as 'women's work' was reasoned to be due to the symbolic significance of the gifts chosen in the process: the emphasis on kinship which is highlighted in the festival is communicated in part through the set of gifts that are chosen. Thus the process of selecting Christmas gifts is work apparently conducive to 'kinkeeping,' or the maintenance of social bonds.

It was hypothesized that, since women are socialized to take on the work of kinkeeping to a greater extent than men, they tend to assume more responsibility for this task within their families and to regard it as more important. It was also hypothesized that men's and women's attitudes towards traditional gender roles would mediate their involvement in Christmas shopping. For men, agreement with traditional gender roles would be conducive to low involvement in Christmas shopping and disagreement would be conducive to higher involvement. For women, the opposite pattern of behavior was anticipated. Further, identification with the feminine trait cluster was assumed to have some relevance to level of involvement in Christmas shopping since the prototypical feminine traits are expressive or communally oriented.
A study of 297 men and women was conducted to examine the effect of the independent variable sex, gender role attitudes and feminine gender identity on several dependent variables. Results indicated that significant differences exist between men and women on most of the dependent variables, that gender role attitudes moderated performance on some of the dependent variables, and that femininity of gender identity also moderated scores on some variables.

In "Impact of apparel important on retail profitability." (1989) a doctoral research, Hathcote, Jan Montgomery at The University of Tennessee examined economic profitability of domestic versus imported apparel in the United States.

The research hypotheses were divided into 2 major divisions. Two hypotheses dealt with price and income demand elasticities and how these elasticities affect quantities of apparel demanded. The second group of hypotheses examined eight factors that may affect apparel profitability. The factors included: (1) brand (2) country of origin, (3) classification of departments; (4) fashionability, (5) initial retail price, (6) methods of purchase, (7) type of item (basic versus new) and (8) quality.

The directions of elasticities were positive for income and negative for prices as economic theory suggests. Dresses and sweaters displayed the most significance across imports from the twelve world regions examined.
Dresses, sweaters and coat/suits categories were most significant with response to price per capita. Income elasticities were most significant with the skirt and slack categories.

Significant differences were found between domestics and imported apparel categories. Other insignificant differences included the brand types in the sweater category; levels of fashion, initial retail price, and quality for shirts; fashion for the coat/suit category; and type of brand for the slack category.

"An empirical investigation of the effects of lifestyle on a discrete choice model for market segmentation." (1989) was the topic of study of Lee, Myung-Sik at The University of Alabama that predicted that the behavior of individual consumer is an essential element in the analysis of products and marketing opportunities. In particular, the development of new products requires predicting the complicated attributes of choice behavior.

The purpose of this study was to investigate the usefulness of the concept of lifestyle as an instrument for predicting consumer choice behavior in a discrete choice model. To forecast market potential, marketers have to estimate how preference translates into the choice. Life style was defined as the pattern of behavior which conforms to the individual's orientation toward three major dimensions (1) role and interests (2) time use activities and (3) consumption, shopping and media exposure patterns.
To test the relevance and usefulness of the life style segmentation, the performances of other alternative segmentation schemes—value, social status and life cycle—were compared. The results demonstrate that the life style segmentation predicts market potential for the development of new product and positioning of established products better than the other schemes including the pooled non-segmented model.

In the study titled "The effect of television advertising on consumer price sensitivity: An investigation of frequently purchased products" (1989), carried out by Vinay Kanetkar of The University of British Columbia (Canada) the central question studied was whether household price sensitivity increases or decreases as the number of exposures to television advertising increases.

The findings show that the direct effect of a firm's increased advertising is a lowering of price sensitivity. In addition, the model also shows that increased advertising may result in a higher or lower price sensitivity depending upon the advertising reaction of competitors. The empirical results for both product categories studied indicate that increased advertising is associated with higher price sensitivity.

A study titled "A cross-cultural study of attitudes toward advertising and consumer brand choice strategies among Mexicans, Mexicans-Americans and Anglos" (1989) was carried out by Rhi-perez, Pablo at the
University of Texas at Austin with the purpose to examine the relationship between ethnicity and attitudes towards advertising, brand loyalty and brand choice tactics for three common convenience products.

Attitudes towards advertising were found not to be significantly related to the ethnicity of the sample groups. All ethnic groups have similar attitudes towards advertising. Brand loyalty measured by a composite brand loyalty index across all three products studied was found to be related to ethnicity. The price consciousness index was found to be significantly associated with ethnicity.

The relationship between parental influence and ethnicity was found to be non-significant. Neither was the relationship between buying prestigious brands and ethnicity found statistically significant. Apparent differences between the groups were due to demographic differences, not ethnicity. Research findings suggest that price consciousness and brand loyalty are the only two consumer behavior traits related to ethnicity.

Smitley, Roselyn Gadia at Texas Women's University, carried out a study titled "Clothing preferences of women over fifty years of age in relation to their lifestyles" (1989) to investigate the clothing preferences of women over fifty years of age in relation to their lifestyles. Significant differences were found among the choices of clothing styles generally preferred by the respondents as a group. Findings of this study indicated preferences for
clothing styles with ample room in the armholes, non-belted or tie-belted styles, below-the-knee dress length, slightly above-the-knee length shorts, sleeved styles and jacketed dresses. Preferred clothing styles indicated preferences for v-necklines, jeweled necklines and convertible collars.

Six major lifestyle segments were identified in this study. The major lifestyle segments included survivors, sustainers, belongers, emulators, achievers and societal conscious. Findings of the study revealed that the gray market has wide lifestyle diversity.

Significant relationships were found between clothing preferences and lifestyles of women over fifty years of age in nineteen clothing styles of the thirty-two styles offered. Twenty-six predictions were offered based on the correlations. The correlations between lifestyles and clothing styles indicated that psychographic analysis could be very useful in predicating the success or failure of clothing styles when targeted toward the gray the market.

Anderson Lenda Jo at Auburn University in a study titled "A methodology for consumer style preference testing of apparel at the product development level" (1990) investigated the development of a methodology for consumer style preferences testing of apparel at the product development level. Analysis of the clustered groupings on the ten independent variables, age income, education, employment status, occupation, marital status, style preferred, fashion feelings, preference and size, revealed significant
differences between groups. Analysis also revealed relationships between
clusters formed on knee length gowns and age education, income and
employment. For mini gowns, age, preference, education and style were
significant. Consumer responded to questions regarding clothing practices,
criteria for purchase decisions, style preferences, opinions of store display,
availability of desirable styles and price considerations.

Arbuthnot & Jeanette Jaussand of Oklahoma State university in a study titled
"The decision making process of small speciality store buyers as related
to selection criteria, information sources and store performances" (1990)
found as follows:

❖ When making purchase decision buyers for small retail organisations
placed greater importance to product-related selection criteria and
personal, internal sources of information.

❖ Buyers for small stores exhibit more involvement with customers &
vendors.

❖ Small retail store buyers were more concerned with product
characteristics, personal experience with vendors and customers and
salespeople as information sources.

❖ A number of selection criteria and information source variables were
significantly related to satisfaction with store performance.
The high satisfaction group and the low satisfaction group differed significantly with reference to three selection criteria (product fashion-ability, aesthetics and quality) and five sources of information (store personnel /sales people, resident buying offices, exhibitions and trade shows and trade publications and seminar and workshops were mostly related with buying decision with the last being least fruitful.

Research titled, "A study of consumers external search strategies pertaining to Christmas shopping." (1990) carried out by Otnes, Cornelia Crabb of The University of Tennessee discussed that Christmas gift giving is a neglected topic by social scientists. This study explores whether consumers adopt information-use strategies while Christmas shopping. Findings revealed that three types of information searchers existed. These were: selective searchers (use mainly print), non-searchers (use no sources) and eclectic searchers (use almost all sources). Stepwise, discriminant analysis revealed that eight lifestyle, shopping, media use and demographic variables were good discriminators among clusters.

Park, Jae Ok of Virginia Polytechnic Institute and State University, in another study titled "Clothing style preference of working women related to self-image/clothing image congruity and public self-consciousness." (1991) made an attempt to extend knowledge concerning the influence of self-image
of self-image congruity and public self-consciousness on clothing behavior from the symbolic consumption perspective. Thus, relationships among the three major constructs, public self consciousness (PSC), self-image/clothing image congruity (actual self-congruity, ASC and ideal social-congruity, ISSC) and clothing style preference (CSP), were examined.

Analysis confirmed that working woman's clothing styles preferences are related to their ASC or ISSC states. Certain clothing styles were considered more socially appropriate than others, and they are, in order of preference, sporty, classic, feminine and then dramatic. Significant and positive relationships were also found between the PSC and ASC (and ISSC) state with outfits considered to be socially appropriate (sporty and classic).

Another study titled "Measuring the value of quality for apparel manufacturing" (1991) done by Karnes & Carol Lynn of Clemson University quotes that American apparel manufacturers are under extreme competitive pressure to place more emphasis on product quality. The purpose of this study was to examine the intrinsic value of product quality in apparel manufacturing. Of particular interest were the questions - what is the consumer willing to pay for an improvement in quality, what is the value of each quality dimension, and should quality be a competitive priority in apparel manufacturing for men's dress shirts?
Findings show that quality was found to have a significant impact on the consumer's perceived value. As the quality rating increased, the dollar amount the consumers was willing to pay also increased. Features and appearance were found to be the most significant quality dimensions followed by durability, quality image, fit, comfort, reliability, garment care and workmanship. The relationship between overall quality and the probability of a purchase by the consumer was found to be very significant providing evidence that quality should be a competitive priority for an apparel manufacturer. The results indicated that quality is an order winner when the price is not extremely low and for the manufacturer's target price range.

In their research paper titled "Deciding Where to Buy: Store Choice Behavior of Indian Shoppers" (Vikalpa, Vol 27, No.2, April-June 2002) Piyush Kumar Sinha, Arindam Banerjee, and Dwarika Prasad Uniyal reveal that store choice and patronage has gained significance in Indian markets with the introduction of larger and diverse retail formats by organized players. They are providing new experiences and options for shoppers.

The reasons for choice of store are in the preference order as Convenience, Merchandise, Ambience, Service, Patronized and Referral. As far as Apparel stores were concerned shoppers value merchandise, ambience and other factors like exclusive or branded stores. Their behavior is similar to that in
a durable store. They want variety and would like to touch and feel the product. They would like the store to be comfortable and well laid out to facilitate their search process. Shoppers also visit branded outlets. The range of the items, in terms of product and price, is important. They would like to satisfy themselves about the right choice before finalizing on their purchase.

The major conclusions of this paper are as follows:

- The primary reasons for choosing a store are convenience and merchandise, store ambience and service being other reasons.
- Shoppers would like to minimize the effort of shopping by reducing either the travel time or the time spent in the shop.
- The gender and age of shoppers drive the choice of store. Monthly household income did come out as a significant factor but it was reflected more in terms of the type of products bought.
- Shoppers in the age group of 35-50 years seek the most from the store and hence use more dimensions in choosing a store.
- Ambience and facilities are more important in cases where the shopper spends more time within the store.
- Brand spread in the merchandise is attached more importance in stores that kept the preferred brand and also gave opportunity to look at other brands.
A study at P.G. level titled "Analysis of customer's shift from tailor made shirts to readymade shirts" carried by Mr. Mahendra D. Somkule of Nagpur University (2002) shows the analysis of customers' shift from tailor made shirts to readymade shirts. The study reveals the following facts.

- Today's sophisticated customer no longer buys a garment; rather he is buying fashion, brand, quality, feels, looks and fittings.

- The big companies like Raymond, Bombay Dyeing, Arvind mills etc. reciprocated by launching a number of readymade shirts & garments of their own brand. Labels like Vivaldi, Arrow, Park Avenue flooded the shop shelves.

The major finding of the research were:

- Price, Brand name and advertising are the main criteria for customers' shift from tailor made shirts to readymade shirts.

- Cloth quality, stitching quality, size and fitting are not the criteria for the customers' shift.

- Ready availability and status symbol were also some of the prominent criteria that played role in customers' shift from tailor-made to readymade shirts.
Another postgraduate study titled "Critical market analysis of Denim Apparels" carried by Mr. Santosh R. Deshpande of Nagpur University (2002) for the purpose of market analysis of denim apparels. In today's scenario denim is loosing its market share in comparison with other garments like khakis and cotton trousers. The study states the factors responsible for decline in sales. The research findings reveal that, though some factors led to the down fall in the sale of denim garments but market showed a growth in other varieties of ready to wear apparels. The texture and roughness contributed a major part in the fall of denim sales that prevented people from purchasing denim garments.

Many soft varieties of denim are available in the market but there is lack of awareness regarding the sale. Marketers should take steps in order to educate the people regarding the same through heavy advertising.

Another major finding stated that colour was also a principal factor contributing to the falling volumes of sales. More than 50% respondents stated that availability in single monotonous colour was also the reason for not purchasing denim garments. But market findings show that denim is available in other colours too. Depending upon the taste of the people some new colours should also be introduced in the market.
Non-acceptance of denim as office/executive wears also lead to declining sales. Stating that denim clothes are not crease resistant people preferred other apparels in office. Recommendations were made for creating awareness in different segments for use of denim and it should be blended with other yarn in order to produce a combination that could be used as a soft and formal wear.

Research findings published by Balaram, Anuradha, et al. titled "Competitive Advantage in the Indian Apparel Export Industry: An Exploratory Study" (2002) show that China emerged as the undisputed leader except Clothing Accessories, where Italy took the lead. Owing to special advantages that Italy has in fashion garment, it seems unlikely that Indian apparel industry can compete with Italian brands in the near future. Moreover, in the coming years, other emerging apparel exporting nations like Vietnam, Haiti and Mauritius, are likely to export garments at a lower cost than India. Hence, it becomes important that Indian firms develop competitive advantage based on core competencies- through product innovation, increased awareness of customer needs and improved delivery systems while ensuring that garments are at competitive cost.

In the study titled "Implementation Of Technology And Relationships To Supply Chain Performance: Apparel Manufactures' Perspectives." (Int. Rev. of Retail, Distribution and Consumer Research, (Vol. 11, No. 3,
found that apparel manufacturers operate within a distribution channel with suppliers, retailers and consumers. In a competitive market, apparel manufacturers, in transactions with retailers, must make changes. These changes have potential to affect the supply chain and consequently to add or reduce value of products for the retailer.

The paper titled *How to exploit POP around the globe* by Miller, Rachel (Marketing [MAR] ISSN: 0025-3650; Date: Aug8, 2002 p: 27) reveals that as brand owners develop consistent names and packaging for their international products, they follow global point-of-purchase promotions. Consumers' decisions are influenced by the environment they are in, so it is also important to understand store dynamics. Stores have to offer benefits to the consumer in terms of time, convenience and experience.

In the study titled *Male Consumer Decision-Making Styles* (Int. Rev. of Retail, Distribution and Consumer Research, Vol. 14, No. 2, 223-240, April 2004) Cathy Bakewell and Vincent-Wayne Mitchell found that the neglect of men in consumer decision-making research is lamentable given the clear evidence that they are an important shopping group and are likely to make shopping decisions differently from women. This study addresses the subject of male decision making using of four new traits namely; store-loyal/low-price seeking, time-energy conserving, confused time-restricted
and store-promiscuity. The study also demonstrated the potential of the Consumer Styles for segmenting markets as meaningful and distinct groups of buyers with different decision-making styles were identified. The findings suggested that retailers should appeal to their buyers by improving the efficiency of the shopping process and value perceptions when dealing with male shoppers.

Generally men spend less time shopping for the majority of food and clothing purchase. They have a tendency to spend more money than women. Shopping novelty to be experienced through clothing and fashion, are less interesting to men. Compared with women, men simplify the shopping process by attending to a smaller number of information sources.

Fashion/brand uninterested men are concerned with lower prices and do not show a degree of brand consciousness or follow fashion.

Confident brand/quality seekers favour well-know brands and good quality department stores. Reluctant perfectionists are associated with the novelty/fashion consciousness and perfectionist traits. These men think carefully before purchasing and have high expectations for products. They are prepared to spend time and energy visiting different stores in order to attain high-quality products, but do it reluctantly. Men in this cluster still do not profess to enjoy the activity of shopping.
Table 2.1: Characteristics of eight consumer decision-making styles

<table>
<thead>
<tr>
<th>SN.</th>
<th>Decision Style</th>
<th>Characteristics</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Price/Value consciousness</td>
<td>Decision style that is concerned with getting lower prices. The presence of this trait means that the consumers is conscious of sale prices and aims to get the best value for their money.</td>
</tr>
<tr>
<td>2.</td>
<td>Perfectionism</td>
<td>Decision style that is concerned with quality. Consumers with this decision-making style will not compromise with products classified as ‘good enough’.</td>
</tr>
<tr>
<td>3.</td>
<td>Brand consciousness</td>
<td>Decision style that is concerned with getting expensive, well-known brands. Consumers with this style believe that the higher the price of a product, the better is the quality. These consumers also prefer best selling advertised brands.</td>
</tr>
<tr>
<td>4.</td>
<td>Novelty/fashion consciousness</td>
<td>Decision style for seeking out new things. This trait reflects a liking of innovative products and a motivation to keep up to date with new styles and fashion trends.</td>
</tr>
<tr>
<td>5.</td>
<td>Habitual/brand-loyal</td>
<td>Decision style for shopping at the same stores and tendency to buy the same brands each time.</td>
</tr>
<tr>
<td>6.</td>
<td>Recreational shopping consciousness</td>
<td>Decision style that views shopping as being enjoyable <em>per se</em>. Shoppers with this trait enjoy the stimulation of looking for and choosing products.</td>
</tr>
<tr>
<td>7.</td>
<td>Impulsive/careless</td>
<td>Decision style that describes a shopper who does not plan their shopping and appears unconcerned with how much he or she spends. Consumers with this style can regret their decisions later.</td>
</tr>
<tr>
<td>8.</td>
<td>Confused by over choice</td>
<td>Decision style that reflects a lack of confidence and an inability to manage the number of choices available. Consumers with this trait experience information overload.</td>
</tr>
</tbody>
</table>

Confused time-energy conserving men are not shopping perfectionists and are associated with the time energy-conserving trait. Males in this cluster have a tendency to purchase on impulse, rely on price and advertising for decision support and minimize the time and energy spent shopping by visiting the same stores. Recreational trendsetters are associated with the recreational shopping consciousness trait. Males in this cluster show brand consciousness and fashion/novelty trait association and are not only prepared to spend time shopping, but also buy impulsively and without consideration of how much they spend. Other studies have shown men to be less, clothing and appearance conscious compared with women and less likely to perceive a need for new apparel.

Quality and value seekers have traits associated with perfectionism and price/value consciousness decision-making styles. Males in this group spend time shopping, but are not brand-conscious.

Furthermore given that almost one in five male shoppers appear to be actively uninterested in fashion, perhaps because they associate it as being a female concern. Retailers who merchandise clothing, shoes and other personal effects to men, should probably avoid communication appeals that use or emphasize these terms.

The study titled "Selected Social Factors and the Clothing Buying Behavior Patterns of Black College Consumers." (Int. Rev. of Retail,
Distribution and Consumer Research, Vol. 14, No. 4, 389-406, October 2004) by Leticia N. McKinney, Dana Legette-Traylor, Doris H. Kincade & Lillian O. Holloman examines the influence of selected social factors viz. reference groups, social participation, fashion involvement, clothing benefits sought, social environment on the clothing buying behavior patterns like type of store patronage, time/ frequency for clothing purchase of black college consumers. Results showed that social participation was significantly related to store patronage. No difference was found in patronage behaviour for the variables of reference group, social involvement, fashion involvement, clothing benefits sought and social environment. In addition, social involvement, fashion involvement and clothing benefits sought were significantly related to time/frequency of clothing purchases. Results suggest implications for future research and retail stores.

Black college consumers form at least one market segment of the larger American market. The black college consumer population is a growing segment within the market of black consumers. In addition, this segment possessed money and fashion interests, which are two major component of a viable market segment.

Black college consumers that buy on impulse rather than on sale or on clearance were more socially involved, more involved with fashion and likely to buy prestigious clothing items. Black college consumers that buy at the
beginning of the season were also more fashion oriented and seek prestigious clothing items more regardless of the cost of the item. Black college consumers patronize stores that prestigious brand name and fashion oriented clothing. Black college consumers shopped in department stores and speciality store rather than discounters. Decisions were influenced by both environment and individual factors.

The book "Textile and Fashion: Challenges and Strategies for the Industry" (Mote V.L., Textile and Fashion: Challenges & Strategies for the industry, Tata McGraw Hill, 2004) serves the purpose of stimulating thinking amongst the industry leaders and policy makers and enable them to come up with a well thought out comprehensive strategy and an action plan for their sustainable growth and profitable operations. Edited by V.L. Mote the book is based on papers presented by experts from Indian textile and garment industries at a seminar on 'Preparing Textile and Clothing Industry for Competing Globally in the Next Millennium'

In the context of the phasing of the Multifibre Arrangement (MFA) by the end of 2004 and the Agreement on Textile and Clothing under WTO being fully implemented from January 2005, the Indian textile and garment industries are required to proactively work out a new globally competitive strategy. The MFA regime provided these industries with a protected market,
and they could still survive without being globally competitive in the true sense. Now, however, these two industries, which are very closely related to each other's performance, are likely to face severe competition as a result of globalisation.

Saptharishi pointed out lack of customer-centric focus and the non-responsive attitude of the textile industry. Suresh Mehta stated possibility of upgrading the skills of women workers in order to provide them opportunities for economic uplift, while the garment industry becomes globally competitive. As per Darlie O Koshy a powerful retail environment can make these industries capable of meeting the demands of fashion and sophistication from domestic consumers.

Devangshu Dutta dealt with buyer power, which has shifted from the distributors to the retailers, to the present day channel creators who buy globally and market globally and act as a major link with the end users of the garment. The interdependence between the textile and the apparel industries pointed out the need to focus on product innovation as well as management of costs and quality.

the Garment Industry and the future prospects of this industry beyond 2005.
In this book the research paper "MFA and Its phase Out" by Gayatri D. Rao
throws light on The multi Agreement (MFA) which was introduced in 1974
to achieve expansion in trade in textiles and clothing and the socio-economic
development of developing countries. After two decades, in 1994 it was
replaced by Agreement on Textiles and Trade. This agreement was a
mechanism for dismantling the MFA. The MFA is coming to an end in
December' 04. January 2005 will usher in a new quota less regime in the
trade in textiles and clothing.

In "Tiruppur Cluster: A Case study" Dr. Navsharan Singh and Mrinalini
Kaur Sapra reveal that Tiruppur, a small town in Tamil Nadu, occupies a
prominent position in the Indian garment industry. The Tiruppur cluster
comprising of many industrial units is souring garments to the world's
leading retailers. The cluster organization has certain characteristics that
are unique, giving it an advantage over other clusters in India.

In "Delhi Garment Industry: A Case Study" Dr. Navsharan Singh and
Mrinalini Kaur Sapra again reveal that Delhi has various garment units
that have contributed to the garment exports from northern region. Delhi
has a clear advantage in the cotton garments segment. Cheap labour
available in and around Delhi has contributed to the expansion of the
readymade garments trade. At present, Delhi has a major share in India's
main garment export items: men's shirts and women's shirts, blouses and skirts. As is evident from the numbers, Delhi commands a major share of India's exports and employs a large number of workers in garment industry. It is also clear that informal garment making, through production in the unregistered units, is still the most dominant form of production organisation.

In the article "Textiles and Clothing: What Happens After 2005?" Matthias Knappe dealt with Multi Fibre Agreement on textiles and clothing that will end on 31st December 2004, bringing a fundamental change in the trade in textiles and clothing. Under the new regime tariffs, ethical standards in garment production, eco-labeling etc. will be used in the garments trade. International Trade Forum through its technical assistance approach to the textiles and garment sector enables developing countries to operate competitively in the new regime. Some observers predict that by 2005-06, major textile and clothing buyers will reduce by half the number of countries they source from. The challenge for countries and companies is to remain an important source for these buyers.

The article "Readymade Garments: Picking up the Threads" by Nath Balakrishnan states that the Indian readymade garment industry is fragmented into men's readymade garments, women's western wear market and the children's garment segments. Leading players in the garment sector
are consolidating and expanding their operations to command a larger share of the market. Organised retailing is opening more opportunities to the garment producers to showcase their products. The Indian consumers are showing a preference for readymade garments over tailored ones.

T. Surender in the article "Preparing India For New Competition" points out that India has become a preferred sourcing destination for global retailers such as Wal-Mart, Otto, Marks and Spencer, etc. Indian companies are modernizing and stepping up their operations to cater to these global majors. Favorable government policy combined with industry level initiatives will go a long way in marketing India the preferred destination for garments.


In one of the article "Understanding Customers" of the same book S. Ramesh Kumar states that to emerge as a winner in a highly competitive environment, a brand should incorporate messages that reflect consumers' thought process. Such messages can be created through research of the target market and understanding the consumer behavior. By associating specific messages, feelings and situations with the brands, marketers can influence the consumers to internalize the brands.
Marketing communication in a cluttered environment competing with several brand propositions depends on "focused creativity". There are three aspects of focused creativity: It has to be meaningful to the target segment; it has to carry a competing angle, that is, it has to be creative enough to be differentiated from the competing brand messages and it also has to make an impact on the consumer psyche, at least to the extent of reminding the consumer about the functional or emotional (as case may be) proposition of the brand.

The established brand already has the advantage of having entered the psyche of the consumer. The three aspects of the message formulated by a brand have to take into account how the information processing occurs in the mind of the consumer. Incidentally, knowing the process may also enable a marketer to identify a proposition for the brand. In the present day context, a marketed change required in the formulation of creativity is the knowledge of consumer behaviour. Advertising agencies that are involved in creativity should consider certain concepts in the creative process. The following factors are to be taken into account, before brand decides to use a specific feeling or situation.

Researching the market is a pre-requisite because a suitable emotion is required to be paired with the brand. The emotion or a specific situation (which could be called as the relevant stimuli) is likely to be the core aspect of the brand imagery and has to be selected with grate care. For instance,
when wrangler entered the Indian market, it chose a celebrity who may not have appealed to the target segment of the brand and hence proved failure. The imagery selected to be paired with the brand has to be relevant to the product category. Selecting 'warmth as an emotion for the brand Raymond is very meaningful because warmth is associated with nostalgia, which is in turn associated with the promise of memories. This is the core consumer benefit offered by a brand of suit. It is essential for a brand to plan a specific emotional proposition (could be a function one too) to ensure that the brand offers a sustainable differentiation in the long run.

A marketer should be extremely careful in selecting an association (could even be an advertising jingle) especially when consumers get exposed to the stimuli (audio or visual) easily. Service provided at retail outlets could also reinforce the behavior of consumers in terms of repeat buys or patronizing a retail outlet. A brand can convey a visual, which would express the refreshing aspects of the visual (feel), or it could use a copy that would amplify the ingredients used to the extent of making consumers 'think' about the brand to be different from the others. The brand could also create imagery, which would enable the consumer to 'relate' to a group of people shown in the imagery of the brand. Any of these approaches should trigger the consumer to try the brand and this is the 'act' part of experiential marketing.
Again in the same book in one of the paper "Targeting the Mature population" Robert E Snyder states that segmentation is an important marketing tool for consumer behavior study. Matter of values is a segmentation approach which breaks older adult market into eight distinct value segments based on the relative importance and influence of key values in each group. The value dimension led to the segmentation of the 62 and over market into eight different and distinct groups.

Table 2.2: Segmentation of Mature Market

<table>
<thead>
<tr>
<th>S.N.</th>
<th>Segment</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Intense Individualists</td>
<td>14%</td>
</tr>
<tr>
<td>2</td>
<td>Woeful Worriers</td>
<td>5%</td>
</tr>
<tr>
<td>3</td>
<td>Fiscal conservatives</td>
<td>15%</td>
</tr>
<tr>
<td>4</td>
<td>Hearth and Home makers</td>
<td>20%</td>
</tr>
<tr>
<td>5</td>
<td>True Blue Believers</td>
<td>20%</td>
</tr>
<tr>
<td>6</td>
<td>Active Achievers</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>In charge Intellectuals</td>
<td>7%</td>
</tr>
<tr>
<td>8</td>
<td>Liberal Loaners</td>
<td>9%</td>
</tr>
</tbody>
</table>


These Value Dimensions represent 13 key values that were identified by seniors as being most important. They were Materialism, Excitement, Social power, Financial security, Conservatism, Happiness, Wellness, Intellectual
curiosity, Compassion, Warm relationships, Religiosity, Family ties, Self respect. The variation occurring from one person to the next was the relative importance one assigned to different values.

The same book includes the research paper "Customer Retention, BPCL and Shoppers Stop way" where Sankar Radhakrishnan finds that most Indian companies from beauty parlors to petroleum companies have realized the importance of rewarding their loyal customers. The objective of these loyalty programs is to not only encourage repeat sales but also to provide the companies with customer profiles that can act as a guide to marketing decisions. Implementing these programs is a costly affair and to justify the costs, companies have to make an effective use of the customer information that it generates through these customer loyalty programs.