CHAPTER – 2
REVIEW OF LITERATURE

Chapter-1 provides a brief overview of the Thesis, outlining the question to be studied, rationale for selecting the topic and expected contribution to knowledge. It also provides a brief summary of gap in the literature that it exists in the extent knowledge. This chapter reviews the relevant segmentation of women consumers, the consumer behavioural aspects and purchase decision patterns of women consumers literature in more depth and elucidates the important issues that remain an answer.

Robert T. Green and Isabella C.M. Cunningham (1975), in their study “Feminine role perception and family purchasing decisions” analysed family decision making patterns under different conditions of female role perceptions. The authors adopted methodology based on empirical evidence. 257 married women from Houston and Texas were selected by simple random method and required to complete self-administered questionnaire. The authors used F-test to find the desire results. It is found that changes in purchasing behaviour within the family like perceptions of family members and financial resources are associated with changes occurring in the female role perceptions. And also found that demographic factors like age and income groups are the main factors influencing female purchase decision making.

William K Darley and Robert E. Smith (1995), in their study “Gender differences in information processing strategies: An empirical test of the selectivity model in advertising response” examined of how males and females process advertising claims. Simple random method was adopted to select 120 respondents as samples. Respondents were served with booklet contained basic instructions and preliminary questions and undergone interview schedule after watching an advertisement. The data was analysed by Multivariate Analysis of Covariance (MANCOVA) statistical tool to arrive the desire results. The
results revealed that females are more responsible to subjective claims, males are more responsible to objective claims.

Tridib Mazumdar and Purushottan Pupatla (1995), in their study “Gender difference in price and promotion response” examined the differences between men and women shoppers in their responses to price and promotions such as feature of advertisements in store displays and coupons. The authors selected 345 families headed by men and 1692 families that are headed by females by simple random method from a sub sample of families from the A C Nielsen’s scanner panel data. The authors adopted percentage method and graphical representation to analyse the data. The authors found that between males and females there is difference in price and promotional responses, shoppers place on pre purchase and the point of purchase search for low prices and deals. And also found that this difference in behaviour is generally persistence across different demographic conditions such as income, education and family size, etc.

Laurette Dube and Michael S. Morgan (1996), in their study “Trend effects and Gender differences in retrospective judgments of consumption emotions” aimed to analyse the trends in positive and negative emotions over time contribute to retrospective global judgments of those emotions. The authors adopted simple random method to select the samples. The samples encompassed a broad range of medical diagnosis involving no extreme physical or emotional distress. The samples required to fulfill retrospective questionnaire, containing overall experiences and satisfaction. The authors adopted F-test to analyse the collected data. The authors concluded that memory based global judgments of consumption emotions are as susceptible to systematic biases as cognitive judgments and also found that men’s retrospective judgments of positive emotions were highly sensitive to trend effects, but no trend effect was found for negative emotions. In contract,
women demonstrated trend effects primarily in judgments of negative emotions trends in positive and negative emotions.

Robert T. Green, Bronislaw J. Verhage and Isabella C.M Cunningham (2001), in their study “Household Purchase decisions” examined the difference between American and Dutch consumers with reference to influence of husband / wife in purchasing decisions for a variety of goods and services. The authors adopted the methodology based on empirical evidence. 158 US married women and 240 Dutch married women were selected by simple random method. The respondents were presented with a list of products and services together with a number of specific decisions which have to be made when purchasing each product and service. The authors adopted F-test to analyse the data. The result revealed that there are significant differences existing between the two countries’ consumers and employment status of the wives plays vital role in family’s purchasing decisions. US wife plays a greater autonomous role where as the purchasing decisions in Dutch families tend to be made on more of a joint basis than in US families.

Dawn Bendall, Lyon and Thomas L. Powers (2002), in their study “The impact of gender differences on change in satisfaction overtime” examined satisfaction loyalty as influenced by the passage of time in a high-involvement service setting. The study was based on a survey of 150 women and 133 men who were selected by simple random method at two separate time periods immediately after receiving a health care service and again two years later. In order to observe the differences in satisfaction scores overtime, an independent samples t-test was used to compare initial satisfaction scores of both groups. The authors found that men are more consistent in satisfaction responses overtime while woman tend to experience more dissatisfaction.
Anil Gupta, Neelika Arora and Ajit Pwair (2003), in their study “Changing consumer in India” analyse major changes in Indian economy in the last decade. A survey of economic factors and of changes in other variables influencing the consumer, such as demographic, educational and cultural trends is presented and the impact of these factors on consumption structure and on trends in the composition of the macro marketing mix are discussed. Methodology used by the consumer is as follows: Data from reliable sources like Reserve Bank of India, Statistical Abstract 2001, Statistical Outline of India 2001-02 and Tata Services limited, etc. was extracted and analysed. Mathematical and statistical tools like growth rates, percentages, compound annual growth rates and charts was used to arrive at conclusion about trends and patterns. The authors concluded that marketing environment in India has gone through a tremendous change in the 1990s and is expected to keep on course during the next decade, the change is expected at a much faster pace in the future, these changes involve the changes in the behaviour of the consumer, infrastructure, and the behaviour of companies. And also concluded that differentiating factor between a profitable and unprofitable company relates to attitude towards marketing and such attitudes could be considered as the critical necessity for the changes in the consumer behaviour and marketing environment on the one hand, and changing marketing strategies on the other hand, upon which the overall marketing developments will occur in the coming decades.

Ruchi Trepan and Harmanchee Singh (2003), in their study “A Comparative study on urban and Rural Consumer Behavior” analyzed the factors influencing urban rural consumer behavior. Authors adopted the methodology based on empirical evidence. Authors selected 200 respondents by simple random method from the households in throughout Maharashtra and adopted pre-tested interview schedule to collect the primary data. Authors used chi-square and Ranking method to analyze the data. Authors found that both the markets, significantly, differ from one another in considering general and
product specific factors while making their purchase decisions for durable. Urban and rural consumer behavior is, significantly, different as considering brand image, guarantee, warranty, credit availability, foreign and collaboration, etc., and also found that time of purchase in rural and urban areas also differed.

Hargarel K. Hogg and Jade Garrow (2003), in their study “Gender, identity and the consumption of advertising” aimed to analyse the psychological aspects of gender influence on the consumption of advertising. The authors selected 200 adults as respondents by way of simple random sampling method. The respondents were asked to watch the clips of two television advertisements. The focus group discussions about the two advertisements were analysed within the context of the respondent’s gender schemes identified via the Bem SRI Scores and masculine and feminine or undifferentiated. The authors concluded that there is difference in information processing among men and women in consuming advertising messages.

Sudhir Voleti (2003), in his initiative research “Relation between structural transactional analysis profiles and net advertising receptivity” aimed at investigating the nature of relationship that may exist between an individual’s psychographic STA [Structural Transactional Analysis] profile and his/her advertising preferences. The simple random sampling method was used to select sample size of 101 students from IIM, Kolkota, who were distributed with questionnaire, was considered for the primary data analysis. The researcher used cluster analysis method to analyse the data. The researcher found that intelligent, educated, young and aware of net users are having more net advertising receptivity. And also found that internet marketing would definitely need further research which analyses details of the advertisement-types, how to put them in a situational and site specific context and market research exercises to investigate the generic directional trends.

Jen-Hung Haung, Shu-Hsun Ho and Bruce C Y Lee (2003), in their study “Who are the adorable customers men or women? Service quality
improvement via customer’s positive responses” examined whether men or women react differently when they receive satisfactory services. 550 respondents were selected by simple random method (46% were men and 54% were women). The samples were required to fill the pre-tested questionnaire. The authors adopted t-test to analyse the data to arrive the desire results. The result revealed that female consumers are more willing to deliver complimentary responses than male customers. The results also showed that female customers show higher intention to take both active and passive complimentary responses and male customers show greater intention to present their appreciation in a passive way.

Chundawat. D. S. and Seema Gupta (2003), in their research “Family roles and social influences in buying decision-making” made an attempt at understanding the roles played by family members and social influences in purchase of consumer durables like television, refrigerator and washing machine. The authors adopted the methodology based on empirical evidence. The purposive sample of 100 respondents as consumers from Rajasthan in 4 cities and 36 respondents as dealers of companies dealing in above said products from same cities were considered for the primary data analysis. The samples were distributed with questionnaires. The researcher used percentage, simple mean, rank correlation, chi-square and t-test to arrive at the desire result. The researcher concluded that demand initiation comes mostly from the direct user of the product or from any other family member who feels he or she will be directly benefited from it. And also both consumer and dealer survey analysis revealed that for television the demand initiated mostly by children and for refrigerator and washing machine the demand is initiated by wife and it was also found that social factors, family, friends, relatives and acquaintances play a major role in influencing purchase decision.

Rik Peters and Michel Wedel (2004), in their Study “Attention capture and transfer in advertising: Brand, Pictorial and Text size effects” examined the
contribution of the surface size of the brand, pictorial and text elements of advertisements in capturing consumers attention to the entire advertisement, the extent to which consumers attention to the brand, pictorial and text elements of advertisements increase with the surface size devoted to them and potential carry-over effects of attention to Advertisement elements. The authors adopted the methodology of simple random method to select 360 adult consumers (male / female between the age of 18 to 55 years) from across the Netherlands. The advertisements for national and international brands in 71 product categories such as home entertainment, cars, real estate etc., were selected by simple random method. The consumers were tested with eye tracking methodology (infrared corneal reflection methodology). The authors used Multi-variant Multi-regression model to analyse the data. The authors concluded that the pictorial is superior in capturing attention with independent of its size and the text elements are best in capturing attention in direct proportion to its surface size. And also they found that the brand element most effectively transfers attention to the other elements and only increments in the text elements surface size produce a net gain in attention to the advertisement as a whole.

Ragbhir Singh and Pavleen Kaur (2004), in their study “Do rural and urban families decide differently to buy” aimed to analyse purchase decision making in rural and urban Indian families. The authors adopted the methodology of convenient sampling technique to select 366 families in five districts of Punjab. The data were collected through personal interviews conducted on respondent families by using a pre-tested, structured and non-disguised questionnaire. The collected data was analysed by use of percentage analysis. The analysis revealed that role structure for product purchase decision across urban and rural Indian families bring forth that husbands in urban families yield maximum influence for the purchase of automobiles whereas wives have the greatest influence of refrigerators. The magnitude of power of wives to make decision individually is smaller than husband’s predominating in the decision like store selection, time of purchase
and spouses together more influence in deciding about the budget for durables both in urban and rural families.

Wang and Heitmeyer (2005), in his study “Taiwanese consumer’s attitude towards foreign made apparel” examined Taiwanese consumer’s attitude. Variables examined were: apparel attributes self-concept and demographics. A total of 485 Taiwanese consumers were selected by way of simple random method and required to complete structured questionnaires. The mall intercept method was used to collect most data in 4 major cities of Taiwan. Fishbein attitude model was used to measure consumer attitude. Results indicated that consumer attitude towards Taiwan vs. US made apparel differed and consumers had an overall more positive attitude towards US made apparel compared with Taiwan made apparel with respect to care instruction label, color, quality, apparel, fiber content, fashion, attractiveness, brand name and comfort attributes. And also the result revealed that for self-concept variables, only modest / vain and thrifty / indulgent had a significant difference between consumers who preferred US over Taiwan made apparel.

Sashikala. B and Shatali Jain (2005), in their study “The impact of multiplier model on advertising” aimed at ascertaining the impact of advertising on the awareness and recall of the product. The authors adopted the methodology based on empirical evidence. The simple random sampling method with sample size of 500 distributed with structured questionnaire was considered for the primary data analysis. The researcher used percentage analysis to arrive at the desire result. The researcher concluded that the analysis proved five salient features of the impact multiplier theory which are contact efficiency, micro-targeting, cognitive measures, brand values and disposition. And also, the researcher found that print and electronic media create a greater impact together rather than their individual impacts of advertising.

Rajeswari. V and Ayisha Millath. M (2005), in their study “Brand preference towards water purifier” analysed sources of information, factors
influencing purchase decision and level of satisfaction in connection with brand preference. The authors adopted methodology based on empirical evidence. Authors selected 100 respondents by convenient sampling from households in Erode and issued questionnaire for collecting data. Statistical tools like Percentage analysis and Ranking method were used for analysis. Authors concluded that the major source of information about the brand is salesman, quality is important among the criteria in the selection and durability, after sales service, installation and usage convenience and price are also influence the brand preference towards water purifier.

Nandagopal. R and Chinnaiyan. P (2005), in their study “Awareness on consumer finance in rural market: An Analysis” examined the awareness and willingness to avail consumer finance for purchasing the durables in rural households of Tamil Nadu. The authors adopted methodology based on empirical evidence. Authors selected 200 rural households from ten villages in Tanjore district by simple random method. Primary and Secondary data was collected with pre-tested interview schedule. Percentage analysis was used to study the socio-economic characters like age, education and income of the rural households. Chi-square test (Emory 1980) was used to judge the significance and Garett’s ranking Technique was used to rank the opinions of the respondents on consumer finance. Authors found that demographic factors are significant factors in influencing consumer finance, poor repayment potential and more documentation are main reasons for not availing the consumer finance and high security was ranked as the foremost important constraint in availing consumer finance.

Martin Scarabis, Florack and Stefanie Gose Johann (2006), in their study “When Consumers follow their feelings; the impact of affective or cognitive focus on the basis of consumers choice” analysed affective responses and choice options of the consumers. 200 students of the university of Munster were randomly assigned to one of the four conditions of the 2 (focus: affective
vs. cognitive) x 2 (distraction: high vs. low) design. The experiment was conducted entirely on personal computers. The authors used Logistic Regression Analysis to arrive the desire results. The authors found that the focus during decision making has a considerable impact on consumer choice. In particularly customers rely more on automatic preferences that are independent from higher order appraisals when they focus on their affective responses than when they think about advantages and disadvantages of choice options.

Tamar Avnet and Tory Higgins. E (2006), in their study “How regulatory fit affects value in consumer choices and opinions” examined the significance of consumers’ reactions to something, including the perceived monetary value of a choice they have made or the persuasiveness of a message they have received. The authors adopted the methodology based on empirical evidence. A total of 250 students were randomly assigned to either a feeling based strategy or a reason-based strategy – between subjects design. The data was analysed in a 2 (regulatory focus: promotion or prevention) x 2 (Choice strategy: feelings or reasons) analysis of variance. The authors found that the fit between chronic promotion and prevention orientations and the manner in which the choice was made affected the monetary value of the chosen product.

Jing Wang and Angela Y Lee (2006), in their study “The role of regulatory focus in preference construction” examined how consumers regulatory focus affects their information search behaviour and decision making process. A total of 200 respondents were selected by simple random method. Participants in these studies were passive recipients of information who responded to different persuasive messages presented to them. The authors adopted 2(regulatory focus) x 2(involvement) ANOVA analysis to arrive the desire results. The result showed that un-involved research participants rely on their regulatory focus as a filter to process information selectively, participants
paid more attention to and based on their product evaluation on product information that is relevant to their regulatory concerns, only when they were not motivated to process information and the participants in the high involvement condition paid more attention to and were more interested in the product information than were those in the low-involvement condition.

Anandan. C, Ravichandran. K, Prasanna Mohan Raj. M and Shetty. N. K (2006), in their study “A Study of brand awareness and brand loyalty in branded commodity Products” clearly identified brand awareness and brand loyalty of consumers in branded commodity products. The study aimed at ascertaining the factors influencing the brand choice based on consumer’s view point. The authors adopted the methodology based on empirical evidence. The convenient random sampling method was used to select sample size of 200 respondents who considered for the primary data analysis. The researcher inadvertedly used Kendall’s W-Test and percentage analysis to arrive the desire result. The research concludes that branding the commodity is not the end of the road but it leads marketers to adapt the customer’s requirements over time and deliver the value in a consistent manner.

Sabasis Ray and Avishek Sarkar (2006), in their study “Analysing influence of brand vis-a-vis price in Indian mobile industry” clearly identified the factors influencing brand and price in Indian mobile industry. The study aimed at to ascertain the attributes that affect the choice of a customer while selecting a particular mobile cellular phone. The proportionate random sampling method with sample size 200 was considered for the primary data analysis and structured questionnaire was ditributed. For the analysis of data the researchers used factor analysis and Kaiser – Meyer – Olkin statistic test to arrive at the desire result. The researcher concluded that service quality, economy, brand perception and strength of network plays are the important factors influencing customer’s decision making for a mobile cellular phone.
John Gabriel. S (2006), in his study “The impact of television advertisements on youth” aimed to analyse the impact of television advertisements. The author adopted the methodology based on empirical evidence. Simple random sampling method was adopted to select 200 respondents and they were distributed with questionnaires. The filled up questionnaires were analysed by using of chi-square test. The analyses revealed that many respondents were used to purchasing the products shown in the advertisement because they feel that the information given in the advertisements is reliable. The analysis also revealed that the advertisements which are being flashed in the television very often are effective and the quality of the advertisements and its social acceptance are the two sides of the same coin.

Sriranga Prasad. N. V and Bhavani Prasad. G. V (2006), in their study “Impact of child models in advertising” clearly identified that child models in advertising increase children’s dominant role in purchase decision-making in modern families. The study aimed at to ascertain the impact of child models in advertising on children. The authors adopted the methodology based on empirical evidence. The authors adopted stratified random sampling method to select sample size 200 for the primary data analysis and distributed structured questionnaires. The researcher used Chi-Square analysis to arrive the desire result. The researcher concluded that apart from the general influence of advertisements in purchasing products, the presence of children in advertisements will influence consumers especially children in purchase decision-making and there is a significant importance is existing for children in advertisements.

Norris Bruce, Preyas Desai and Richard Staelin (2006), in their study “Enabling the willing: Consumer Rebates for durable goods” analysed how the cash rebates by manufacturer in case of durables help the consumers. The authors adopted the methodology based on empirical evidence.
respondents selected by way of simple random method and required to complete self-administered questionnaire. The authors used Karl Pearson’s Co-efficient of Correlation to find out the results. The authors found that under certain conditions, the manufacturer, offering a lower durability product, is more likely to give cash rebates and when such rebates are given, it is a great offer, as these rebates also lead to higher prices of net value of the rebate compared with the situation without any such rebates.

Shayang, Vishal Narayan and Henry Assael (2006), in their study “Estimating the interdependence of television program viewership between spouses” clearly identified that when making product choices, consumers are influenced by the preferences of other consumers, such as family members, friends, neighbors and colleagues. In this study, the authors ascertain influence of democratic variables on various factors of preference interdependence. The authors adopted the methodology based on empirical evidence. The proportionate random sampling methods with sample size of 481 households were considered for the primary data analysis. The researchers used Bayesian simultaneous equation model to estimate the potential asymmetry in the preference of interdependence among family members in a more flexible way. It is found that wives’ viewing behavior depend more strongly on their husbands’ viewing behavior than husbands’ viewing behavior depend on their wives viewing behavior. It is also found that preference interdependence among family members is likely to be significant because of cohabitations and strong emotional ties and differences in the levels of spousal interdependence across households are partially explained by the age and the educational level of the spouses. It is also found that Gender, Age, Income and Education are also vital in determining preferences.

Amitav Chakravarti and Jinhong Xie (2006), in their study “The impact of standards competition on consumers and effectiveness of product information and advertising formats” aimed at ascertaining consumers
perception of adopting a new product in the presence of standard competition and the impact of information about the relative performance of a product on consumer adoption decisions. The proportionate random sample size of 181 undergraduate students was considered for primary data analysis. The researchers used binomial logistic regression model with effects coding to test the variables. The authors found that “An ongoing standard competition has a negative effect on new product adoption, information about the relative performance of a product has a stronger impact on the product’s share in markets with a standard war than in markets without a standard war and also found that in the presence of a standard war, comparative and formats are more (less) effective when the advertised brand is less (more) familiar than the comparison brand.

Arnd Florack and Hartin Scarabis (2006), in their study “How Advertising claims affect brand preferences and category – Brand Associations; The role of regulatory fit” examined whether self-regulatory goals addressed in advertising claims influence product preferences and category brand associations. 415 participants were randomly selected by simple random method after e-mail and posted announcements. Participants were randomly assigned to a 2(focus of participants promotion focus vs. prevention focus) x 2(focus of the claim: Brand A promotion focus vs. Brand B prevention focus) experimental design. The authors adopted ANOVA test as statistical method to test the data collected. The authors found that the effect of advertising claims on brand preference depends on the regulatory focus of the recipients. And also found that brand associations and the recall of brand names are often closely related to the strength and uniqueness of advertisement claims.

David A Schweidel, Eric T. Bradlow and Patti Williams (2006), in their study “A feature based approach to assessing advertisement similarity” examined approaches to assessing advertisement similarities. They took the
selection of advertisement features and the types of viewer affective responses that act as control variables. For collecting data the authors randomly selected 10 advertisements from a sample of 50 television commercials and 115 MBA students selected by simple random method. Then, the students were instructed that watch and evaluate the sequence of 10 advertisements and provide their honest opinions to complete an online questionnaire. Then the authors analyzed the data by using a hierarchical Bayesian approach to model similarity data. They concluded that ‘typical humor, information, flow, presence of a minority principal character and fantasy continuity affect both the perceptions of similarity and the advertisement effectiveness.

Uzma Khan and Ravi Dhar (2006), in their study “Licensing effect in consumer choice” analyzed options between luxuries and necessities. They aimed to ascertaining effect of real choices, external attributions and boundary conditions through the research. 108 under graduate students were selected randomly and they were asked to express their opinion to the questions in the controlled conditions. Then, the expressions from the samples were examined by the choice between the options by one way ANOVA. The researcher concluded that the relative preference for a luxury option will be higher if people’s prior decisions helped boost their relevant self-concepts.

Raghbir Singh and Pavleen Kaur (2006), in their study “Gender role orientation and decision making in families” aimed to analyse the factors of Gender role in decision making in Indian traditional and modern families. A sample of 366 respondent families were selected from five districts of Punjab State based on the proportion of rural and urban population of India concerning purchase decision making of four durable items – refrigerators, television, two wheeler and car. For the selection of families, non-probability convenient sampling technique was adopted and due care was taken to include the various socio-economic background to make the sample representative. The data was collected personally from the respondents by using a pre-tested, structured and
non-disguised questionnaire. The questionnaire consists of the statements that measured their attitude towards the role of the women in the society on various themes like traditional roles, vocational, educational, freedom, status obligations etc. The collected data was analysed with the help of chi-square analysis and percentage analysis. The results revealed that gender role orientation in families ranges from being highly modern to being purely traditional and in traditional Indian families freedom of making purchase decision to wives has not yet been accepted even in the products that are of direct use by women such as refrigerators, etc. The results also revealed that in modern Indian families the purchase decision is made jointly by the spouses and for the products that are of direct use by women such as refrigerators, etc. have been made by wives, predominantly.

Maria Madlberger (2006), in her study “Exogenous and endogenous antecedents of online shopping in a multi-channel environment” aimed to analyse consumers exogenous factors that influence online shopping behaviour and attitudes toward the online shop. The author adopted proportionate sampling method to select the samples, high proportion of female respondents in gender, small proportion of young users in age structure, higher proportion of university graduates in the Education level and the respondents must be familiar with internet and online shopping. The pre-structured questionnaire was distributed among 2363 respondents. To analyse the data in completed questionnaires, the standardized regression co-efficient statistical tool was used. The author concluded that antecedents of buying behaviour at the online shop are moderated by gender and shopping behaviour of men are influenced by their attitudes towards the catalogue, while shopping behaviour of women is determined by their attitudes towards the online shop.

Nithila Vincent (2006), in her study “A study on brand consciousness among children and its effect on family buying behaviour in Bangalore city” aimed to analyse the level of brand consciousness among children in the age
group of 8-16 years residing in Bangalore city and the effect of brand consciousness among children in the family’s buying behaviour. 222 Children within the age group of 8-16 and 222 parents were selected by convenient sampling method from Bangalore city. Primary data was collected using two sets of questionnaires with 21 questions in each. One administered to the child to study the level of brand consciousness and the second administered to the parent to study the impact on the family’s buying behaviour. The author adopted percentage analysis to analyse the collected data. The author concluded that children’s insistence for branded products and parents’ preference for branded products is dependent and there are significant differences in motivation for buying branded items between boys and girls, between various income groups. And also, the author concluded that there is no significant difference between the satisfaction levels of branded and unbranded products and the parents’ acceptance of children’s’ suggestions and the gender of children are independent.

James C Ward and Amy L. Ostrom (2006), in their study “Complaining to the masses: The role of protest Framing in customer – created complaint websites” aimed to analyse consumer’s complaining behaviour. The authors adopted the methodology based on empirical evidence. The authors read hundreds of complaint sites and asked to fill the questionnaires by e-mail to the samples selected by simple random method. The Questionnaires had the questions about the complaints of the consumers. The authors adopted the t-test to analyse the data and arrive the desired results. The authors concluded that complaining behaviour of the consumers is radically increasing and there is no gender difference in the complaining behaviour.

Clay M Voorhees, Michael K Brady and David M Horewitz, (2006), in their study “A voice from the silent masses; An exploratory and comparative analysis of non complainers” analysed non complainers responses. 530 respondents by simple random method were selected. Then, the respondents
were asked to respond a series of scaled items that assess repurchase intentions, negative word of mouth intentions, negative effects, perceived regrets and a series of control variables. Demographic data, such as gender and age, were also collected. The authors used Karl Pearson’s Co-efficient of Correlation to arrive the desired results. Five customer groups were compared across repurchase intentions, negative effects, perceived regrets and intentions to engage in negative word of mouth. The results of the comparative analysis challenge the existing views of non-complainers repurchase intentions and negative outcome levels. The result revealed that non-complainers are influencing by negative effects and mainly engaging in negative word of mouth.

Jayasimha. K. R, Nargandkar. R. and Murugaiah. V. (2006), in their study “Service failure and consumer complaining behaviour” aimed to understand the antecedents and consequences of consumer complaining behaviour. The authors adopted the methodology of Simple random method to select 200 samples and the respondents required to fill the pre-tested questionnaire. To analyse the data principal component analysis (PCA) was used since it was an exploratory factor analysis. The analysis revealed that satisfactory handling of complaints not only enhances the consumer satisfaction, but also provide an opportunity for service development and this results in positive word of Mouth, Task Complexity, Organizational culture, Perceived commitment of Service provider to redress a complaint and ease of complaining nature of failure were all found to influence the complaining behaviour.

Ashwin W. Joshi and Sanjay Sharma (2007), in their study “Customer knowledge development: Antecedents and impact on new product performance” examined the organizational actions that enable effective implementation of the customer knowledge development process, the characteristics of new product development projects that moderate the effects
of these actions and the outcomes that are generated by the process. The authors used simple random method to select marketing managers of top 1000 manufacturing firms in Canada. To collect the data telephone survey was conducted from the managers about key informants on a recent new product development project in which they were active participants. To test the effect of the controls, the antecedents and their interactions on customer knowledge development the authors used multiple regression analysis. The authors concluded that consumer knowledge development enhances new product performance that emphasizes the strategic significance of the customer knowledge development process in new product development projects. The authors also found that both the creation of cross functional new product development teams and the championing of the organizational goal of product leadership faster the customer knowledge development with the effect being that the provision of resource slack is not significant.

Raji Srinivasan, Lecry L-Lilien and Arvind Rangaswamy (2007), in their study “First in, First Out? The effects of network externalities on Pioneer Survival” aimed to study the effect of network externalities in conjunction with other product and firm characteristics on the survival of pioneers. The authors used historical method to collect data on the pioneer’s time of entry, survival, characteristics and technological intensity of the product. For each product, they obtained information about the pioneer from articles published in scholarly journals, company histories and online business data bases and they used multiple sources to increase the reliability of the data. They applied an accelerated failure time model to data on 45 office products and consumer durables. They used the radicalness rating model, which accommodates right censoring, to investigate the effects of network externalities on the survival duration of pioneers. The authors found evidence that network externalities have a negative main effect on the survival duration of pioneers. And also found that for more radical products and for technologically intense products increases in network externalities are associated with increased
survival duration and the larger the pioneer, the more network externalities increase its survival duration, whereas incumbent pioneers experience a decrease in survival duration compared with non-incumbents.

Sridhar. G (2007), in his study “Consumer involvement in product choice” studied the role of perceived risk (key antecedent of consumer involvement). The study aimed at ascertaining the influence of consumer involvement with various perceived risks such as perceived financial risk, perceived performance risk, perceived physical risks, perceived socialism, perceived psychological risk and perceived time risk. The author adopted the methodology based on the empirical evidence. The author adopted proportionate random sampling method and selected 332 respondents and survey method was employed for data collection by giving structured questionnaire. The researcher used correlation Analysis, Multiple Regression analysis to arrive the desire results. The researcher found that financial risk, performance risk and time risk are found to have a positive correlation with consumer involvement for product choices and physical, social risks are negatively correlated with consumer involvement. And also found that Psychological risk for the products and consumer involvement are almost same.

Thomas E. Johnson and David Ford (2007), in their study “Customer approaches to product development with suppliers” analyzed a realistic view of interaction between an active customer and supplier. This Study ascertaining customer purchase behavior and its influence on marketing actions of a supplier. The authors adopted the methodology based on information gathering techniques included in-depth interview and review of company and project documentation. 46 semi structured interviews with managers at different levels and from a variety of functions within the firms and with a selection of key suppliers and customers were carried out. Snow ball sampling was used
identifying and gaining access to appropriate respondents. The majority of the interviews were tape-recorded and subsequently transcribed. Role order of matrices were constructed and used as coding frameworks for analyzing network effects on different collaboration activities. Matrices were constructed to analyze focal actor interpretation as well as supplier and customer interpretations. It is found that four key explanatory factors such as power, trust and product structure or architecture and product criticality were central to grasping the patterns of delegation and intervention of consumers with suppliers.

Sudarsana Reddy. G and Rajarashmi P.S. (2007), in their study “Buyer Behaviour of home appliances with special reference to Microwave products in Bangalore City” analysed brand awareness, purchase decision factors, favourable choices and sources of information in addition to demographic variables with reference to purchase of Microwave Oven in Bangalore city. Authors adopted methodology based on empirical evidence. Authors selected 300 buyers from Bangalore City by convenience sampling technique and data has been collected directly from sample respondents through interview method and with the help of structured questionnaire. Simple percentage and total score analysis has been adopted to analyse the results. Authors concluded that demographic factors influence purchase decision factors of Microwave oven and print media is the important source of information. Consumers prefer branded products, purchase decision making is dominating by female members of nuclear families and quality of the products is most important for the purchase of Microwave products.

Rajesh Shinde (2007), in his study “Recent facts of consumer behaviour in case of rural market” analysed the buying decision process, factors influences purchase decision, place of purchase and sources of information. The primary data was collected from 200 samples selected by simple random method. Questionnaire contained demographic details like age (20-50 years)
male and female income (Rs. 20,000 to 1,00,000) and also contains place of purchase, source of information, purchase decision factors were distributed to the selected samples. The author used percentage analysis method to arrive the desired results. The author found that the consumer behaviour was influenced by place of purchase (showrooms, wholesalers etc.), sources of information (shopkeepers, Radio, newspaper, T.V advertisements, etc.), family income and price factor. The author also concluded that earning woman dominating in purchase of household, articles especially, directly used by them.

James H. Leigh and Youngtae Choi (2007), in their study ‘The impact of attributions about life events on perceptions of foreign products’ aimed to analyse how consumer attributions made about a life events occurring in a foreign country vary across individuals from individualist and collectivist cultures, which serve to moderate the impact of the event on product perceptions. The authors adopted the methodology based on empirical evidence. The proportionate random sampling method with sample size 300 was selected and required to complete the questionnaire and considered for the primary data analysis. The authors used factorial designs, cluster analysis and one way analysis to analyse the data to arrive the desire result. The researcher analyzed cross-cultural differences life events, attribution theory to derive results. The authors concluded that an event important to a consumer that occurred in a foreign country may serve to affect perceptions about the products from the country and life events represent important experiences or circumstances that tend to exert a major influence on the individuals.

Rajesh Shinde (2007), in his study “Recent facets of consumer behaviour: A case of Rural Market” examined influence of buying decision process, factors influence purchase, place of purchase and source of information in consumer behaviour. Author adopted methodology based on empirical evidence. 200 samples were selected from Balanagar and Pimpalwade of Maharashtra State by simple random method and questionnaire
was issued for data collection. Percentage analysis was used to analyse the collected data. The Author arrived the result that youth children of family and earning females influencing purchase decision of fast moving consumer goods and television. Shopkeepers play major role in informing the customer, price factor influence the customers and district markets are visited by only upper and middle class customers.

Darling Selvi. V (2008), in her study “The changing scenario of the consumption, pattern of employed people” analysed the consumption pattern of employed people. The author adopted the simple random method to select 200 respondents, within the age group of 36-55 years, belong to the family size of 2-4 members, belong to graduate or post graduate or professionals and belong to income group varying from Rs. 10,000 to 30,000. The pre-structured questionnaire had questions about expenditure pattern on food, cloth, education, traveling, recreation, communication and household Consumption etc. was circulated to the respondents. The collected data was analysed by percentage method and bar diagrams. The author concluded that the changing pattern of expenditure results with the increase in recreation which is followed by cosmetics, clothing, medical, transportation, electricity, communication, fuel, food, education, detergents and then household articles. And also the author concluded that loan facilities in various forms with attractive subsidies and facilities lead them to have a change in the lifestyle and consumption pattern of employed people.

Murugaiya. V and Radhika Vishvas (2008), in their study “Women and Shopping’ – An Empirical Study of Bangalore city” aimed to analyse behaviours, demographic features and perception of women towards shopping, changing role of women as a serious shopper and her spanning decision making in the family with respect to various shopping activities. 150 women respondents from Bangalore were randomly selected by convenient sampling method and the questionnaire contains question on Democratic variables and
shopping behaviour was distributed. The collected data was systematically arranged in Excel and tabulated for the calculation purpose. Averages, bar-chart, pie-chart are used to analyse the data, chi-Square test is used to test the independency of attributes between the two variables. The authors found that women are more serious, responsible and confident shoppers and this has led to their dominance in shopping over decision making at household level, catching the attention of all the marketers and retailers.

Abhigyan Sarkar (2008), in his research study “Latest trends in consumer buying behaviour in lifestyle centers worldwide” aimed at highlights those reasons which are replacing the conventional shopping malls by lifestyle centers. This study describes what hedonic consumption is and how it dominates lifestyle centers purchasing. This study also seems to highlight the important demographic and Psychographic variable (Independent Variables) which influence the buying behaviour (dependent Variables) of consumers in a lifestyle center. The author adopted the methodology based on empirical evidence. The proportionate random sampling method with sample size of 266 was considered for primary data analysis. Self-administered questionnaire was distributed to the samples. The researcher used multi variant regression analysis to examine the contribution of predictor variable (materialism and money conservation) upon the criteria variable (impulse buying, attitude towards debt, opener to experience and sensation seeking). Demographic variable about sex, age, education level, socio economic status were collected. The result revealed that money consideration is negatively correlated with materialism, impulse buying, opener to experience, sensation seeking and socio economic status and age is positively correlated with money conservation and basis for the reasons replacing the conventional shopping malls by lifestyle centers.

Sunil Bhardwaj and Indrani Palaparthy (2008), in their study “An empirical study on the factors influencing the buyer behaviour of consumers”
aimed to analyse the behavioural aspects of the consumers towards LCD Televisions purchase. The methodology adopted by the authors was survey method. 250 customers of a leading TV brand were selected by simple random method and the questionnaire was served. The questionnaire consists of general information and perceptions of respondents about the purchase of LCD TV. Exploratory factor analysis was performed to reduce the number of variables and to avoid multi-collinearity. The authors arrived to the decision that the model that physical features, operational features, promotional features and word of mouth are the main factors which tend to influence the buying decision in a positive manner.

Mathivannan. S and Selva Kumar. M (2008), in their study “A Study on Socio-Economic Background and Status of Women Entrepreneurs in small scale Industries” aimed to analyse the role of women entrepreneurs in small scale industries in Tamil Nadu. Primary data was collected by conducting a survey among 200 women entrepreneurs in small scale industrial units throughout Tamil Nadu from each category of Industry – Sample Industries and samples were selected by using simple random sampling technique. Community, Literacy level and Type of family details were placed in the questionnaire. Addition to that decision making, place of operation, nature of business and control over the business were also placed and distributed. To analyse the data simple percentage method is used. The analysis revealed that majority of the women in the first generation entrepreneurs have surplus income from their business and support from their family members in running their business. And the analysis also revealed that there is a significant change from the role of traditional women, which states that socio-economic status of the women is improved.

Susan Chirayath (2008), in her study “Role of marketing channels in building up business” analysed about marketing channels. The author adopted random sampling technique to select 200 respondents and primary data is
collected through a well designed questionnaire consisting of customer preference towards various channels used by businesses, promotional factors and market potential for financing loans. The independent variables are age, gender, location, occupation and income. The dependent variables are potential for financing loans, marketing channels in Erode and various promotional factors employed in business. The secondary data was collected from internet, books and company records. Chi square test was used as the statistical analysis method. The author concluded that executives of private firms and agencies is the most attractive channel through which customer gets the product and Loan mela conducted by firm, shops and print media can also communicate to the customer about the products.

Kim-Shyan Fam and David S. Waller (2008), in their empirical Study “A study of liked / disliked television commercials in India” analysed Like and Dislike attributes towards advertising. The survey was commissioned by Lowe Advertising (HK) limited while the field work was carried out by independent research firm, NFO world Group which has a subsidiary in Mumbai. The study was collected out in Mumbai with 200 randomly selected samples from telephone directory. The criteria for the selection were the respondents must be minimum 5 hours for watching TV per week. The data collected by Telephone interviews and respondents were asked to nominate not more than three ads that they like or dislike and as they wished. To codify the reason for liking or disliking the commercials, six independent judges were recruited with similar educational background. The collected data analysed by simple percentage method. The analysis revealed that liked commercial attributes are entertaining, warmth, relevant, soft sell, strong / distinctive, status appeal and Trendy / Modernity and disliked television commercial attributes are irresponsible, meaningless, feeling bad, unrealistic and not decent.

Ragbir Singh and Sandeep Vij (2008), in their study “Public attitude towards advertising” aimed to analyse the attitudes of the Indian people
towards advertisement and to find the impact of demographic variables upon attitude towards advertising. A sample of 900 respondents comprising 100 each from 7 North Indian states and 3 Union territories was selected on the basis of convenient sampling. The data has been collected personally with the help of a well structured and non-disguised questionnaire. The collected data was analysed by Pearson Correlation Co-efficient, Stepwise Multiple Regression and Analysis of variance statistical methods. The analysis revealed that attitude of public towards advertising is positive in general, the youngest segment of consumers has relatively more favourable opinions about advertising as compared to the old generation and females have more positive overall perception about advertising.

Vaishali Agarwal and Sanjay Mishra (2008), in their study “Role of Retailers in reducing inventory and improving customer satisfaction, An empirical study of consumer durables” aimed to analyse the effect of bullwhip effect, customer satisfaction and role of effective supply chain with reference to consumer durables. The data was collected from various types of retail formats dealing in consumer goods like refrigerators, mobile phones and television in Naradabad, Uttarpradesh and Delhi. By convenient random sampling method, 200 members were selected and questionnaires were issued and personal interview was conducted to them. Data collected was analysed with Pearson Correlations Co-efficient. The analysis revealed that after sales service and convenient location of the store are important and customers prefer to make group purchase for the durable goods like television and refrigerator of the same brand. And also, the analysis revealed that the availability of the spares which is a supply chain challenge for the companies and maintaining inventory by retailers which is affected with seasonal fluctuations like maintaining more inventories at winter to summer, festival and marriage seasons are the influencing factors of customer satisfaction.
Ramakrishnan Venkatesakumar, Ram Kumar. D and Thillai Rajan. P (2008), in their study “Perception of product attributes in Brand switching behaviour” aimed to address the significance of product attributes in brand switching behaviour through multidimensional scaling. The authors adopted simple random method to select 686 respondents in Kancheepuram district and field survey was conducted. Structured interview schedule had included in the analysis. The multi-attribute attitude scale developed by Alpert and Kammis (1995) for measuring consumer memory and attitude has been adopted and the respondents are divided into two consumer groups based on their intention as to switch over to another brand and no intention to switch over. The authors were concluded that consumer’s brand switching behaviour is neither more influence of the promotional measures nor the failure of a single attribute; rather than a combination of many products attributes which fail to fulfill the expectations.

Thamarai Selvan. N and Raja. J (2008), in their study “How do consumers evaluate brand extensions” aimed to analyse how the consumers evaluate the service brand extensions, brand reputation and service quality. Six brands were selected based on the survey on the most trusted service brands in India which are published in leading journals. Separate questionnaire for six brands were developed. This questionnaire was distributed to 200 samples selected by simple random method at Trichirapalli in Tamil Nadu. The collected data analysed by using correlation Co-efficient and Regression analysis. The research revealed that similarity between the core products/services and extended products/services are considered most important whenever the consumer evaluates the brand extensions and also revealed that the brand reputation could be enhanced by way of enriching the quality of the product or services offered by the company.

Sridharan. R and Samudhra Rajakumar. C (2008), in their study “Loyalty behaviour of consumer’s towards non-durable products” aimed at analyzing the impact of commitment, similarity, comparison, advertising,
confidence and trust on loyalty behaviour of consumers. Authors adopted the methodology based on empirical evidence. 600 respondents were selected by simple random method and questionnaires designed with using different variables to measure consumers’ attitude were distributed. Percentage analysis and ANOVA was used as statistical tool to arrive the results. The results revealed that people with different levels of commitment have significantly differed in their opinion towards brand loyalty. And also, the results revealed that similarity, advertisement, trust and levels of confidence of people have significant relationship with brand loyalty.

Muhammad Mohsin Butt and Ernest Cyril de Rein (2008), in their study “Mobile cellular customer satisfaction” measured customer satisfaction in a service context as one time post-purchase evaluation and on the other hand after usage for a period of time. The researchers adopted the methodology of simple random method to select 150 respondents. A questionnaire developed with actual perception of performance of each item was distributed. Five point Likert scale was used to measure the performance perception of each item, where one to five represented the scale from very poor to excellent, respectively. The questionnaire also included demographic and psychographic variables. Authors used Karl Pearson Co-efficient of Correlation to arrive the desire results. The authors concluded that customer satisfaction is a multidimensional constant in the mobile cellular industry and the finding supports a four dimensional constant constituting price, coverage, signal quality, customer service and usage ease.

Rathnayake. C. V., Perera HSC and Buddika. S.A. (2008), in their Study “Customer complaining behaviour in retailing - An empirical study among retail customers” aimed to analyse the dynamic customer complaining behaviour in retailing. The Survey method characterized by a questionnaire was selected as the method of data collection. The questionnaire comprises demographic questions, purposes of complaining and nature and extent of
response categories of the customers. The sample of the study consists of 200 respondents in Marata district, Sri Lanka selected by simple random method. The collected data was analysed by using standard deviation. The analysis revealed that complaining is one of the central behaviour concerns on which a retailer has to expend a considerable attention and the customers are slightly altruistic and they prefer to make complaints to support retailers to improve the service. The study emphasizes that taking the necessary actions to recover the loss is the recommended action if the retail customer comes with a complaint.

Sathyanarayan. K. and Balasubramanian. N. (2008), in their study ‘A Study on consumer trust, value and loyalty in relational exchanges with reference to airlines’ examined the differences between consumers’ relating to dimensions of Front Line Employees (FLE) and Management Policies and Practices (MPP) trustworthiness, trust in FLE and MPP, value and loyalty with some selected demographic variables in airlines. The sample was randomly drawn from Chennai with sample size of 100 Questionnaires containing the measures were given to the respondents. The collected data was analysed by ANOVA statistical tool to arrive the results. The results revealed that the value trust which is a critical factor in relation exchanges between consumers and service providers influences more in FLE behaviour when compared to trust in MPP.

CONCLUSION

This present study derived three schools of thoughts regarding women consumer preference, purchase decision and post purchase behaviour. The previous studies have not noted the existence of different groups of women consumers and pre-dominant factors of purchase decision and post-purchase behaviour. Questions have been raised about the efficacy of the segmentation of women consumers based on the demographic characteristics. This Thesis gives intense look beyond the moral and social issues of women consumers with respect to three products, Microwave Oven, Refrigerator and Washing
Machine. The review concludes that the standardization argument that predominates in the literature is flawed with respect to gender segmentation. It fails to acknowledge the significant difference among the women consumers within the aspects of consumer behaviour.