CHAPTER II
REVIEW OF LITERATURE

This chapter focuses on the elaborate review of literature relating to research problem i.e., “A study on “Buyers’ Behaviour of Selected Electronic Durables with special reference to Asmara city” – State of Eritrea. These sources include various studies carried out by academicians, report of organizational experts; report of various authors conducted the study in the area of consumer behaviour and articles published in various journals and magazines. The systematic and elaborate review of literature using the above sources has helped the researcher to have an insight into the level of buyer behaviour and enabled him to have theoretical construct. The review of literature on the above lines with the help of internal and external sources is arranged in chronological order, as detailed below.

Udell (1966)¹ in his research article entitled “Pre-purchase Behaviour of Buyers of Electronic Appliances” examined the pre-purchase behaviour of the consumers while buying electronics goods. The study result founds that availability of shopping information and desire for convenience probably account for many of the shopping patterns revealed that in any event, it appears that the typical consumer does not go from store to store to gather information and to compare products and prices when shopping for small electronic appliances. He or she prefers to do much of this searching and shopping in the comfort of the home by using out-of-store sources of information, especially past experience with products and brands, discussions with friends, and printed media advertising. Moreover, this was especially true of those purchasers with higher levels of education and income. Perhaps out-of-store shopping with only

one visit to the retail store is likely to become more prevalent as levels of education and income rise.

Newman and Staelin (1971)\(^2\) in their research article entitled “Multivariate Analysis of Differences in Buyer Decision Time” focused on studying the conventional demographic variables in explaining the differences of buyers’ decision. The study results concludes that the respondent's own judgment or need to trust others, and, more importantly prior experience, which affected both information seeking and decision time. Secondly, the decision process for one-half of the buyers of major consumer durables lasted only a week or so implies a rapid turnover of many active prospective purchasers. Thirdly, information on most factors significantly related to decision time typically is not readily available for marketers or media audiences.

Mayo and Quails (1981)\(^3\) in their research article entitled “Household Durable Goods Acquisition Behaviour: A Longitudinal Study” examines the classification of households based on their durable goods ownership and/or purchase plans. Alderson (1957) refers to the process as household durable goods assortment management. It is based on the premise that all newly formed households start out with a "starting set" of durable goods acquired through gifts, purchases, lease/rentals, previous ownership, or as part of the initial home dwelling. Future durable goods acquisition and consumption becomes a function of this "starting set." Newly formed households are seldom able to purchase the complete set of durable goods necessary to fully furnish and stock a household. Thus families (primarily husbands and wives) must decide on an order of purchase, and a decision plan regarding how these purchases will be made over time. The idea of an ordered sequence or priority pattern reflecting the process by which households acquire durable goods has received


considerable attention from researchers (McFall 1969, Lusch, Stafford, and Kasulis 1978, Kasulis, Lusch, and Stafford 1979, Dickson, Lusch, and Wilkie 1983). Evidence from these studies supports the contention and demonstrates the existence of some underlying priority pattern or order in which household durable goods are purchased. The study results reported by McFall (1969) found an acquisition priority pattern for a set of "comfort" products (television, washing machine, room air conditioner, and microwave) from which it was concluded that a household which owns a microwave also owned the remaining three durable goods. A similar acquisition pattern of household "comfort" durable goods was found by Lusch et al. (1978) in a cross-sectional survey of over 1,800 households (washer, dryer, dishwasher, freezer, and microwave ovens). Both studies used the actual ownership of durables as the basis for determining acquisition patterns. While such studies established that there are indeed a common set of durable goods that are purchased by households, the prediction of future acquisition behaviour is poor due to the lack of consideration of future purchase priorities or changes in household circumstances. The relationship between planned purchases and actual purchase behaviour has always been tenuous at best. Dickson and Wilkie (1978) found that there were a large number of unfulfilled durable purchase plans (and purchases made with no plans) when compared to the households reporting purchase plans. One reason put forth by researchers to explain the lack of correlation between planned and unplanned purchase of durable goods has been changes in household circumstances. Pickering (1975) found that multiple reasons were often given, but household financial problems and changes in priorities were the most frequent reason given for households not following through with durable goods purchase intentions.
Quails (1987)\(^4\) in his research article entitled “Household Decision Behaviour: The Impact of Husbands' and Wives' Sex Role Orientation” focused to study the husband and wife decision behaviour in buying of durable products. The study results found that household buying decision behaviour is better explained in the context of a theoretical network of systemic household relationships rather than through a series of bivariate family relationships.

Bayus (1991)\(^5\) in his research article entitled “The Consumer Durable Replacement Buyer Behaviour” examined the understanding of the timing of consumer durable goods replacement purchases with the help of demographic characteristics, attitudes, perceptions, and search behaviour of consumers who replace a product during the early and late parts of its lifetime. The study results are based on univariate and multivariate analyses of replacement buyers of new electronics indicate that "early" replacement buyers are more concerned with styling and image and less concerned with costs than "late" replacement buyers. Further, early replacers have higher income, but lower levels of educational achievement and occupational status, than late replacers. Late replacers engage in more search activity. Final results also suggest that marketing efforts have differential effects on the replacement buyer segments.

Benedict et al., (1999)\(^6\) in their study working paper entitled “Consumer Behaviour Research in Emerging Consumer Markets: The Case of the Optimum Stimulation Level in South Africa” highlights the measurement invariance and nomological relations involving OSL in one of Africa's most important ECMs - South Africa. Their finding says that, many respondents are challenged severely economically and educationally, many have probably


never had a job and some are illiterate and the results provide evidence on the cross-cultural generalizability of OSL and exploratory consumer behaviour theory. They found a high degree of stability in the OSL structure across these four major ethnic groups in South Africa.

Tumbull et al., (2000)⁷ in their research article entitled “Customer confusion – The Mobile phone market” focuses on the effect of confusion on information search behaviour which is part of the decision making process in the mobile phone market understanding search behaviour is of great importance to marketers, especially, in designing marketing strategy and tactics. The scope of the study shows the consumer confusion phenomenon is associated with highly turbulent industries, which are characterized by rapid, technological change and evolving competition. These factors impede consumers’ understanding of such markets and consequently effect their decision making process. The results of the study reveal that although consumer confusion exists in the mobile phone market, it does not have a detrimental effect on the market. In addition, the results also suggest that suppliers should build up a strong brand image and be aware of the importance of word of mouth sources since both of these are considered to be very significant reference points for consumers. Finally, the maintenance of good quality service and customer care is essential for customer retention and satisfaction.

Bazerman (2001)⁸ in his research paper entitled “Consumer Research for Consumers” outlines a consumer-focused approach for the study of consumer behaviour. He understood that much of the existing literature focuses on the determinants of consumer purchasing, is implicitly biased toward a marketing perspective of consumer behaviour. So he aimed to study consumer-focused approach that would advance knowledge and aimed at helping consumers make

wiser purchases and also to find challenging consumer decisions. His article finally finds that behaviour of consumers during purchase is mainly focusing on three areas: negotiations, financial services, and auctions.

Thurau and Walsh (2003)⁹ in their research article entitled “Electronic Word-of-Mouth: Motives for and Consequences of Reading Customer Articulations on the Internet” pinpointed the motives that explain why customers retrieve other customers’ on-line articulations from Web based consumer opinion platforms. The scope of the study explains the relevance of these motives and their impact on consumer buying and communication behaviour are tested in a large-scale empirical study. The study results illustrate that consumers read on-line articulations mainly to save decision making time and make better buying decisions. Structural equation modeling shows that their motives for retrieving on-line articulations strongly influence their behaviour.

Bass (2004)¹⁰ in his article entitled “A New Product Growth for Model Consumer Durables” conducted a study on the growth model for the timing of initial purchase of new products of consumer durables. The final results reveal that the model is that the timing of a consumer’s initial purchase is related to the number of previous buyers. A behavioral rationale for the model is offered in terms of innovative and imitative behaviour. The model yields good predictions of the sales peak and the timing of the peak when applied to historical data.

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Johnson and Selnes (2004)\textsuperscript{11} in their research article entitled “Customer Portfolio Management: toward a Dynamic Theory of Exchange Relationships” highlights that the management of an entire portfolio of customers who are at different relationship stages requires a dynamic theory of exchange relationships that captures the trade-offs between scale of economies and lifetime customer value. This article contributes to the understanding of relationship management by developing a typology of exchange relationship mechanisms and a model of relationship dynamics and by simulating the model to provide guidelines for customer portfolio management. Finally, the study results found that a key to the creation of value through closer relationships lies in bringing weaker relationships into a portfolio in the first place. Another finding is that firms that position themselves toward offerings with low economies of scale, such as personal services, must build closer relationships to create value.

Rust et al., (2004)\textsuperscript{12} in their research paper entitled “Return on Marketing: Using Customer Equity to Focus Marketing Strategy” pinpointed that the change in the firm’s customer equity is the change in its current and future customers’ lifetime values, summed across all customers in the industry. The authors understood that each customer’s lifetime value results from the frequency of category purchases, average quantity of purchase, and brand-switching patterns combined with the firm’s contribution margin. The brand-switching matrix can be estimated from either longitudinal panel data or cross-sectional survey data, using a logit choice model. Firms can analyze drivers that have the greatest impact, compare the drivers’ performance with that of competitors’ drivers, and project return on investment from improvements in the drivers and this enables the firm to focus marketing efforts on strategic


initiatives that generate the greatest return. The study result shows that the trading off of any strategic marketing alternatives on the basis of customer equity have focused on the financial impact of particular classes of expenditure and have not addressed the general problem of comparing the impact of any set of competing marketing expenditure. Authors also found a new model of CLV, incorporating the impact of competitors’ offerings and brand switching; previous CLV models have ignored competition and a method for estimating the effects of individual customer equity drivers, testing their statistical significance, and projecting the ROI that will occur from expenditures on those drivers. Finally, the study focused into competitive strengths and weaknesses and an understanding of what is important to the customer and by contrasting the firm’s customer equity, customer equity share, and driver performance with those of its competitors, the firm can quickly determine where it is gaining or losing competitive ground with respect to the value of its customer base.

Sinha and Banerjee (2004)\textsuperscript{13} in their research paper entitled “Store choice behaviour in an evolving market” designed the framework evolved for evaluating effectiveness of newer store format is necessary since it has a major impact on the overall profitability of the retailing business. The study finally concludes that, customers in a developing market such as India do not require the service paraphernalia offered by many of the new store formats emerging in the market and notes that this may cast a serious doubt over the retail revolution, which has taken shape in the Indian markets lately.

Sudarsana and Rajarashmi (2004)\textsuperscript{14} in their research paper entitled “Buyer Behaviour of Home Appliances with special reference to Microwave Products in Bangalore City” explored the market condition and consumer


behaviour towards the purchase of microwave durable electronic product. The study results that, 1. Electronics industry was in its nascent stage of development till the 1970s. 2. Today, it is one of the fastest growing industries in the country. It has experienced a fast transformation towards the end of the century, which leads to the complete revolution in the Indian electronic sector. 3. Common consumers perceived Microwaves as a luxury item so it has to change their perception in a big way in creating the market potential. 4. All buyers are having different tastes, likes, and dislikes and adopt different behaviour pattern while making buying decisions.

Venkatesan and Kumar (2004) in their research paper entitled “A Customer Lifetime Value Framework for Customer Selection and Resource Allocation Strategy” aims to evaluate the usefulness of customer lifetime value (CLV) as a metric for customer selection and marketing resource allocation by developing a dynamic framework that enables managers to maintain or improve customer relationships proactively through marketing contacts across various channels and to maximize CLV simultaneously. The analyses of the study found that there is potential for improved profits when managers design resource allocation rules that maximize CLV and also the authors found that marketing contacts across various channels influence CLV nonlinearly. They also suggest the marketing managers to use proper framework to allocate marketing resources efficiently across customers and channels of communication.

Hamid and McGrath (2005) in their research paper entitled “The Diffusion of Internet Interactivity on Retail Web Sites: A Customer Relationship Model” analysed the effect of internet as an interactive marketing

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media has captured much attention from managers in their quest for a better relationship with online customers. The belief that serving existing customers are more profitable than acquiring new ones, entailing relationship building effort no longer a choice, but a necessity. This study attempted to uncover the measures of E-CRM program and determining the extent to which these features influence consumer satisfaction and loyalty. The findings of the study revealed that firms should focus on relationship marketing measures in order to build enduring consumer relationships and also this study provides evidence that the implementation of E-CRM on firm’s web site does influence consumer satisfaction leading to loyalty.

Milisavljević (2005)\textsuperscript{17} in his research paper entitled “Market Orientation and Business Success of a Company” revealed the notion of market orientation of a company boiled down to understanding customer requirements in order to satisfy their needs and also to understand the strategy of company’s market orientation as a market driven strategy. The author understood that with more active role of a company in forming desires and tastes of customers, the notion of market orientation has become more comprehensive, so there is a distinction between market driven strategy and market driving strategy. A contemporary enterprise does not respond to customer requirements only, but it has become an active factor in forming their needs. Finally, the research results have pointed to the fact that a comprehensive approach to market orientation or marketing orientation has positive effects on business results of a company and also pointed out that the case not only with the enterprises doing business in the economically developed countries, but also with the enterprises in the developing countries.

Payne and Frow (2005)\(^{18}\) in their research paper entitled “A Strategic Framework for Customer Relationship Management” highlights how to develop a conceptual framework for customer relationship management (CRM) that helps broaden the understanding of CRM and its role in enhancing customer value and, as a result, shareholder value. The authors understood the five key cross-functional CRM processes: a strategy development process, a value creation process, a multichannel integration process, an information management process, and a performance assessment process will help to develop a new conceptual framework.

Raghunath and Sivakumar (2005)\(^{19}\) in their research paper entitled “Growth and Evaluation of Washing Machine Industry in India” focused to examine the market potential and growth level for washing machines. The scope of the study highlights washing machine market made their mark in the Indian market in the eighties. Videocon was the first company in India to introduce washing machines. Over the years, it has remained market leader, with an overall market share of 35%, by adopting flexible strategies. The study finally concludes that, initially the challenging task of the marketers was to wean away homemakers from their traditional methods of washing clothes becomes too difficult. And then owing to high prices, the market appeared to be limited only to upper income urban households. After 1990s rapid economic growth, increase in the number of working women, changing lifestyles and higher aspiration levels with exposure to satellite television and easy consumer finance meant that demand for consumer goods rose phenomenally.


Renganathan (2005)\textsuperscript{20} in his research paper entitled “Consumer Markets and Buyer Behaviour of Cameras” identified how the individual select, buy and dispose the cameras in the Chennai area. The researcher concluded that the customers or the consumers may change their mind for selecting or buying the cameras even at the last minute of purchase.

Chiu (2006)\textsuperscript{21} in his research paper entitled “Marketing strategy based on customer behaviour for the LCD-TV” revealed that manufacturers of LCD-TV tend to focus on technology with little consideration for customer needs. The author has found that customer behaviour could be understood based on the order to of needs with an effort to reduce the gap between technology and customer needs. The traditional concept of marketing strategy is not multidimensional, so they employed the Decision Making Trial and Evaluation Laboratory (DEMATEL) method. The study found that the customer buying factors include price, quality, resolution of kinescope, low radiation, mainly quality is a powerful factor affecting others factors with advertising as a prime element. Finally, the authors suggested that the marketing strategy planning framework should develop according to the relationship of decision factors in order to understand the customer needs towards technology perspectives.

Keller and Lehmann (2006)\textsuperscript{22} in their research paper entitled “Brands and Branding: Research Findings and Future Priorities” found that branding has emerged as a top management priority in the last decade due to the growing realization that brands are one of the most valuable intangible assets that firms have. For the purpose of study authors identified some of the influential work in the branding area, highlighting what has been learned from an academic perspective on important areas such as brand positioning, brand integration,
brand-equity measurement, brand growth, and brand management. The study results in stronger brand can more easily gain wider distribution which will also lead to faster trial among innovators (in effect, makes the market potential in larger). So a reasonable finding is that stronger brands will, ceteris paribus, have both faster diffusion and greater market potential. Branding and brand management becomes an important management priority for all types of organizations. Preoccupation with brand extensions and some of the specific research process leads to the development of brand equity.

Lewis (2006)\(^{23}\) in his research paper entitled “Customer Acquisition Promotions and Customer Asset Value” examined the idea of the customer base as a portfolio of heterogeneously valued assets is a key conceptualization for customer management applications and to understand the relationship between acquisition discounts and the value of customer assets. The heterogeneity is often a motivation for developing differentiated or customized marketing programs. For this study the long-term behaviour of newspaper and online grocery customers is analyzed as a function of acquisition discount. Finally, the study found that in both categories, there is a negative relationship between acquisition discounts and customer value.

Lopez et al., (2006)\(^{24}\) in their research paper entitled “The impact of customer relationship characteristics on customer switching behaviour and the differences between switchers and stayers” studied the relationship marketing has recognized the importance of building long-term relationships in increasing firms’ profitability and guaranteeing their future viability. The study also aims to contribute some directions by introducing the heterogeneity of customers in their relationship characteristics (depth, length and breadth) into the analysis of


customers’ propensity to switch service providers. The authors used the data set obtained from a panel survey of technology based product users in the United Kingdom. The study result shows that the length, depth and breadth of relationships help to determine customers’ propensity to switch and customers who maintain a long-lasting relationship with the firms (length), use the service more (depth), and invest in complementary services (breadth) will be less predisposed to switch.

Paredes (2006)\textsuperscript{25} in his research paper entitled “Consumer Behaviour in Markets of Durable Experience Goods” said that markets for durable experience goods where trade in used goods is allowed and experience is idiosyncratic and also customer loyalty is determined by the set of consumers that gets the best fit. His study finally reveals that there is a positive relationship between loyalty and the average length of the first ownership and also shows that, for a given output and volume of trade, the brand with the larger probability of a good fit also shows a larger retention value.

Mihic and Culina (2006)\textsuperscript{26} in their article entitled “Buying Behaviour and Consumption of Social class Vs Income” examined the significance of social class and income in understanding consumption and purchasing behaviour based on the previous research results. The aim is to determine which of the two analyzed concepts - social class or income - has more influence over the buying behaviour, i.e. consumption of certain products/services. The research was conducted on a sample of 270 respondents. Keeping in mind the research goals, three hypotheses were set. The study results confirmed two of them entirely and one partly, showing that both social class and income significantly influence buying behaviour. Among 19 analyzed cases, social class proved to be more significant in eight of them and income in

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four. The research showed that income better explains purchasing habits and behaviour with less visible products associated with significant expenditures, while social class matters more with products reflecting life-style values, i.e. more visible and expensive products associated with class symbols. Since members of different social classes and income categories differ significantly in buying preferences with all analyzed products/services, it can be concluded that both variables, depending on specific situations and types of products/services, constitute important market segmentation criteria.

Neslin et al., (2006)\textsuperscript{27} in their research paper entitled “Satisfaction Strength and Customer Loyalty” witnessed that multichannel customer management is the design, deployment, coordination, and evaluation of channels through which firms and customers interact, with the goal of enhancing customer value through effective customer acquisition, retention, and development. The authors focused five major challenges practitioners must address to manage the multichannel environment more effectively: (a) data integration, (b) understanding consumer behaviour, (c) channel evaluation, (d) allocation of resources across channels, and (e) coordination of channel strategies. Finally, the study concludes that where the research-generated knowledge base stands on several issues pertaining to the five challenges. A study also reveals that the field has experienced significant research growth, but the growth has not been distributed evenly across the five major challenges.

Rust and Chung (2006)\textsuperscript{28} in their research paper entitled “Marketing Models of Service and Relationships” examines the growth of the service and advances in information technology and communications that facilitate the management of relationships with customers, models of service and


relationships are a fast growing area of marketing science. Models of service and relationships can help managers manage service more efficiently, customize service more effectively, manage customer satisfaction and relationships, and model the financial impact of those customer relationships. The study result reveals that nature of service relationships increasingly leads to financial impact being assessed within customer and across product, rather than the traditional reverse, suggesting the increasing importance of analyzing customer lifetime value (CLV) and managing the firm’s customer equity.

Wang et al., (2006)\(^\text{29}\) in their research paper entitled “The Roles of Brand Equity and Corporate Reputation in CRM: A Chinese Study” highlights the roles of brand equity and corporate reputation in customer-relationship management (CRM) in the large transitional market of China. The study draws on various theoretical perspectives to develop a conceptual framework for the direct and indirect relationships between brand equity (and its antecedents), corporate reputation and CRM performance. The empirical findings confirm the validity of the framework and afford various insights into the dual roles of corporate reputation in the proposed relationships, and into the antecedents and role of brand equity. The study found that brand equity is a positive driver of CRM performance in the context of the SEM model. The study also demonstrated that brand satisfaction is an antecedent of brand equity and the brand equity was found to represent an important variable that significantly influences CRM performance, directly and indirectly. Finally, the study suggests that brand equity may have a differential power such that its effect on CRM performance might be mediated and moderated by other factors and also this study suggests that the Chinese context is similar to Western contexts in terms of the key drivers of brand equity and its direct effect on CRM performance, even though Chinese customers have relatively lower income.

levels and a rather different culture. Consumers’ eagerness for new products varies substantially by product category and demographics. In particular, women are more eager to buy home appliances, cosmetics, and food and grocery products, while men are more eager to buy automobiles and sporting goods.

Barutçu (2007) in his article entitled “Attitudes towards mobile marketing tools: A study of Turkish consumers” revealed the possible significant impacts of mobile phone technology developments on marketing and determines those target mobile phone users who have the most positive attitudes towards mobile marketing tools. The survey results, conducted on 418 mobile phone users, show that the mobile phone users’ adaptation to mobile shopping is low; however, mobile phone users have positive attitudes towards mobile marketing tools - mobile advertising, mobile discount coupons, mobile entertainment, location-based mobile services, mobile internet and mobile banking. The survey results suggest that target segment/segments can be determined for mobile marketing strategies. Managerial implications are offered, that may work to increase mobile commerce and marketing adaptation rates.

Chandrashekaran et al., (2007) in their research paper entitled “Satisfaction Strength and Customer Loyalty” examined the role of satisfaction strength in shaping the satisfaction loyalty link in a business-to-business setting and also to focus on conceptual replication in a business-to-consumer context, examines the hypothesized relationships in a service failure/recovery situation. Finally, the study strongly demonstrates that satisfaction strength plays a central role in the translation of stated satisfaction into loyalty. A key finding is that though satisfaction translates into loyalty when satisfaction is strongly held.

(i.e., low uncertainty), the translation is significantly lowered, on average, by approximately 60% when the same satisfaction is more weakly held (i.e., high uncertainty). The studies also indicate that prior relationship aspects (length of relationship, volume of business, and favorability of prior experiences) result in even greater vulnerability.

Dahlan and Situngkir (2007)\textsuperscript{32} in their article entitled “Evolution of Consumers’ Preferences due to Innovation” The study offers an evolutionary model of demand, which views utility as a function of the distance between the two types of sequences of memes (memeplex), which represent economic product and consumer preference. The scope of the study shows an opportunity to see innovation and transformation of consumer preferences in the demand perspective. Innovation is seen as a change in sequence of memes in economic products, while the transformation of consumer behaviour is defined as a change in the aligning memes of consumer preference. The study finds interesting characteristics, such as: (i) quantitative and qualitative properties of evolution of demand, (ii) relationship between consumer behaviour and properties of evolution of demand that occurred and (iii) power law on the distribution of product lifetime. At the end the study concluded that the improvement of utility function, in the concept of meme, might create a new landscape for the further development of economics.

Liu and Cai (2007)\textsuperscript{33} in their research paper entitled “Customer Cross-Selling Model Based on Customer Maturity and Product Grade” observed that consumers sequentially purchasing multiple products and services from the same provider and also they investigate the sequential acquisition. The results indicated that 18 is a reasonable number of nerve cells for the competition layer. The precision ratio of the network was high, up to 94%, so the

established model with CPN seems an effective way of predicting customer cross-selling probability.

Liu and Wu (2007)\textsuperscript{34} in their research paper entitled “Customer retention and cross-buying in the electronic industry: An integration of service attributes, satisfaction and trust” focused on customer retention and the ignorance of the importance of customers’ cross-buying behaviour. Secondly, the authors examined the effects of location convenience, one-stop shopping convenience, firm reputation, firm expertise, and direct mailings on both customer retention and cross-buying. Finally, the mediating roles of satisfaction and trust in the relationships between service attributes, customer retention, and cross-buying are also examined. The study results indicate that electronic industry can use different service attributes to influence customer retention and cross-buying. Trust and satisfaction play different mediating roles in the relationships between service attributes, customer retention, and cross-buying.

Setijono and Dahlgaard (2007)\textsuperscript{35} in their research paper entitled “Customer value as a key performance indicator (KPI) and a key improvement indicator (KII)” examined to study the existing tools or methodologies to measure customer value during acquisition and use, in such a way that the measures concurrently indicate the level of performance and more accurately identify the improvement opportunities. The authors understood that the producer is the entity that creates the products that the customers acquire or consume. Therefore, ValMEA (Value Modes Effects and Analysis) offers a “balanced” perspective on customer value, by recognizing that customer value exists in different “modes” in different stages of the product’s life cycle. The finding of the study shows that, the measurement of customer value during

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acquisition and use is based on intangible aspects (cognitive judgment). Along the value stream, these measures are translated (transformed) into tangible aspects, which comprise aspects such as shorter lead-time, reduced defects, and lower costs.

Chen et al., (2008)\textsuperscript{36} in their research paper entitled “The customer journey when purchasing a new mobile phone: Testing a dual mediation model” studying the consumer decision process and influencing elements towards the purchase of mobile phones. The study results reveal that, consumer behaviour may be influenced in many ways by advertising. It may influence people to purchase products, try product variations or develop loyalty to particular products in order to make them resistant to competitors’ advertisements. Advertising can create powerful brands with high ‘brand equity’ brands with name awareness among consumers, high perceived quality and important perceived assets (eg patents or other characteristics such as a ‘secret recipe’ or ingredients formula); brand equity may shape brand loyalty.

Hamid (2008)\textsuperscript{37} in his research paper entitled “Consumers’ behaviour towards Internet technology and Internet marketing tools” analysed the accessibility of the Internet and lower costs of doing transactions have given rise in customers bargaining power and intense global competition. Although the Internet has great potential for consumer value reports indicate that consumers vary in their levels of Internet adoption. Based on the belief that marketing to well-defined segments of customers would improve the quality of services offered affording higher retention rates and at the same time increase firms’ profitability in the long run many companies have opted to implement customer relationship management (CRM) programs. This study also aims to


understand the relationships between consumers’ behaviour and internet marketing programs. The result of the study indicates that perceived risk does not influence the types of activities conducted on the Internet and users’ experience level plays an important role in users’ level of Internet adoption. In addition, his result also revealed that customers differ in their relationship decisions based on age, education and experience level.

Jakštien, et al., (2008)\textsuperscript{38} in their research paper entitled “The Psychological Impact of Advertising on the Customer Behaviour” studied whether advertising plays a major role in modern life and it shapes the attitudes of the society and the individual and inevitably influences customer behaviour. The authors explained that the customer has to contend with a huge amount of information and be able to make a choice, draw conclusions and make important decisions and the most important task for a business advertising itself is to present its product in such a manner that the whole environment around the buyer turns into a positive emotional stimulus. The study results revealed that the customer’s attention, as one of the psychological cognitive aspects under research, was influential mostly by ads in press and brochures. The study data also showed that the psychological aspect (emotional) influences the customers mostly because it caused positive feelings for the biggest part of customers (79\%). Finally, it can be concluded that the aim of advertising (behavioural aspect) was achieved adverts make a psychological impact on the customer.

Khan and Bamber (2008)\textsuperscript{39} in their research paper entitled “Country of Origin Effects, Brand Image, and Social Status in an Emerging Market” highlights the country of origin (COO) effects with respect to price, quality,

brand effect, and social status to determine elite consumers’ buying behaviour in the emerging market of Pakistan are investigated. The study found from the present research is the relatively limited significance that COO effects have on product perceptions and on the buying behaviour of an elite, affluent group of consumers. The research also demonstrated that COO effects, while important, do not often dominate the process of consumer preference formation or the decision to buy. This result stands in marked contrast to earlier research. Finally, it is concluded that the equal importance of specific cue information with COO information when making purchase decisions is emphasized by the significant correlations between some responses to COO, price, quality, brand effect, and social status items.

Li and Hitt (2008) in their research paper entitled “Self-Selection and Information Role of Online Product Reviews” studied online product reviews may be subject to self-selection biases that impact consumer purchase behaviour, online ratings’ time series, and consumer surplus. This occurs if early buyers hold different preferences than do later consumers about the quality of a given product. The results found that different consumers’ quality, consumer generated product reviews may not be an unbiased indication of unobserved quality even with totally truthful reviews. If consumers’ tendency to purchase early and their likelihood of satisfaction is correlated, this self-selection behaviour can cause systematic bias in reviews posted in the early periods. Finally, the analysis suggests that firms could benefit from altering their marketing strategies such as pricing, advertising, or product design to encourage consumers likely to yield positive reports to self-select into the market early and generate positive word-of-mouth for new products. On the other hand, self-selection bias, if not corrected, decreases consumer surplus.

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Gowrisankaran and Rysman (2009)\textsuperscript{41} in their research paper entitled “Dynamics of Consumer Demand for New Durable Goods” estimate a dynamic model of consumer preferences for new durable goods with persistent heterogeneous consumer tastes, rational expectations about future products and repeat purchases over time. The study finds interesting results like most of the new consumer durable goods, particularly, consumer electronics, are characterized by relatively high initial prices followed by rapid declines in prices and improvements in quality and evolving nature of product attributes influences the importance of dynamics in estimating consumer preferences. And also they found that dynamics are very important determinant of consumer preferences and that estimated co-efficient are more plausible than with traditional static models.

LeiTian et al., (2009)\textsuperscript{42} in their study entitled “Why Does Half the World’s Population Have a Mobile Phone” examines consumers’ attitudes toward and uses of mobile phones via self-report questionnaires with the respondents’ size of 3,021 and by applying confirmatory factor analysis it is found that consumers’ attitudes toward mobile phones are composed of three dimensions: sense of security, sense of self character extension, and sense of dependence.

Petburikul (2009)\textsuperscript{43} in his research paper entitled ”The Impact of Corporate Re-branding on Brand Equity and Firm Performance” examines the strong brand enhances positive evaluations of a product’s quality, maintains a high level of product awareness, and provides a consistent image or brand personality. As time passes by, these brands remain unchanged and consumers’

\textsuperscript{41} Gautam Gowrisankaran and Marc Rysman (2009) “Dynamics of Consumer Demand for New Durable Goods” research paper from University of Arizona and Boston University, October 2009


perceptions towards the brands are changing. Thus, re-branding is a necessary strategy that can escalate a new business image to build confidence to the consumers. The study results found that the key secret of successful perception of re-branding is brand equity which composite with brand awareness, brand association, perceived quality, brand loyalty, and other proprietary brand assets.

Samadi and Nejadi (2009) in their research paper entitled “A Survey of the Effect of Consumers’ Perceived Risk on Purchase Intention in E-Shopping” compared the perceived risk level between Internet and store shopping, and revisit the relationships among past positive experience, perceived risk level, and future purchase intention within the Internet shopping environment. Finally, the research revealed that consumers perceived more purchasing risk from the Internet than from the store. A more positive online shopping experience led to consumers’ less perceived purchasing risk level in the Internet. And a higher perceived risk led to less future purchasing intention from the Internet.

Tellis et al., (2009) in their research paper entitled, “Global Consumer Innovativeness: Cross-Country Differences and Demographic Commonalities” examines to study whether metrics are relevant for measuring consumer innovativeness and whether consumer demographics are significant predictors of consumer innovativeness. The authors decided to collect data from 5569 consumers across 15 major countries, including the leading world economies, such as the United States, Japan, the United Kingdom, France, Germany, China, India, and Brazil. Finally, the study produced three significant results. First, four negatively valenced items constitute a good construct of innovativeness that seems reasonably applicable across most countries. Second,

although countries differ on this innovativeness construct, common demographic antecedents emerge across countries. A global innovator can be identified as wealthy, young, mobile, educated, and male. Third, within these commonalities, consumer innovativeness shows some distinct category × demographics and category × country differences.

Ahmad (2010)\textsuperscript{46} in his research paper entitled “Plasma TVs and Perceived Customer Benefits” shed light on the perception of plasma TV with the persistent of customer benefits. The study finds interesting results like plasma TV is a high definition alternative to the standard cathode ray televisions sold today. A plasma TV provides sharp images and vibrant colors and a plasma TV is designed in a wide screen movie formats.

Berger et al., (2010)\textsuperscript{47} in their research paper entitled “Positive Effects of Negative Publicity: When Negative Reviews Increase Sales” studied the negative information about a product increase sales, and popular wisdom suggests that “any publicity is good publicity. Using a combination of econometric analysis and experimental methods, the authors unify these perspectives to delineate contexts under which negative publicity about a product will have positive versus negative effects. Finally, the study found that the underlying mechanism behind positive effects of negative publicity while also demonstrating their importance for actual product performance. Even when general awareness is low, however, the authors suggest that negative publicity will be unlikely to have a positive effect when product awareness and accessibility are high among the people reached.


Cengiz (2010)\textsuperscript{48} in his article entitled “Measuring Customer Satisfaction: Must or Not” identified that customer satisfaction and measurement issues have vital roles for businesses in providing and maintaining a competitive advantage. The author believed that the businesses forming components of marketing mix by acknowledging the customers’ expectations, receive customer loyalty and profit in return through measuring customer satisfaction and also he believed that, organizations do not only have customer knowledge also have competitors’ knowledge in the market. The result of the study reveals that there is no doubt that customer satisfaction has vital role for every organization among business life. It can be said that measuring customer satisfaction in this competitive business environment is "must". Organizations which want to meet customers' expectations should use this marketing tool properly because every customer satisfaction measurement process has clear objectives to reach. The study also found that measuring customer satisfaction is not one time process to achieve life time success; organizations must learn customer expectations 7/24/365 period and try to meet them by customized marketing mix.

Erenkol and Duygun (2010)\textsuperscript{49} in their research entitled “Customers’ Perceived Brand Equity and A Research on the Customers of Bellona Which is a Turkish Furniture Brand” examined the customers’ perception towards the brand value and equity. The study observed that, the enterprises focus on “brand value” which is an important element in differentiating both the enterprise and the products they offer. The motive under this focus is that especially nowadays the brand is an important means of competition and the increasing brand value would bring great advantages to the enterprises. For the brand value concept to be established appropriately by the enterprise and to be


applied accurately correct measurement of the brand value is extremely important.

Hanif (2010)\textsuperscript{50} in his research paper entitled “Factors Affecting Customer Satisfaction” studied the customer satisfaction, price fairness and customer service is worth importance among customers for a particular brand. The result of the study shows that the price fair is the larger impact on customer satisfaction than the customer service.

Hosseini and Albadvi (2010)\textsuperscript{51} in their research paper entitled “Customer Value Network Analysis: Improving Ways to Compute Customer Life-Time Value” identified whether the value network analysis (VNA) or customer network analysis is powerful in modeling and analyzing tangible and intangible relationships between a company and its business customers. The study reveals that the customer lifetime value (CLV) is a critical factor for long-term success and they suggest that the value network analysis (VNA) approach is a powerful tool to model and analyze tangible and intangible relationships between a company and its business customers. Finally, they propose that VNA can improve the networking potential of CLV and they introduced a new definition of value networks called “business customers’ value network”.

Kamaladevi (2010)\textsuperscript{52} in her research paper entitled “Customer Experience Management in Retailing” pinpointed the survival of fittest & fastest is the mantra of today’s business game. This paper also focuses on the role of macro factors in the retail environment and how they can shape customer experiences and behaviors. Several ways (e.g., Brand, Price,


Promotion, Supply Chain Management, Location, Advertising, Packaging & labeling, Service Mix, and Atmosphere) to deliver a superior customer experience are identified which should result in higher customer satisfaction, more frequent shopping visits, larger wallet shares, and higher profits. Finally, the study result is that there are now more services and products available than at any time in the past, yet customer satisfaction are on a downward slide. Customer Experience Management can help reverse that slide by providing efficient business tools that make the interactions between companies and customers more rewarding for both parties. Retailers will have to engage their customers every day to create the long-term loyal advocates necessary to compete in these challenging times. The most important thing is to be able to identify ways to hold on to profitable customers and also it represents a strategy that results in a win–win value exchange between the retailer and its customers. The goal of customer experience management is to move customers from satisfied to loyal and then from loyal to advocate.

Lee (2010) in his research paper entitled “Factors Influencing Customer Loyalty of Mobile Phone Service: Empirical Evidence from Koreans” highlights the relationships among service quality, perceived value, customer satisfaction, and customer loyalty in mobile phone service. The result indicated that the service quality positively influences customer loyalty, perceived value and customer satisfaction positively affects customer loyalty respectively. For customers with high perceived service quality, perceived value, and satisfaction, they have a strong loyalty.

Lilly (2010) in her research paper entitled “Customer Perception and Preference towards Branded Products with special reference to Television Sets” analysed the consumer preferences towards branded durable goods with

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the persistent of consumer expectations. The result reveals that most of the marketer’s principal objective is typically to build a relationship with buyers, rather than merely to make a single sale. The essence of that relationship consists of a strong bond between the buyer and the brand, the success of the strategy depends heavily on the marketer’s understanding of the preference building and bonding process.

Mallikarjuna and Mohan (2010)\textsuperscript{55} in their research paper entitled “Customer Switching Behaviour - An Evaluation of Factors Affecting Mobile Users” examined the consumer behaviour in using of mobiles and their switching attitude. The scope of the study shows that Indian mobile services’ market has grown manifold in the last five years. The growing affluent-middle-class, low cost of handsets and call tariffs has helped this stupendous growth. Even now, the penetration rate of mobile phones in India, in comparison to other markets like China, Japan and European countries, is low. This presents an enormous opportunity for the Indian mobile service operators to enhance their market share through mindshare. The study finally reveals that the recent policy initiative of allowing new operators in a circle has added fuel to the competition in the cellular market bringing the call tariffs to the lowest in the world. The fierce competition among the cellular service providers resulted in numerous tariff plans, group plans, contracts (lifelong validity etc.), and top-up plans. And at last an Indian mobile customer is overwhelmed with the competing offers and service packages from the competing operators.

Sahoo and Dash (2010)\textsuperscript{56} in their research paper entitled “Consumer Decision Making Styles in Shopping Malls-An Empirical Study in the Indian Context” found that the consumer decision making style during purchasing of


durable goods. The study finally concludes that the consumer decision-making process is a complex phenomenon. The purchase of goods or services includes a number of factors that could affect each decision. Consumers are besieged by advertising, news articles, and direct mailings that provide abundant information, much of these are with mixed messages. In addition, increases in the number and variety of goods, stores, and shopping malls and the availability of multi-component products and electronic purchasing capabilities have broadened the sphere for consumer choice and have complicated the process of decision making.

Saravanan (2010)\(^{57}\) in his research paper entitled “A Study on Consumer Behaviour of Women with special reference to Durable Goods in Coimbatore City, Tamil Nadu” shows that the tools of market research can assess motivation and behaviour with considerable accuracy. His study finally reveals that perfect prediction of behaviour is never possible, but properly designed research efforts can significantly lower the risks of the types of product failure. The consumer cannot knowingly be induced to act in a way contradictory to his or her own goals, motivation and behaviour can be influenced by outside sources.

Shukla and Raut (2010)\(^{58}\) in their research paper entitled “A Study of Emerging Trends and Challenges in Air-Conditioning Industry in India” identified the product perception and market potential of air conditioner in Indian markets. The study shows an opportunity to see; today air-conditioning has become a ‘need’ of modern day life in contrast to its earlier perception as a ‘luxury product. The study also focused that increase in the purchasing power of people with the economic growth in India, government initiatives like lowering taxes and duties, liberalization of fiscal policies in terms of foreign


direct investment (FDI) etc. has given a boost to the industry and as a result, the industry is expected to grow at Rs. 38,000 Crore by the end of 2012.

Soni et al., (2010)\textsuperscript{59} in their research paper entitled “Factors Affecting Consumer Purchase Decision of Laptops” considering the configuration and features of laptops by the consumers. The result of the study reveals almost all the laptop brands offer nearly the same configuration and features in their products to the consumers. None of the brands can be seen as enjoying their product as exceedingly superior to its competition. With all things virtually equal within the box, what is it that makes a consumer choose one brand over another brand preference and product differentiation. The evaluative buying criteria consumers use when purchasing these products may be known, what was not known was the impact each of them have in contributing to that decision.

Vyas (2010)\textsuperscript{60} in his research paper entitled “Consumer Purchase of Consumer Durables” examines that most of the things were considered as luxuries till about ten years ago have become necessities for most people today. This study is focused on important factors and sources of information in purchase of consumer durables in Bhavnagar city. The author concluded that the sources of important information are come from authorized dealers’ shop, technical expert advice, and role of TV as media and influence of friends, relatives and neighbors are playing important role in purchase of durables by consumers.


Wu and Batmunkh (2010)\textsuperscript{61} in their research paper entitled “Exploring the Relationship between Customer Equity and Satisfaction: An Empirical Study of Mongolian Gas Station Channels” highlights the relationships between customer equity, which represents value equity, brand equity, relationship equity, and to customer satisfaction. The study found that all three independent variables (value, brand, relationship) have a direct and significant influence on customer satisfaction. The results of the research also suggest that the limited budget of marketing activities should be spent on optimal actions and programs to increase or maintain value, brand, and relationship equity.

Zhu and Zhang (2010)\textsuperscript{62} in their research paper entitled “Impact of Online Consumer Reviews on Sales: the Moderating Role of Product and Consumer Characteristics” reviewed that the product and consumer characteristics moderate the influence of online consumer reviews on product sales using data from the video game industry. The study result indicates that online reviews are more influential for less popular games and games whose players have greater Internet experience. The differential impact of consumer reviews across products in the same product category and suggests that firms’ online marketing strategies should be contingent on product and consumer characteristics.

Ahmadi et al., (2011)\textsuperscript{63} in their research paper entitled “A New Model for Evaluating Customer Lifetime Value in High Risk Markets” studied the models for calculating CLV (Customer Lifetime Value), but most of these models are based on simple NPV (Net Present Value). The authors understood that the simple NPV can assess a high-quality value for CLV but simple NPV


ignores three important aspects of markets which are market risk affecting customer cash flow, flexibility of a firm reacting to these changes and cost of customer attraction and cost of customer retention. The authors decided to apply real options analysis to CLV. Finally, study reveals that the developed model evaluates customer in every high risk or low risk markets. It works very accurately because it uses real option analysis to determine customer’s future cash flows in each period of time but there are some input parameters in the model, which user must estimate them to assess the accurate CLV. These parameters are investment expenditure (s), probability of increase or decrease customer's demands (p), and the customer's attraction/retention costs (At).

Amalia and Ionut (2011)\(^{64}\) in their research paper entitled “The change of consumers’ behaviour in crisis conditions: A psychological approach to the empirical evidence from Romania” analysed the causal relation between the psychological factors of behaviour in risk-generating situations and the change of consumers’ behaviour in the context of nowadays economic crisis. The study concluded that, in now-a-days economic crisis, there is a direct causality relation between the perception of the risks, the risk-generating situation aversion and the change of consumers’ behaviour.

Bohari et al., (2011)\(^{65}\) in their research paper entitled “A study on Customer Lifetime Value Method for Prospecting Lifetime Value of ‘Free Customer’: A Case of Retailer Business in Seberang Perai, Pulau Pinang, Malaysia” found that the hypermarket have putting hard efforts on strengthening the customer relationship management to making more financially accountable, however most of them still have problem in sustaining


their lifetime value of ‘free customer’. Customer lifetime value (CLV) is a model for measure contribution of customer to the business, as long as their doing of his/her transaction with the business. Most of CLV model are modeled base on database customer, as opposite of less attention on ‘free customer’. As implication, most of CLV model has risky where there are disobey the assessed of free customer profitability. The usability of CLV model for estimate lifetime value of ‘free customer’ with specific attention on the potential used of spatial information. The study reveals that CLV is a powerful metric that rewards marketers for understanding the customer relationships and also CLV claim as powerful and straightforward measure that synthesizes customer profitability at individual and or group customer level and to capture information about ‘free customer’, the CLV model must have links with the current location of customers.

Durukan and Bozaci (2011) in their research paper entitled “Risk Perception and Consumer Stress: an Empirical Research in Service Sector” examined that Risk perception and consumer stress are two important factors that firms have to take into consideration since they are important parts of consumer behaviour. Although risk perception concept has been analyzed in various studies, consumer stress and relationships between risk perception and consumer stress have not been researched in marketing literature. The collected data were analyzed by statistical methods namely correlation analysis and t-tests. As a study result, it is found that time risk perception, physical risk perception and psychological risk perception determined as factors which increase consumer stress meaningfully in service sector.

Emam and Aaghaie (2011) in their research paper entitled “Introducing Busy Customer Portfolio Using Hidden Markov Model”

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highlights the effective role of Markov models in customer relationship management (CRM) and the relevance for applying Markov models in CRM. Finally, the study found that applying HMM in CRM is approximately rare, since it contains 27.2% of the total number of published articles.

Hanzaee (2011) in his research paper entitled “Influence of Family Structure on Consumer Decision Making Style in Iran” pinpointed that marital roles and family structure on consumer decision-making style within an Islamic culture. The consumer decision-making and family structure served for the development of the conceptual arguments. Children have incredible influence on family decision-making styles. The study results confirmed that in practical implication, it is believed that male and female consumers in Iran may also have certain distinctive characteristics in terms of their decision orientation towards shopping.

Ismail (2011) in his research paper entitled “Buying Behaviour: Gender and Socioeconomic Class Differences on Interpersonal Influence Susceptibility” identified that interpersonal influence susceptibility, buying behaviour, social class, socioeconomic class affects the buying behaviour. The sample was selected from Karachi. It was hypothesized that Female buyers would be more susceptible on interpersonal influence as compare to male buyers and also significant difference between low, middle and high socioeconomic class buyers. It also indicates that specific differences in males, females on three socioeconomic classes and overall on different educational level.

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Jahanshahi (2011)\(^{70}\) in his research paper entitled “Study the Effects of Customer Service and Product Quality on Customer Satisfaction and Loyalty” highlights the relationship between customer service and product quality with customer satisfaction and loyalty in the context of the electronic industry. The main factors of electronic industry are customer satisfactory, loyalty, customer service quality and product quality. The results indicate that customer service and product quality has been influential on customer satisfaction and also there is a positive relationship between customer service and product quality with customer satisfaction and loyalty in the context of the electronic industry.

Kuan and Chiu (2011)\(^{71}\) in their research paper entitled “Symbolic and Functional Brand Effects for Market Segmentation” studied the interrelationships among brand personality, brand preference, customer perceived value, and golfers performance. The study reveals that notable brand personality factors including Reliability, Fashion, Masculine, Excitement, Wholesome, Leadership, Sentiment, Feminine, and Uniqueness could explain brand preference to a large extent. Golfers’ customer perceived values regarding various golf brands are considerably dissimilar.

Marinescu (2011)\(^{72}\) in his research paper entitled “Analyzing Consumer’s Behaviour in Risk and Uncertainty Situations” generalize the Slutsky Equation in risk and uncertainty situations using the compensated and uncompensated demand and some local measures of risk aversion. A nonlinear optimization problem of maximizing the expected utility; this problem will be solved using the Kuhn-Tucker method. The study result indicates that

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analyzing the income and substitution effects of price changes on demand is very important during risk and uncertainty conditions.

Mansoor and Jalal (2011)\textsuperscript{73} in their research paper entitled “The Global Business Crisis and Consumer Behaviour: Kingdom of Bahrain as a Case Study” examined that consumer is the most elemental basis for any business organization hence; their core behaviour is also of great importance and significance for a successful marketing experience and financial affluence. The level of intricacy of the process where the consumer buying can relate to has made the trend greatly difficult to be predicted and managed. This research aims to study the impact of the Global Business Crisis on Bahraini consumers, investigate their perception of this problem and whether their consumption behaviour has changed as a result. The study results found that the depressing effects of the financial crisis have hit the overall consumers' purchasing behaviour effecting both planned and unplanned buying behaviors and also the increased transactional complexity associated with the financial crisis made purchasing decisions more risky, therefore consumers prefer to shift to less harmful choices. For that particular reason it is highly advised that businesses adopt a marketing strategy that minimizes the transactional costs.

Shamma and Salah (2011)\textsuperscript{74} in their research paper entitled “Integrating Product and Corporate Brand Equity into Total Brand Equity Measurement” highlights that brand equity measurement can be classified into the following main streams Customer-based Brand Equity (CBBE), where the value of the brand is determined by customers’ associations with a product brand and Corporate Brand Equity (CBE), where the value of the brand is determined by stakeholders’ associations toward a corporate brand. The study reveals that a


corporate brand represents the relationship of an organization with its multiple stakeholders and should be aligned with the product brands offerings to its customers. Thus, the corporation must be externally and internally aligned to deliver the brand promise by its organizational culture, social activities, financial performance and product offering. This holistic approach is one that will be most valued by customers and stakeholders and provides a long-term competitive edge to a company over its competitors.

Shao and Tang (2011)\textsuperscript{75} in their research paper entitled “Customer equity promotion based on the measurement Model with four-dimensional drivers: Application to mobile communication” presents the theory which takes customer as an asset has been widely recognized by researchers and practitioners. Measurement models to measure and manage customer equity. But in the research of customer equity promotion, most methods only depend on qualitative analysis. The survey and data analysis of 357 customers are covered from provincial capital of China. The study results showed that the Quality has great influence on customer equity; price is an important factor for customers to make purchase decision; convenience influences brand utility most, and brand preference is a significant sub driver which is the result of consumers’ recognition of brand image and spirit. In order to improve brand preference, developing those brands corresponding with customer’s characteristics, consumption capacity and status is the most important.

Shih (2011)\textsuperscript{76} in his research paper entitled “Determinants of firms marketing strategies on consumers’ loyalty intention toward online stores” highlights to expand virtual retailing market, it is important to consider consumer-level opinion toward online stores and its relation to market-level


measures of performance, such as marketing strategies, channel brand impression and customer online store loyalty intention. The findings of the study reveals that first, intensifies emotional appeal in their advertising strategy; second, sell international brand products in the context of a brand alliance strategy; and third, develop channel brand impression helpful to the online store loyalty intention of consumers.

Taleghani and Almasi (2011)\textsuperscript{77} in their research paper entitled “Evaluate the Factors Affecting Brand Equity from the Perspective of Customers Using Aaker's Model” reveals that customers and brands are the two most important intangible assets of any organization and as a main research to evaluate the factors affecting brand equity from the perspective of customers using Aaker's model and also aims to determine the effect of marketing mix elements price, store image, distribution intensity, advertising, price promotion and family from the perspective of customers. Finally, research findings indicate that from the brand equity dimensions, in order to meet the brand loyalty, brand image and perceived quality of the brand are playing major role in brand building.

Thiripurasundari and Natarajan (2011)\textsuperscript{78} in their research paper entitled “Determinants of Brand Equity in durable goods Manufacturing Firms” reveals that brands have become increasingly important components of culture and the economy, now being described as cultural accessories and personal philosophies. Brand Building process is a value addition technique which projects the image of the product, the company and the country at large. The main objective of the study is to describe the measuring models of brand equity applicable to durable industry. Finally, study results revealed that the brand


raising components of brand equity must be coherent in their actions so that consistent image of the firm is realized and it will valued by customers too.

Vazifehdust and Norouzi (2011)\textsuperscript{79} in their research paper entitled “The Effect of Product Brand Communications on Consumer Response” examined the effect of product brand communication on consumer response and this paper emphasizes on controlled communication, uncontrolled communication and brand name as components of product brand communications. Customer satisfaction, brand attitude and brand re-use intention were as elements of consumer response. The study results reveal that controlled communications have strongest affect on consumer response for durable and non durable goods but brand name has more effect on consumer response in durable goods. In relation to the durable goods, the controlled communications about the customer satisfaction, brand attitude and brand re-use intention have the most effects. In relation to the non durable goods controlled communications and brand name affect the customer satisfaction by 30% and 19%, respectively. The findings also shows, customer satisfaction influence on brand attitude in durable and non durable goods.

\textbf{CONCLUSION}

It is obvious to note that many researchers and academicians have conducted many studies on durable electronic products buying behaviour by selecting different regions and areas and their findings and suggestions were offered in their research work. But, very few of these studies focused at African countries and none of these studies focused State of Eritrea. Hence, the researcher felt that this is a gap in the research entitled on buyers’ behaviour. He has identified this research gap and converted the same as his research topic entitled “A study on Buyers’ Behaviour of selected electronic durables with special reference to Asmara city, State of Eritrea”.