CHAPTER 2

LITERATURE REVIEW
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CHAPTER II: LITERATURE REVIEW

In this Chapter, the researcher makes an attempt to present the literature review of the relevant research works done by researchers in the area of customer buying behavior and allied subjects. The literature review is presented with the sole objective of identifying the research gap to validate undertaking the present research work by the researcher.

Consumer behavior refers to the selection, purchase and consumption of goods and services by the consumer for the satisfaction of their wants. There are different processes involved in the consumer behavior. Initially the consumer tries to find what commodities he would like to consume, then he selects only those commodities that promise greater utility. After selecting the commodities, the consumer makes an estimate of the available money which he can spend. Lastly, the consumer analyzes the prevailing prices of commodities and takes the decision about the commodities he should consume. Meanwhile, there are various other factors influencing the purchases of consumer such as social, cultural, personal and psychological etc.

2.1 Influences on Consumer Behavior

In the thesis entitled: “Influences on the buying behavior of purchasing commercial housing in Nanning City of Guangxi Province, China; the researcher Qiuxue Luo and Paul TJ James have the aim of the research to study the impact of following objectives on consumer buying behavior on purchasing commercial houses, i) external objects like culture, government policies, marketing activities and reference groups, ii) internal objects such as perception, attitudes, learning, motivation and emotions, iii) self-concept and lifestyle, iv) decision making process of buyers.

A survey on consumer commercial house buying behavior has been conducted in

Guangxi, China. The data has been analyzed by using various different methods / processes to achieve the aim of the study. All the eleven variables such as culture, government policies, marketing activities, reference groups, perception, attitudes, learning, motivation, emotions, self-concept and lifestyle are important in regard to consumer houses buying behavior and these variables can be explained 35.9% of the variations under consumer house buying behavior with an R square value of 0.359.

According to their findings, the research is well-timed and helpful considering the rapid urban development of the Guangxi province, China. As buying homes is an important phase of life. It is difficult to understand the perceptions and behavior of home buyers and while constructing the homes the expectations and requirements of buyers should be realized. This research is also helpful for property developers also, it will enable them to gain competitive advantage. Property market is highly competitive and day by day living cost, standards are changing as per consumer’s demands. Hence, it is essential to study the current trend of consumers’ needs and wants. Perhaps this research is not one-time research it should be on-going for such reason.

It has been also suggested that this is a very important area where researchers need to examine the implications in regard to business transactions / dealings. Further research will give valuable information about all related supply chain industry as well as future housing and taxation policies of government.

Dr. Mahabir Narwal and Dr. Geeta Sachdeva studied the “Impact of Information Technology (IT) on Consumer Purchase Behavior”, the researchers trying to focus on the influence of IT on consumer purchase behavior. It has been stated that the business operations like decision making, customer service, marketing strategies human resource management are being used with the help of IT. With the use of IT you can store, protect, process, secure, transmit, receive and retrieve information as and when required. Hence,

considering the various benefits of IT, it has a great influence on consumer purchase behavior. Due to fast expansion of internet, many people prefer to purchase products or services online. In view of consumers IT has another multiple uses such as consumer satisfaction, cost saving, effective buying decision, reasonable price, timely delivery, maintaining records etc. Hence, IT helps to increase no. of online buyers. IT has a prospective source of the competitive world. The marketers need to understand what motivate consumers to purchase online to expand their business. The researchers argued that this study will be helpful for the marketers to define their marketing strategies accordingly.

Kumar Ratnesh took a holistic view of all the factors which affects the buyers behaviour, in his research, “A Comprehensive Study of Factor Affecting The Buying Behavior of Telecom User: A Case of Telecom Market in Uttar Pradesh” find out the target audience and the different psychological factors which have influence on the customers from rural, semi urban and urban areas. Uttar Pradesh has the largest no. of mobile subscribers in the country. There are two main stimuli that effect the purchasing decision of a consumer i.e. consumer’s buyer’s characteristics and consumer’s buying decisions. Indian Telecom sector is the fastest growing sector and its market is second biggest market in the world after China. After the liberalization and privatization of this sector the competition has become very tough hence it is important for the marketers to understand the consumer behavior.

According to the research study the author conclude that majority of users in urban and rural areas are male category. In urban area majority of users are unmarried where as in rural area, majority of users are married. Majority of users comes under the age of 18-42 years. The qualification, occupation and income groups are the major differences in the demographics of the rural and urban users. In urban area, majority of respondents are graduates or post graduates, salaried and having the annual income of Rs. 2 to 4 lacs and

Rs. 4 to 6 lacs. In rural area, majority of users are either 10th or 12th passed or less than 10th, self-employed and having annual income of less than Rs. 2 lacs.

In regard to psychological influence, the perception of the users affects their buying behavior. There is hardly any difference between the services used by the users of rural and urban areas. It has been stated that they are using mobiles to connect with others and maximum use for calling and internet services. The customers expect best network, quality and economical services from their service providers. To sustain in such tough competition, service providers must understand customers’ behavior which will help them to plan better marketing strategies which could lead to an increase in market share and profitability.

Shah Johir Rayhan, Sajeeb Saha and Mohammad Masudul Hassan found that price is the prominent factor that affects the buyer’s behaviour to a larger extent. In their study, “Factors Affecting the Customer Buying Behavior in Relation to Readymade Garments in Bangladesh”, the researcher attempted to describe the existing situation regarding Bangladeshi customer’s buying behavior about readymade garments. Customer buying behavior is complex. To achieve success in the marketing it is very important, to understand consumer behavior. It includes all the physical, mental and emotional processes and concerned behavior, before, during and after every purchase of goods and services. The readymade garment industry of Bangladesh started its journey in the late 1970s and become a outstanding contributor in the economy within a short period of time. Thus, it plays an enormous role in the economy of this country. In Bangladesh readymade garments manufactured divided into two categories such as woven and knit products.

For the research purpose, primary data was collected through questionnaire from 120 respondents adopting random sampling method. It has been examined that consumer buying behavior is influenced by five factors namely price, style, comfort, quality and availability. To formulate the marketing strategy you need to understand consumer

behavior. The organization’s success or failure is depends upon the customers response to this strategy. It is also found that in ranking by the customers, the price factor is in the first position and then availability, quality, comfort and style rank respectively. Policy reforms undertaken by the government created healthier environment for the expansion of the readymade garment business.

There are various factors that has an impact on the consumer behaviour ranging from social cultural background to price and quality of the product. culture which represent the society is also form on the demographics which should be studied to understand the consumer behavior.

2.2 Role of Demographics in Consumer Behaviour

Sunil Kumar Agrawal in his research. “A Study of Consumer Buying Behavior of FMCG Product In Madhya Pradesh”25, has carried out the research work with an object to study the demographic difference in consumer buying behavior of the population in Madhya Pradesh in relation to buy the FMCG products. It has been observed that if the firm could thoroughly understand the needs of customers then only they can satisfy the customers. To achieve this object a survey has been conducted across some part of Madhya Pradesh. The findings have been received that the factors of branded product in the market were influencing on consumer buying behavior.

It has been observed that the study of consumer buying behavior is very essential for all companies. There are many critical and various different activities are involved. The comprehensive study of such activities will be helpful for companies for their economic success as well as time saving.

The research of Sunil Agrawal concentrated on the population of M.P. concluded that MP

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people are more brand conscious where as in a similar type of research which is conducted by K. Vasanthi Kumari, G. Venugopalan and S. Chandran on the rural consumer
suggests that there lies difference in rural and urban consumer behaviour. In the research
entitled : “Impact of Rural Consumer Purchase Behavior towards Ready-To-Eat Food
Market”, the researchers have focused on mainly FMCG market in rural areas. Nowadays,
rural market is developing by size, growth rates etc. In last year, FMCG market had grown
by 23% and consumer durables by 15% in rural India. Due to increase in literacy level,
standard of living, media and improved transport facilities people believe on FMCG
products. As a result of that, ready to eat products are capturing the rural market. This
study highlights the factors such as potential of ready to eat food products, reasons for
improvement of business, rural RTE market contribution to All India Market, which
influencing consumer buying behavior of rural market. The researchers also suggested
that the promotional activities needs to improve, to suit the expectations of the RTE rural
market by using van campaigns, films, mouth publicity, colorful wall paintings etc.

Not only India and China, but also at international level a lot of debates and discussions
have been going on as to whether the systems and processes of rural market is different
from that of urban one; whether there exists a significance difference between rural
marketing strategy and urban marketing strategy and also many more relevant issues and
challenges have been the points of attention of academics and management practitioners
too.

Demographics does matters at the when it comes to buying the product, at the same time
form where the consumer is buying the product may also have some importance.

2.3 Consumer Behaviour as per Place of Purchase

In the research entitled: “Consumer Behavior at Malls: A Case Study”, the researchers

26 K. Vasanthi Kumari, G. V. (March 2012). Impact of Rural Consumer Purchase Behavior Towards
Ready-To-Eat Food Market. International Journal of Sales & Marketing Management, Research
Dr. Suresh Reddy Jakka, Sita Ramanjaneyulu Mantha\textsuperscript{27}, attempted to understand the behavior of customers and their preferences while purchasing the goods from the shopping malls at Hyderabad and Secunderabad. Currently shopping malls are increasing very fast in a central part of urban area and these malls are attracted by most of the people, but unable to convert into purchases. Hence, the mall management needs to understand the consumer’s behavior to increase their turnover and profits. A sample of 100 customers (20 customers from each mall of total 5 shopping malls) has been taken by using a convenience sampling method for data collection. A standard questionnaire has been prepared and data has been analyzed by using the appropriate statistical tools like mean, chi-square test etc.

Further, researchers stated that nowadays retailing sector become a cash cow for many big organizations. The recent central government decision is permitting Foreign Direct Investment (FDI) in retail sector made many of the multinationals to think of Indian retailing sector. Hence, in the changing scenario, it is the challenge for all mall management to retain the customer and increase the new customers. For this purpose, mall management needs to understand customer’s interest in products and services. They must adopt new strategies and provide the services accordingly.

Researchers further suggested that malls can adopt win-win strategy like co-operation. It’s a business strategy which is combination of cooperation and competition so that it will be beneficial for business competitors when they work together.

Dr. Suresh Reddy Jakka, Sita Ramanjaneyulu Mantha talked about mall consumer behaviour where as Gianie Abdu and Purwanto\textsuperscript{28} conducted the research to find out the consumer behaviour in convenience stores, in the research entitled: “Analysis of Consumer Behavior Affecting Consumer Willingness to Buy in 7-Eleven Convenience Store”, the researchers Gianie Abdu and Purwanto has carried out the study of 110 of 150


average population from Jatiwaringin, Jakarta to find out the relationship between the consumer behavior variables such as cultural factor, social factor, personal factor and psychological factor to the consumer willingness to buy a product in 7-Eleven convenience store. Quantitative analysis has been used. It has been observed that some variables that has a relationship but not affecting the willingness to buy a product. Social factor is one of the factors / variables which is more affecting on the consumer willingness to buy.

According to the analysis and interpretation, the findings are as follows:

- Jakarta is diverse country in Asia so cultural factors may seem diverse and people are living together in difference. Hence, the cultural factor is not that much significant in regard to customer’s willingness to buy in 7-Eleven.
- The social factors have a great significance in regard to the customer’s willingness to buy in consideration to their social condition. In Jakarta, customers are willing to buy expensive product because they want to fulfill their social needs.
- Personal factors have also a relationship with willingness to buy the product but don’t have a significant effect. There is no any age limit for the customers when they are coming to have a hangouts as well as 7-Eleven’s lounge that means 7-eleven convenience store provide a product for all age group and their life cycle.
- Psychological factors such as customer’s motivation, perception, belief and experience towards the product influence on the customer’s willingness to buy. It has been also observed that the customer has their own perception and they motivate to buy product from 7-eleven as compare to other convenience store.
- The researcher in this study tried to test the customer’s willingness to buy in 7-eleven by using several variables. Out of these variables, social factors are the most dominant factors that influence and giving a significant relationship to the customers’ willingness to buy.

Anna-Maria Saarela study the consumer behaviour in the supermarket environment in her thesis, “Change of behavior when selecting food products in a supermarket environment after reminding consumers about weight management”29 The research was carried out with an objective to explore how the behavior of consumers changed while selecting food
products in a super market in regard to the awareness of weight management. This research is carried out from the perspective of selection criteria, reading of package labels, nutritional quality of the products selected and time taken to select a product.

36 consumers were recruited from a sample of 367 super market customers. A shopping list of 11 food categories were given and asked to think about a product from each category usually they buy and a product they will use for weight management. The data were collected through interviews and verbal analysis.

The researcher observed that the customer’s behavior changed radically after they were reminded about weight management. Generally, consumers do not think about nutritional issues or read package labels while selecting food products regularly but when the motivation of weight management is awaken by reminding consumers. It has a significant impact on their food selection behavior. In the first selection, taste and familiarity were the main food selection criteria while in later selection, fat content, nutritional quality of products and intentionally reading of package labels have been focused as well as time also increased while selecting product.

It has been revealed that, only by reminding consumers about weight management, there was a significant impact on their food selection behavior. Marketing communication should be developed which quickly and easily promotes consumers’ awareness of healthy food in super markets. In view of the social context, the improved nutritional quality of products benefits the welfare of consumer and society, as well as improving society’s economy in the long run by decreasing the costs of health care.

Dr. Kalpana Agrawal in her thesis entitled: “Growing Mall Buying Behavior: An empirical Study of Indore”\textsuperscript{30}, examines the impact of demographic variables of customers


on shopping convenience and shopping behavior in malls in Indore city. The shopping malls are flourishing day by day. Compared to traditional markets, shopping malls are contributing in economic and social level more significantly. Shopping malls attract customers because in shopping mall people can get leisure time for selection and they can also enjoy recreational means of shopping.

In this study, only two demographic variables were taken i.e. age and gender. As a result of this research, it is found that the age and gender interaction of shoppers makes a difference on perception of customers towards shopping convenience and shopping behavior in malls. Age had significant effect and gender did not have significant effect on the mall buying behavior. The youngsters enjoy the mall place where they can spend leisure time, use various facilities such as sit, rest, eat food, entertainment, clean toilets, smoking areas, etc. Due to this, the organized sector of retail industry will grow rapidly. This has also found that 24% of the respondents shop from malls, 8% from local market and 68% from both. The researcher concludes that organized retailing in Indore is surely poised for a take-off and will provide many pleasant experiences to people with different demographics.

Many researches were conducted on different market setups and on different products, if the place of purchase really matters, one also need to understand how the consumer behaves while purchasing products in online market.

2.4 Online Purchase
Lynda Andrews and Constanza Bianchi in their research entitled, “Consumer internet purchasing behavior in Chile”31, attempted to examine Chilean consumers’ attitude and behavior towards purchasing on the internet using Theory of Reasoned Action (TRA). Chile is the fourth largest internet population in Latin America. Despite the potential for e-commerce growth in Latin America, studies investigating factors that influence consumer’s internet purchasing behavior are very limited. This research addresses the

limitations by examining the factors that influence Chilean consumer’s attitude towards purchasing on the internet and their intentions to continue this behavior.

The factors included are relative advantage, compatibility, ease of use, visibility, image, results demonstrability and trial-ability. In line with this study, it appears that for Latin American people with greater experience of the internet and internet purchasing, perceived risk has a diminishing effect on their attitude and intentions to continue this behavior. The findings show that consumers’ attitude towards purchasing on the internet is an influential factor on intentions to continue internet purchasing. In addition to that, compatibility and result demonstrability are influential factors on attitudes towards this behavior. The study contributes to the important area of technology post adoption behavior.

The researchers conclude that this information will better tell organizations about consumers’ beliefs and behaviors explaining continuing use of modern technologies. This knowledge will be important for researchers and marketers as to understand what will derive the continued use of electronic purchasing.

The similar type of research was taken by Saumya Singh and Priyanka Sinha32 in India In the article entitled: “Consumer buying behavior and E-commerce – An Indian perspective” the authors Saumya Singh and Priyanka Sinha attempted to understand Indian B2C online market particularly in customers’ perspective. Due to the growth of internet connectivity and internet savvies India is starting online transactions. Nowadays, internet users are growing rapidly because of the increased want for comfort, brand and luxury. It is an important that young online users are involved in large number and with their inventive (innovative) ideas and talent India is assuring a huge online market in near future.

In view of the customers’ perspective, Indian as a rationale customer, who thinks benefits

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and risks before purchasing anything and tries to maximize their utility, convenience, low price, easy availability of branded products and rich source of information these are the major motivators which attract Indian towards virtual stores however, Indians are still hesitate regarding product performance, reliability of stores and e-vendors. Hence, online marketers not only to understand Indian online market but also consumer perception and design their strategies accordingly to capture huge market.

Prashant Singh, in his thesis, “Consumer’s Buying Behavior Towards Online Shopping - A Case Study of Flipkart.Com User’s In Lucknow City” has carried out the research with an object to examine and analyze the consumer’s buying behavioral pattern towards online shopping.

For this study, survey has been conducted to understand various views of flipkart users in Lucknow city towards the online shopping. Primary data has been collected through a scheduled questionnaire.

The findings of the research are as follows:

- The most of the users / respondents are satisfied for online shopping with flipkart.com. They believed in reliability and policies of flipkart.com.
- On the basis of survey, it is observed that the users of flipkart.com mainly interested in buying online apparel like men’s, women’s and kids clothes, watches, home and kitchen appliances etc. they dislike to buy online perfumes and footwear etc. They bought products online once in a week and like to do online shopping mostly on discounted time period and festive seasons.
- Users of flipkart agree that the prices of flipkart.com products are lesser than the prices in the market.
- According to survey, the youth in the age of 18-25 years are very much interested in online shopping because they know about technology, e-shopping and well-

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versed with buying products from e-tailer.

- On various parameters such as loyalty, commitment and reliability flipkart.com has given positive response from most of the users.

Considering above it is concluded that future of e-tailers in India specially in cities looking very bright. Flipkart.com is offering best prices, good products and completely hassle-free shopping experience for our customers. The success of any e-tailer company in India is depending upon its popularity, its branding image, its unique and fair policies and its customer relations etc.

Though Saumya Singh and Priyanka Sinha came up with various factors that seems important from consumer point of view at the time of buying online products, Dharmesh Motwani, Dr. Devendra Shrimali, Ms. Khushbu Agarwal34 found the attitude the consumer carry’s at the time of buying online products. In the research entitled, “Customers’ Attitude towards Social Media Marketing” the researchers Dharmesh Motwani, Dr. Devendra Shrimali, Ms. Khushbu Agarwal attempted to examine the impact of social media on buying decision of customers. In the competitive world, the use of social media is increasing rapidly to fulfill the social need of internet users. Social networking sites play a vital role in changing the views of customers buying behavior.

The descriptive research design has been used for such study and primary data has been collected from social media users through close ended questionnaire.

According to research study the conclusions are as follows:

- Majority of the internet users are aware about social media and they are using it, so it can be a best tool for brand promotion if used efficiently.
- Social media not only aware the customers about brands but customers also prefer the brands advertised through social media while their final purchase.

• Customers have positive view towards social media marketing practices. As compared to traditional advertising social media advertising is more interesting, innovative, informative and interactive.

In a similar type of research Bhuvan Lamba and Manav Aggarwal\(^{35}\) came up with the influences of eWOM on consumer buying behaviour. In the study “A Study on Influence of eWOM: Consumer Buying Behavior”, the researchers Bhuvan Lamba and Manav Aggarwal research with an object to determine the importance of eWOM (electronic word of mouth) through social networking sites in consumer decision making process. Due to advanced technology social network is connected world-wide. There are many social network websites where customers give their opinion, share their views, spread information which influences on customers attitude. eWOM is one of the powerful and effective channel of communication in the market which will help customers in making purchase decision. It is the need of hour to understand the potential of eWOM and social networking sites which are playing an important role in this regard. Word of mouth can enhance the popularity of an enterprise but due to internet the information can be quickly spread all over the world and it can be helped to reach maximum no. of people within a second. Marketing managers can define marketing strategy effectively by using of word of mouth.

From the above discussions, the researchers suggested that the companies should make efforts to establish more positive electronic word of mouth to attract more customers for higher profit and to achieve a win-win result.

J.E.M. van Nierop, P.S.H. Leeflang, M.L. Teerling, K.R.E. Huizingh\(^{36}\) found a different dimension to the online purchase and tried to found the use of official websites to off line buyers. In the research entitled : “The impact of the introduction and use of an Informational Website on Offline Customer Buying Behavior”, the researchers J.E.M.


van Nierop, P.S.H. Leeflang, M.L. Teerling, K.R.E. Huizingh attempting to understand the effects of the introduction and use of an informational website by a large national retailer on offline customer buying behavior. In this the researchers analyzed the website’s effect on the shopping trips and the amount on per shopping trip.

It has been observed that most of the customers have negative effect on shopping trips. The researchers considered several factors which may cause for negative effect, i) after getting such information customers are planning for shopping, ii) They can be compared the information which they got from website with actual stores, iii) The quality of website may also explain the negative effect.

With respect to the amount spent, being more informed about what they want may help consumers self-regulate better when they are in the store. The customers can get more details about the products through website but they cannot touch and feel the product. Instead of this, off line users can visit the store directly and choose the product as per their liking. Therefore, the website visits may decrease the impulse of buying behavior in the physical store. The informational website offers information that can be compared with the information provided by competitors that also have informational or even transactional websites. After getting information on the website consumers may have an impulse to buy but they can do so only on the competitor’s transactional websites.

In conclusion, this research demonstrates that the implementation of an informational website should be undertaken with great care.

In today’s modern world, life is getting very hectic and busy so people prefer online shopping for convenience and to save their time. In the thesis entitled: “Online Buying Behavior: A Cross Country Study Between India And Taiwan” the researchers Akansha Bajpai, Dr. Cheng-Wen, Lee studied the difference in online buying behavior of customers between the developed and developing country and revealed the factors responsible for the same.

For this study, students as customers have been selected from Taiwan as a developed country and India as a developing country. The data has been collected through questionnaire which was prepared on the basis of a newly developed model. Five variables have been studied for this research i.e. time, promotional offers, trust, shopping convenience and visual merchandising.

After comparing the results from the customers from India and Taiwan it is found that, Indian online buyers prefer online shopping because online shopping saves lot of time and they were more attracted by online promotional offers. Remaining three factors i.e. trust, shopping convenience and visual merchandising were not having impact over online buying behavior of the Indian customers. Although all variables are correlated with online buying behavior but time and promotional offers were found significant in analysis. Whereas in the case of Taiwan’s online buyers prefer online shopping because of their trust in online shopping and online shopping is very convenient for them. Here also all variables are correlated with online buying behavior but trust and online shopping convenience were found significant in analysis.

The findings of the research will be beneficial to understand the buying behavior of the customer’s especially young generation which will be helpful for the online business makers and to make their business more attractive and appealing for their target customers in both developing and developed countries in near future.

Vinod Kumar, Dr. Versha Mehta and Dr. Alka Sharma talks about the intentions of online buyers. In their thesis, “Online Buying Behavior of Customers: A Case Study of Northern India”<sup>38</sup>, attempted to investigate the factors which influence on the purchase intention of the customers for online buying in Northern India. In the current scenario, internet is one of the common tools which is using worldwide for sharing information. Internet is one of

the ways of e-commerce. To survive in the competitive market, business organizations display their products along with their information, sell their products and also provide services to the customers as per their requirements.

In this research, it has been analyzed that Reliability is the most important factor which influenced on the purchase intention of the customers. Reliability is the most relevant factor for buyers followed by transaction security and perceived price. Whereas transaction security is the most relevant factor for non-buyers followed by reliability and perceived price.

The main findings of the study are, there is no significant difference in the purchase intention among online buyers and there is significant difference in the perceptions of the online buyers and non-buyers in Northern India. Study is also found that demographic characteristics of the customer influence their web and internet usage.

Whereas homemakers are the study variable for Indrila Goswami Varma and Ms. Rupa Agarwal39 they tried to find out the impact of social media on the online habits of homemakers. In the study, “Online Buying Behavior of Homemakers in Western Suburbs of Mumbai and Social Media Influence”, the researchers Indrila Goswami Varma and Ms. Rupa Agarwal aim to identify the factors that affect the online buying behavior of women particularly homemakers in western suburbs of Mumbai. Due to the use of internet online shopping is growing worldwide. Marketers are trying to understand the online buying behavior of Indian customers so that they can find out new ways of identifying various many profitable customers and targeting them better. An empirical study through online survey was conducted on 56 homemakers in the age group of 25-45 years in western suburbs of Mumbai.

The quantitative and qualitative research analyzed the impact of social media on their

buying behavior and other factors that affect their purchase decision online. Nowadays, the social networking is also growing rapidly and is especially popular amongst homemakers. After examining the attitudes of homemakers towards online shopping it has been observed that homemakers are both utilitarian as well as hedonistic shoppers. Shopping for them is an experience, leisure activity to reduce their boredom.

From the study, it has been revealed that online shopping does not satisfy their social and emotional needs. Most of the homemakers prefer to go to mall and spend money liberally but spend very conservatively online. The certain factors such as to touch and feel the product, enjoy market place, interaction with sales person, instant satisfaction of purchasing products are missing in online shopping. As a result of this, offline shopping is more preferable than online because offline shopping leads to impulse buying and immediate satisfaction.

The study also reveals that the influence of social media is limited to creating awareness, generating curiosity leading to information search. It does not influence homemakers to buy.

Whereas how social networks usage is moulding the buying behaviour of online customers was the area of study of V. Sakthirama, R.Venkatramand and S.D.Sivakumar In their research, “Usage and Buying Behavior of Consumer towards Social Networks in Marketing - an Exploratory Research”, the researchers V. Sakthirama, R.Venkatramand and S.D.Sivakumar study with an object to analyze the usage of social networks and buying behavior of customers towards social network. Social networks rapidly growing all over the world and it has an important / active part in the evolution of internet applications. For this research snow-ball sampling method has been adopted and data has been collected from 280 online social network customers.

It has been analyzed that consumers are having positive attitude towards social networks

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and it influence the purchase. Social network sites are one of the important media for advertisement which attract and reach most of the people worldwide. Hence, the marketers can formulate their marketing policies based on the social network media for timely and effective communication to the consumers. The attitude of consumer towards social advertisements is positive. The word of mouth marketing tactics are easy way in social networks.

On the above discussions, it has been concluded that the emergence of new marketing disciplines that focus on marketing to the social networks would get importance in near future.

Rong Yuan, Liu Chang Ruo, Kanglin Wen & Shunyong Yang in their thesis, “The Research on the Relations between Involvement Degrees and Online Customers’ Behaviors” collected the information through questionnaire and with an empirical study from the perspective of involvement examined the impact of product involvement on online consumers buying behavior.

After studying on the basis of hypothesis, the researchers marked some of the observations as follows:

1. The paper considered the laptop as the product with high involvement degree to knowing that why consumer are intend to purchase laptops offline. It has been observed that most of the consumers think that purchasing product with high involvement degrees online is not convenient and safe, so they intend to buy such products offline.

2. The consumers are bifurcated into two classes such as high network dependent consumers and low network dependent consumers. Their views about online consumption are apparently different. The high network dependent consumers feel

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that online consumption is convenient and very safe. They can get qualitative product in low price as compared to market rate. Hence, online consumption has a very strong interaction.

3. The motivations of the consumers to purchase online are different. According to the product with different involvement degrees, the online consumption’s convenience, safety and interaction are also different with different involvement degrees products hence considering these attributes of the product consumers’ prefer to purchase online products with low involvement degrees and for the product with high involvement degrees consumers have different opinion.

4. It has been seen that to purchase online is vary between consumers with different involvement degrees product. People are using internet for getting more information, to access to online advertisement and publications which will help for the net franchisers to perform marketing schemes.

When online, consumers leave a trail of bread crumbs that lead channels and manufacturers to better insights into the purchase process, product relevancy, and interest levels. Analytics of these clicks have led to a better understanding of correlations between online tools (such as product-feature explanations, product videos, or customer reviews) and online purchases. But most businesses operate in a multichannel world where e-commerce is not the primary or sole customer interaction, which means online analytics are insufficient.

Many previous studies were conducted on the various environment in which consumer is making purchase and online and offline consumer behaviour is also the focus of researchers. Many of the researchers has been talking about FMCG products and come up with interesting insights, but no researcher has talked about technical product which is a B to B product. The technical product may depict a different kind of consumer behaviour. Moreover consumer behaviour also matters at the different stages of buying process

A comparative analysis is conducted in the research entitled, “Consumer reactions toward clicks and bricks: investigating buying behavior on-line and at stores”, the researchers
Glenn J. Browne, John R. Durrett and James C. Wetherbe\textsuperscript{42}, gave the reference of Analysis of the 2000 stock market collapse suggests that business models relying on both internet (clicks) and physical (bricks) presences may be the most successful. There are some problems in internet as well as physical transactions. Such problems include the need to structure internal and external business processes as well as to provide adequate technological and physical infrastructures to satisfy the customers. It is also required to understand customer consumption processes in virtual and physical environments. The purpose of this research is to understand these problems by investigating customer beliefs and preferences about shopping on-line and at stores.

For this purpose, the researchers developed a research model and then performed an empirical investigation using two studies.

The results of these studies are as follows:

1. The internet is used very often to collect information about purchases. The data from the Best Buy study show that websites can provide information that consumers will then use in making purchases at stores. Further, the results from our Generation Y study show that consumers are inclined to purchase certain products and services online, but not others.

2. To sell products online, companies must add value to the consumer’s purchasing experience. The data from our Generation Y study indicate that this additional value is likely to come from added convenience. This convenience is to be in the form of time savings or avoiding the hassle of driving somewhere, but there are other possibilities as well.

In survey, it is shown that there are limitations to purchase on the internet the salesperson is not available to the customer in online shopping so that is one of the reason for not

shopping online. Hence, online retailers may provide the opportunity for customers to speak to a salesperson in real time, either using instant messaging or internet telephone connections. Returns of products also need to be made easier.

In addition to this, retailers need improved technology to provide realistic view of products, so that customers can see and touch the products. The security of transactions also need to be improved significantly so that the concerns of consumers can be eliminated. It appears from the Best Buy study that there is an interaction between companies’ websites and their physical stores. The data presented show that a company’s web presence can have a positive impact on sales at their physical locations.

In short, the internet provides opportunities for sharing information with consumers and for selling them products and services. The current studies focus on these opportunities, as well as the opportunities to leverage the internet to improve sales at physical stores. However, much more research is required to improve our understanding of consumer buying behavior at clicks and bricks.

**Industrial Buying Behaviour:**

The industrial buying is described by Parkinsson & Baker (1986)\(^{43}\) as the buy of a product which is made to please the entire organization instead of satisfying just one individual. Industrial buying behavior is considered as being an elementary concept when it comes to investigating buyer behavior in all types of organizations (ibid).

There is a long-standing debate among academics and practitioners concerning the differences between goods and services in terms of purchase behaviour Rushton & Carson, (1985)\(^{44}\).

\(^{43}\)(Baker, Organizational Buying Behaviour Purchasing and Marketing Management Implications, 1986)

\(^{44}\)(Angela M. Rushton, The Marketing of Services, 1989)
According to Rushton & Carson, (1989)45 they manufacturers are influenced by six distinctive factors when making purchasing decisions. These are: supplier’s flexibility, supplier’s reliability, interdepartmental communication, top management support, routine purchases and buyer’s price sensitivity. The variables of services (Rushton & Carson, 1989)45 are intangibility in general, heterogeneity, perishability, inseparability of production and consumption. These intangible elements make the procurement hard to evaluate,

Kotler et al, (2007)46. The buying process involves different stages that organizations phase during and after a purchase. Yet, this buying process may differ a lot depending on what type of product that will be bought (ibid). The authors Robinsson et al (1967)47 illustrate this process by developing a model which lays down how the process of deciding to buy a product looks like for industrial organizations. This model is separated into eight different buy-phases. These phases will be described in more detail below;

1. Need recognition: This is the first step in the buyer process where a problem or need is identified by someone in the organization. Searching for an answer to “what is a need driver?” rather than “what is a procurement procedure?” can help to explore more useful information for both parties; Moller & Torronen (2003)48.

2. Definition of the characteristics of the item needed: In this stage a description of alternative solutions is presented and questions like; what does the company need? Which service attributes and quantities are needed?

3. Development of the specifications: A more detailed technical specification of the product/service is presented. This information will be vital for the coming stages.

45 (D.J., 1989)  
46 (Philip Kotler, 2007)  
47 (Robinson, 1967)  
48 (Moller, 2003)
4. Search for supplier: The buying organization searches for suppliers that can offer them the wanted product/service. When dealing with more complex and costly products/services the buying organization spends more time finding their supplier.

5. Acquisition and analysis of proposals: The most qualifying suppliers are chosen and their different proposals are analyzed. If the buying organization are buying more complex and expensive products/services the suppliers need to make formal presentations of alternative

6. Solutions responding to the organizations need: This stage is similar to the previous stage and occur almost always in parallel. However, if the buyer have very little information from the beginning then these stages are more separable.

7. Evaluation of suppliers: The members of the buying decision center evaluate the supplier by the product/service attributes offered (which attributes matter most?), brand belief (opinions about the brand)

8. Selection of an order routine: This phase starts by sending an order to the supplier. However, the buying process is not finished until the product/service has been delivered and the buying organization has accepted it. Preparation of the order before it is sent to the supplier, control and evaluation of the order are some of the activities done in this phase

2.5 Pre Purchase Consumer Behaviour

Pre-purchase behavior data is essential in understanding what buyers are looking for, and what in-person experiential marketing and merchandising tactics will best inform and satisfy these decision-makers. Whether at a tradeshow, in a store, or at other offline venues, more focus and attention must be paid to capturing data that exposes customer behavior which products they looked at, which features they spent time examining, what problems they are trying to solve.

In the thesis entitled: “The Impact of Advertising Appeals on Customer Buying Behavior”, the researchers Gunjan Baheti, Dr. Rajendra Kumar Jain and Nidhi Jain49

attempted to examine the impact of advertising appeals as well as assess the effectiveness of different types of appeals on customer buying behavior. For this study 2*2 factorial experimental design method has been adopted. The FMCG industry has been selected for research and electronic advertisements have been used for such design method. The samples were chosen from indoor and surrounded area. Out of total circulation of 120 questionnaires, 96 effective questionnaires were collected. To test the hypotheses, analysis of variance (ANOVA), t-test and regression analysis have been used.

The findings of the researchers are as follows:

i. advertising appeals have positive impact on advertising attitude but not on the intention to purchase the goods / product.

ii. emotional appeals are more important than rational appeals.

Dr. Aruna Deoskar\textsuperscript{50}, in the thesis entitled: “Study of Consumer Behavior in Cell Phone Industry”, studied with an object to find out the basic reason and mindset of consumer while purchasing cell phone and its services.

The no. of cell phone users have increased widely since last few years. Nowadays, use of cell phone is not limited to communicate with people who are distant places but cell phone provides various services such as internet surfing, call tracking, chatting, SMS facility, advanced features and applications. So cell phones have become utmost necessity of everyone.

The survey of 145 cell phone consumers from Pune and Pimpri-Chinchwad are has been conducted. This study reveals that while purchasing a cell phone the price, appearance and user friendliness were considered as the prime factor and cost, qualitative services, network connectivity were considered as most influential / essential factors in terms of service provider selection. This research proposes that for enhancement of the consumer satisfaction it is important to understand the consumer behavior in cell phone industry.

The research has been reviewed the cell phone market and consumer interest in cellular services and product. The main findings are as follows:

1. Consideration of minimum age of 18 years of users for the study, it has been observed that the age of users come down to 12-14 years.
2. While selecting cellular service provider its brand, market conditions and such other factors like network coverage, billing, free call facility, value added services have been considered.
3. While selection of cell phone, its brand, market conditions and other factors like display, price, memory, other features and advanced applications have been considered.

This study reveals that the perception of consumer towards selection of cell phone and its services. It may vary person to person as per their choice in terms of price and model but value added services like internet surfing, call tracking, multiple features and advanced applications are most important factors.

Bhuvan Lamba\textsuperscript{51} studied impact of brand on consumer behaviour. In the thesis entitled: “Influence of Brands on Consumer’s Buying Behavior”, the researcher Bhuvan Lamba studied to examine the influence of brand on consumer’s buying behavior in Indian environment and highlighted the key factors of branded products which influence on consumer’s involvement towards branded products. Branding is a process of stamping a product with some identifying name and mark or combination of both. It gives a particular identity to that product so that the product can be easily recognized and distinguished in the market from rival offerings.

In this study the researcher also elaborates the new implications to the manufacturers related to brand. The consumer buys a particular product due to its recognition of brand so it is necessary to understand the role of brand in market.

In the industrialization, companies are growing rapidly. The companies have to tie up with the foreign brands to increase their reputation, identification in the market. FDI helps the companies to promote their name in the market. This study also explores the factors of brand which companies need to focus, to improve and satisfy the customers. It assures that in future, these factors will be the strength of company to attract customers towards their products.

Maresova Petra studied the pre purchase consumer behaviour regarding insurance product in his article, “Research of the Behavior of Consumers in the Insurance Market in The Czech Republic”\(^{52}\), the researcher attempted to map out consumer behavior in the choice of insurance against death. This insured risk was chosen because for most insurers offer highly competitive bid in the product. At consumer behavior specification is also taken into account their classifying that can influence potential irrational behavior elements and help to clarify studied dilemma more (e.g. income brackets, age or other demographic information).

The insurance market in the Czech Republic on the supply side is exposed to pressure for higher commissions for insurance intermediaries and lower margins calculated for the product. On the demand side, increasing demands for quality and service levels. One way to achieve higher profits is to gain knowledge capital from the consumer behavior. This research study reveals that most consumers under the influence of certain factors behave irrationally. These factors include media coverage of the causes of claims discount, offer extension of insurance coverage.

In the report entitled : “Consumer Behavior towards Buying of Electronic Goods”, the researchers, Dr. Abdul Baji, N. D Chandra Sekhar\(^{53}\) analyses the historic performance and future prospects, offering 4-year industry forecast of the consumer electronic


products such as mobile handsets, PCs (desktop, laptops, notebook and tablet PCs), digital camera and camcorder, TVs (LCD’s, LED’s, 3D TVs), air conditioner, refrigerator, washing machines (semi-automatic and fully automatic), set-top box, microwave oven, MP3 players. In this research, the researchers also described types of consumer buying behavior, cultural factors influencing consumer behavior, marketing implications of consumer’s decision process and technology effect on consumer behavior.

Technology changes human life from man to machine in their works. With the day by day increasing of technology, consumer’s mind-sets also changes along with technology. Consumers always try to buy new technology products as well as branded products. The technology in mobile phones changes every day. This is the fastest growing industry in India in day by day. Consumers also attracted to technology feels more comfortable as well as for status in market.

For this survey 200 respondents were participated. The targeted age group for the survey was 19-35 years. People in this age group are more internet savvy and that perhaps explains the demographic mix. Mobile phones are largest contributor to the electronic products.

The researchers also pointed out the problems which consumers are facing during online purchases of electronic goods. 30% of the people voice the inability to feel or touch the product as the main concern, 37% says that the products problems faced arrived late, did not arrive at all, or the quality was compromised, when they received the delivery. Interestingly, 80% of the people couldn’t search for the product, as they found the site too confusing. The component immediately to be addressed by online stores is definitely late delivery of goods.

The researchers concluded with the note that the e-commerce industry is striving to evolve and upgrade to make consumer’s e-tailing experience hassle free and convenient. However, to achieve it, it needs to refine the system of timely delivery, bring in more convenient payment options and provide people with lucrative offers and discounts to increase impulsive buying rather than compulsive. Hence, there is a need for change in
the distribution system. Consumer’s buying behavior is different depending upon the type, quality and price of the products. Therefore, the producer must be paid special attention with regard to price and distribution system to increase the customers.

Whereas Shahrzad Jeddi, Zeinab Atefi, Milad Jalali, Arman Poureisa, & Hossein Haghi, in their thesis “Consumer Behavior and Consumer Buying Decision Process”\(^{54}\), attempted to provide a framework of consumer behavior. There is a complex global development in all areas, as well as in the field of marketing for enforcement to target their activities. In this study the researchers elaborated definition of consumer behavior, key concepts of consumer behavior, buying decision process and the model of consumer behavior.

In this research work, the researchers argue that to predict consumer behavior is very difficult. Marketers are always trying to understand consumer behavior and trying to act as per their expectations. But due to lack of information about the processes it becomes very difficult to predict the behavior. Hence, better understanding of consumer behavior, the marketer must understand the basic concepts of consumer behavior and the model of behavior as well.

Shahrzad Jeddi, Zeinab Atefi, Milad Jalali, Arman Poureisa, & Hossein Haghi, talked about the technical product, while Collins Marfo Agyeman\(^{55}\). In the research entitled: “Consumers’ Buying Behavior Towards Green Products: An Exploratory Study”, the researcher Collins Marfo Agyeman has carried out the research work with an object to study about the relationship between variables that affect consumers’ buying behavior for green products and identify the affordable price for the consumers (price levels) to pay the green products. This study has been conducted in Kancheepuram District. Consumers today are willing to buy eco-friendly products in lower prices hence, the demand for green

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products has been growing significantly over the past few years. Consumers buying behavior are continuously changing as per the availability of best products. Hence, buying process is extremely fast today. The consumers are aware about the green products and as a result of this it creates an opportunity for developing green product market.

This research has also attempted to examine the factors that affect the green products buying behavior of the consumers. For this study convenience sampling method has been adopted of selecting 200 respondents from the district and who purchases these products. The primary data has been collected through (opened and closed ended) questionnaires. To achieve the object of the study, formulated hypothesis and chi-square analysis were adopted. The researcher finds out that there is significant relationship between the variables which affects consumers’ buying behavior for green products. This study clarifies a positive relationship between the variables or factors which affect consumers’ buying behavior for green products. It is also identified that the factors such as price, environmental concern and quality are also influenced on the decision process of the consumer which he actual purchase the green products.

The researcher concludes his research work with the recommendations are, (i) more in-depth investigation would be necessary for the understanding of the consumer, (ii) further research need to find out what influences consumers’ attitudes towards green purchases in regard to the true decision-making criteria for manufacturers, businesses and marketers. (iii) green marketers can therefore understand, identify and design marketing mix strategies to appeal the market segments for green products with regard to suitable price, environmental and quality aspects so that more consumers attract to green products. Hence, there is a scope for eco-friendly marketers to capture the market for long term growth.

Anu Gupta, Priyanka Shah conducted a similar study about consumer durables, In the research entitled: “An Empirical Study on Consumer Buying Behavior with respect to

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Consumer Durables”, the researchers Anu Gupta, Priyanka Shah work with an objective to observe the influence of various factors like durability, price, promotional schemes, technology and service on income, occupation and employment status of consumers with respect to consumer durables. The consumer durables industry is rapidly growing in recent years. There are some well known major industries at national and international levels such as BPL, Videocon, Voltas, Blue Star, Titan, Whirlpool, MIRC Electronics etc. The survey has been conducted of 300 customers from Surat, Vadodara, Ahmedabad and Rajkot. ANOVAs and descriptive analysis has been used and it is observed that there is difference in the buying behavior in the context of education, income, occupation and employment.

According to research study, the findings of the researchers are, i) consumer gives preference to durability while buying any consumer durables, ii) consumer durable companies determine which income groups they want to target with respect to price, schemes, technology and services so they can attract more consumers towards them, iii) durability and price does not influence on the buying behavior but schemes, technology and services influence on buying behavior in consumer durables with respect to education. It has been shown by the study that the demand of consumer durables such as CTV, refrigerator, computer, mobile etc. vary from consumer to consumer. How far refrigerators and washing machines are concerned majority of the respondents (199 and 192 respectively consider family members to be the most effective reference group. In case of Laptops/Desktops and Mobiles, relatives/friends are the reference groups (152 and 163 respectively).

Dharmesh Motwani and Dr. Devendra Shrimali concluded a research in electronic banking consumer behaviour, in their research, “Consumer Behavior in Electronic Banking: An Empirical Study”\(^5\), has carried out the research work with an object to reveal the impact of consumers’ behavior on the usage of electronic banking.


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Nowadays, in banking sector, it is enabled to the consumers to avail banking services at anytime and anywhere through ATM, mobile banking and internet banking. It is not only help to increase the banking business but also reduce the transaction cost and as a result of that bankers must aware about the impact of electronic banking services on the customers’ behavior. The primary data has been collected through questionnaire from banking customers and descriptive research design has been adopted.

The findings of the researchers are, (i) same as traditional banking, consumers prefer electronic banking services. In these services balance enquiry, account statement, etc. are most preferred services. (ii) there is no significant difference between the satisfaction level of public and private bank customers towards ATM and mobile banking but it differs for internet banking. (iii) the use of electronic banking is affected by gender and age of customers, but is not affected if there might be any difference in income and education.

In a similar study by Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro and Raja Wasif it was revealed that in Pakistan, consumers are more conscious about the price rather than quality. In the thesis entitled: “Impact of Product Price and Quality on Consumer Buying Behavior: Evidence from Pakistan”, the researchers Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro and Raja Wasif has carried out the research with an object to identify the impact of the price and quality of the product on consumer buying behavior and also the relationship of these two factors on consumer buying behavior in Pakistan. Cultural theory has been used for this study. Self-administered questionnaire has been used for collecting primary data from 100 respondents of general public of Pakistan. Using of convenience sampling for data collection, correlation and regression analysis has been done.

After such study, it is revealed that in Pakistan, consumers are more conscious about the price rather than quality. The continuous rise in prices, instability of Government and

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safety security these factors have badly affected on consumer buying behavior. It has been also noticed that people focus on price rather than quality because of low income level. They have other many alternatives in products so they go for lower price products. It has been revealed that product price has a positive relationship with consumer buying behavior but product quality has negative relationship with consumer buying behavior.

It is the prime responsibility of the marketer to fulfill the customer so they have to find out the solutions to satisfy the basic requirements of the customers. This study will help Pakistani market to enhance the quality and to adopt new strategies / techniques in price to attract more and more customers in a competitive market at the same time, the customer must be facilitated with some packages in products.

Whereas Ms. Shallu, Ms. Sangeeta Gupta in their research “Impact of Promotional Activities on Consumer Buying Behavior: A Study of Cosmetic Industry”⁵⁹, explore the various factors that influence on customer buying behavior and decision for purchasing such products and also to identify the various promotional activities used by the sellers to motivate consumer buying behavior in cosmetic industry which is one of the fastest growing industry in India. The exploratory as well as descriptive study has been used. A questionnaire has been designed and circulated to 200 consumers in the market. Findings have been made on the basis of in-depth analysis that the different promotional factors influence on consumers’ decision making processes. Consumers give importance to advertisement on T.V. or newspaper while choosing the brand. Mouth publicity is also play a vital role. Celebrity endorsement in advertisement is also helpful to increase of brand awareness, brand equity and financial returns. All these efforts may be contributions in creating brand loyalty.

As per the analysis it is revealed that promotional activities have positive effects on consumers’ buying behavior or brand choice in cosmetic industry.

In the research entitled: “Changing Customer Behavior-Time to Rethink By The 

Insurance Providers”, the researcher Purti Batra\textsuperscript{60} works with an object to study the customer behavior regarding insurance policies. The buying behavior of the consumer depends upon the awareness of product, taste and preference of the brand. The customer behavior is changing rapidly accordingly to diverse economic, demographic, competitive and regulatory environments.

This study focuses on customer relationship building especially for insurance sector and its management based on the principles of relationship management in service organizations. It also identifies the managerial practices and measures of relationship building for effective and efficient business. The interview method was adopted to collect the primary data.

The researcher is concluded that to sustain in such a rapidly changing market insurers need to focus on customer relationship management to facilitate customer centric operations leading to strong customer relations and loyalty. This also concludes that in the fast changing market, to gain the market share, the insurers must study the customer behavior.

It was reviled by the research conducted by Mrs. R. Santhi Salomi, Dr. B. Revathy in their research entitled : “Customers’ Buying Behavior towards Home Appliances – An Empirical Study”\textsuperscript{61}, that consumer behaviour is different for home appliances, their study focus on the consumer preference of home appliances and their views regarding to the product and other features. Indian market becoming more competitive day by day, with the continuous evolution in the demographics and psychographics of the target consumers,


To understand consumers’ behavior is very important to the marketers and it is not only that what consumers buy but also why they buy it, when and where and how they buy it and how often they buy it and also how they consumer it and dispose it that is also need to understand.

In this research, consumer research is the methodology used to study consumer behavior. Understanding of the consumer behavior begins with the consumer buying process which consists of five step activities.

1. To understand the customer’s need
2. To search the relevant information from different sources
3. Evaluation of the various parameters of the product
4. Purchase decision – actual purchase of goods or services
5. Post purchase reaction

Mouth publicity plays an important role in such situation i.e. if customer is satisfied with products or services, recommends to other customers but if not then they look for alternative product or service. Factors affecting on customers decisions are extremely complex.

Another research of the topic “A Study on Customer Buying Behavior of DTH Services in Palayamkottai” by T. Samson Joe Dhinakaran works with the objects of:

i. to identify the various factors which determine the preference of DTH service,
ii. to find out the level of brand loyalty
iii. to understand the problems faced by the DTH customers and
iv. to suggest remedial measures to solve the problems.

DTH services are in developing stage in our country and there is tough competition between the present six service providers. People are not clear about the selection of

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service connection as well as DTH service providers are also confused about which channel should be given free and which channel should be charged. Thus, this study tried to focus on all these points.

The present study is an empirical research based on survey method. Primary data has been collected through questionnaire from the respondents of Palayamkottai area. Secondary data has been collected from the journals and internet. The researcher has made the convenient random sampling of 120 respondents. The data has been collected and analyzed with the help of statistical tools like measures of central tendencies, ranking, chi square test, percentiles and tabulation.

The findings of the researcher are as follows:

- The majority of the respondents who were having minimum educational qualification (at least under graduate degree) had availed DTH services.
- Majority of the DTH users were from middle and high income group people.
- Sun direct DTH service was the widely preferred DTH service among all seven DTH services in such area.
- Majority of the respondents opined that advertisement was an effective factor in making a decision to prefer DTH service.
- DTH service is recent concept (say past 3 to 6 months) among the people of Palayamkottai.
- Majority of the respondents are having the DTH service with above 120 channels.
- Among all the available programs on DTH service,
  - 42% respondents select music programs
  - 16% respondents select serials
  - 8% respondents select news
  - 14% respondents select sports / games
  - 12% respondents select movies
  - 4% respondents select comedy and
  - The remaining 4% respondents select religious programs.
Considering the above study, the researcher suggests that, to sustain in such competitive market DTH service provider should offer more channels. They should offer different channels for different prices and should not charge any money for music channel as this is widely watched channel. DTH service providers should try to enhance their clarity through latest technology.

A little different study on acquisition of ERP software was conducted by Dr. Tariq Bhatti. In his thesis, “Acquisition (Purchasing) of ERP Systems from Organizational Buying Behavior Perspective”63, study to investigate the important phases of ERP acquisition process from the organization’s point of view.

Nowadays, most of the organizations intend to purchase Enterprise Resource Planning (ERP) systems to improve internal business processes and satisfy their customers by providing better services. The buying process of ERP is more complicated for organization and it is important to consider its long term effects and consequences for the organization as well as its stakeholders. Buying organizations consider various components as a business point of view such as vendors, consumers, competitors and regulations.

Initiation, selection, final choice and negotiation are the important phases of ERP acquisition process. Every phase consists of multiple activities which are important for the acquisition process. The significance of this study lies in the fact that no previous research has empirically investigated these activities. In the information systems and organizational behavior literature, more or less similar activities have been identified for the acquisition process. It has been observed that ERP systems are complex and require major investment. In order to choose the right system, acquisition team has to spend lot of time, efforts and resources evaluating various systems.

In short, this research paper describe the current acquisition processes, critical success factors literature and propose integrated ERP systems acquisition model for organizations interested in buying similar systems in future.

A different methodology was adopted by Muassam Khan to study mobile phone buying behaviour. In the thesis entitled: “A Study on Mobile Phone Buying Behavior Using an Image based Survey”, the researchers Muazzam Khan, Apoorva Kulkarni, S. Vijayakumar Bharathic64 work with the following objects: i) to identify the brand parameter in mobile buying decisions create similar perceptions when queried through text based and image based surveys, ii) to statistically validate any significant difference in the three drivers of purchasing decision.

This study analyses certain critical drivers of mobile phone purchasing decisions and explaining their relevance. Empirical research was conducted amongst college students in Pune city. Image based questions and text based questions were used for responses. Price, brand and brand ambassador are the three critical drivers were considered for the study.

For first objective, it has been analyzed that the mean of brand preference in mobile buying decision through text based question and image based question will be same but the means of responses in two methods are different. For second object, it has been observed that intra-group similarities of means can be attributed to the specificity for informed responses when audience is subjected to image based questions rather than text based questions.

Amongst the three purchasing decision drivers it has been found that the specificity for informed responses in image based survey relating to brand and brand ambassador and not for price.

Kalpesh B. Prajapati, Revati C. Deshpande studied car buyers consumer behaviour in their thesis, “A Study On Pre-Purchase Behavior Of Prospective Customers With Respect To Entry Level Cars of Ahmedabad City”65, stated the importance of pre-purchase behavior of prospective customers. For marketing of any goods and services, it is need to understand the customer’s behavior. In this research a sample of 116 qualifying people, who do not have a car and intend to buy a car in future, from Ahmedabad city has been taken.

According to the research it has been observed that consumers mostly purchase a car for their family. While choosing a car they prefer small and medium sized cars with better mileage, acceleration and better parking convenience; good after sales service and low maintenance of vehicle are the additional factors. Safety is somewhat ignored by other aspects. Brand name also matters while selecting car such as Maruti and Hyundai. Buyers are curious about purchasing of car so they collect the required information from friends, relatives, dealers and other sources. People want to have a better alternative fuel but presently it seems that they cannot find one in LPG and CNG.

The research concludes with the note that customer behavior gives the tips for improving their products and services, setting price, devising channels etc. so to understand pre-purchase behavior is one of the important aspect for the company.

Pre purchase behaviour of a consumer may get affected because of various factors like price brand image and advertising (as given in various researches quoted) but the actual purchase May differ from decision, time lapse between the two stages, product availability sometimes gain importance.

B2B consumer differ from B2C consumers in many ways, it is because the nature of product in B2B market is different from that of B2C market. Marketing strategies in B2B set up demands entirely different approach. Wind and Thomas (1980)\(^{66}\) have described the industrial buying process in the following way: “From the time at which a need arises for a product or service, to the purchase decision and its subsequent evaluation, a complex myriad of activities can take place”

Once a set of potential suppliers is selected and the various offers/biddings are presented this phase takes place. “Set purchase and usage criteria” focuses mainly on the assessment of the relative importance of different purchase criteria Baptista & Forsberg, (1997)\(^{67}\). According to Sheth (1973)\(^{68}\), the buying decisions in case of B2B business are not solely in the hands of the purchasing agent. Usually there are at least three departments whose members are involved in different phases of the buying process. The most common are the personnel from the purchasing, quality control, and manufacturing departments. There is considerable interaction between the individuals from the three departments continuously involved in the buying process and often they are asked to decide jointly. Many variables can influence the composition of the buying center and these can be divided into two groups: variables related to the organizational structure and variables related to the purchase situation

Relationships and networks are widely recognized as strategically important for both buyers and sellers in industrial markets. Buyers are advised to work with relationship management and consider their supply strategies for a better deal.

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Mudambi, Susan (1978)\textsuperscript{69} came up with three clusters of B2B customers. These customers’ differs in their perception of the importance of branding in the purchase decision.

Marketers can benefit by analyzing the branding implications for each customer cluster regarding brand naming, the physical product, pricing, distribution, advertising and promotion, and personal selling.

Webster & Wind (1972)\textsuperscript{70} claims that the major determinants of industrial buying behavior can be divided into four groups of factors. These can influence the buying decisions both through a set of variables related to the buying “task”, and a set of variables not directly related to the task at hand (Webster & Wind, 1972)\textsuperscript{70}. The groups of factors mentioned by the authors are:

- Environmental factors (physical, technological, economical, political, legal, and cultural influences)
- Organizational factors (technology, structure, tasks, and people)
- Interpersonal factors (different roles played by the participants, how they influence each other, and their relationships)
- Individual factors (motivation, cognitive structure, personality, learning processes, and perceived roles)

Based on a qualitative interview study that aims to understand further the selection processes of buyers in the subcontractor market, Wallstrom (2002)\textsuperscript{71} offers a complementary model on industrial buying behavior. The model emphasizes decision-making during different phases of industrial buying and includes the impact of relationships and networks.


\textsuperscript{71} Wallstrom, A. (2002). Industrial Buying Behaviour of Large Swedish Firms- Case studies of Purchase of Educational Services. Lulea: Lulea University of Technology.
In sum, the study shows that relationships and networks can play an important role in the buyers’ way through searching for, evaluating and selecting feasible suppliers. The results indicate that the key to understanding decision making is the perceived need of, and availability of information. In addition to the traditional characteristics product and buy class as predictors of buying behavior, the study also identifies supplier situation and time pressure as relevant to understand the status of information in a specific situation. Depending on these four factors and the concurrent information and status, buyers find themselves in a situation where different routes to decision-making are available. The study brings forward relationships and networks as important resources in this process. As decisions are made throughout the buying process, relationships and networks have a continuous impact on the buyer’s behavior. A model is presented that seeks to illustrate the buyer’s continuous selection process, affected by the sum of four explanatory factors and the status of information. Relations hips and networks are present as valuable catalysts for choice because of their abilities to provide security, familiarity and access to information.

Though Wallstrom\textsuperscript{71} (2002) constructed a very well structured model for B2B market, there seems to be a scope for further improvement in case the model is to be used for Industrial services. According to Johnston and Bonoma (1981)\textsuperscript{72}, there are some differences between the two purchase classes of capital equipment and industrial services. Service tend to have less extensive buying centers with lower vertical involvement. Industrial marketers will understand whom they should influence and they will be able to develop a more efficient communication strategy if they have an understanding of how the buying center is composed.

Jackson and Cooper (1988)\textsuperscript{73} state that industrial services have six characteristics:


Specialization: Industrial services can best be characterized by their customization to their customers’ needs, especially considering production services which are often specialized on a per job basis.

Heterogeneity: The variability of services performed is of particular concern to industrial buyers.

Inseparability: The production of a service often depends on the buyer to adequately describe what is needed and is often consumed as it is produced.

Perishability: Industrial services cannot be stored. However, this varies somewhat depending on the type of service.

Intangibility: Although there are tangible aspects of most industrial services, they are intangible for the most part.

Technology: Industrial marketing is cursed/blessed with the technological nature that prevails Specialization and technology make a service very difficult to evaluate before a purchase; therefore industrial buyers are forced to rely heavily on the selling firm for advice and assistance (Jackson & Cooper, 1988). Morris and Fuller (1989) also describe the special characteristics of industrial services. They state that industrial services are different from industrial products in a number of ways:

- Tend to be non-convenience type services
- Are transportable
- Usually are brought to the consumer
- Involve customer contact in delivery
- Are not as conducive to mass-production or mass-marketing

Generally do not involve the customer as an individual becoming a part of the service; that is, the service is directed at things not people.

Frequently involve expensive equipment, but also tend to be people intensive, with an emphasis on people’s capabilities, experience, and background.

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- Involve customers with more precise service level expectations, which are more clearly communicated to the vendor
- Involve a fairly formal buying process, with a heavy emphasis on the tangible evidence of seller’s ability to provide the service
- Involve longer term, ongoing relationships with service providers
- Demonstrate demand patterns that are somewhat more stable and predictable

Furthermore, Morris and Fuller (1989) state that industrial services can be distinguished from products in a number of significant ways. Services are intangible, consumed at the time of purchase, cannot be inventoried, do not lend themselves to production economies, must be customized to individual users, and tend to be consumed in irregular patterns. It is also said that loyalty to service providers is less long term than to product providers.

According to Flanagan (1994), the single largest expense in most non-service companies is the purchasing of goods and services from outside suppliers, yet little attention or recognition is given to those who handle procurement. Axelsson (1998) states that the purchasing of services is often integrated into the whole company. He also means that the buying of services is often handled without any participation from the purchasing specialists, even though services stand for a large part, most often dominating part, of the total purchasing in a company. Industrial services also show important similarities with industrial products. They are often technical in nature, must meet user specification, are sold to customers who place a premium on quality, directly affect user operations, and frequently encounter demand which is fairly price inelastic (Morris & Fuller, 1989)

2.6 Consumer Behaviour at the time of actual buying

Vijay R. Kulkarni, in his thesis, “A study of impact of Music on Customer Buying Behavior in Retail”, has carried out the research with an object to study the impact of music on customer buying behavior in retail in Pune. He has studied the impact of music on shopping considering the points such as, 1) relaxed atmosphere, 2) motivation for buying more goods, 3) spend more time in store, 4) feel comfortable in queue, 5) mouth publicity of such store (recommendation of such store), 6) repetitive visit to such store. Exploratory research design has been used for this study. Convenience sampling method has been adopted. In this study, survey has been conducted on the basis of primary data. For the collection of primary data a structured questionnaire has been prepared. The sample for the study is 128 respondents.

According to research the findings of the study are, the music positively result on 1) to create relaxed atmosphere, 2) motivates the customers for buying more goods, 3) spend more time easily, 4) comfort in queue, 5) recommendations of such store, 6) enjoyable and excellent shopping experience. It has been also stated that music is really one of the powerful tools to relax people physically, mentally and emotionally. Music is helpful for connecting people with such store and retains them. People also feel happy and comfortable while waiting in a queue or crowd in store only because of music. Music can be used as a catalyst by the retailers. It attracts people to such store so it is an important factor in store atmosphere. Even there is difference between target groups by geographically or psychologically, music definitely help to comfort and relax people so that they can spend more time in store and thus it will also help to increase the sale, hence automatically it will help to financial growth also.

In the thesis entitled : “Visual Merchandising And Consumer Impulse Buying Behavior: An Empirical Study of Delhi & NCR”, the researchers Abu Bashar & Irshad Ahmad


have focused to examine the relationship between consumer impulse buying behaviors and visual merchandising. In the current scenario there is cut throat competition in retailing. Today retailers are using visual merchandising to distinguish their product from others as well as to improve visibility and desirability of the products.

The technique of visual merchandising and its effect on consumers has been studied. This study also implies that the importance of visual merchandising of a strategic marketing plan in support of sales increase and positive image of company / store. It has been observed that there is a very strong correlation between consumer impulse buying behaviours and two types of visual merchandising practices i.e. in-store form / mannequin display and promotional signage. This study has been provided insights to the retailers about the influence of types of visual merchandising on consumers’ impulse buying behaviours.

According to this research study it has been explored that the relationship between consumer impulse buying behavior and various types of visual merchandising as well as the impact of visual merchandising practices on consumer impulse buying behavior. After such examination it has been proved that there were crucial / significant relationships between consumer impulse buying behavior and two types of visual merchandising i.e. in-store form / mannequin display and promotional signage.

Even though the window display and floor merchandising are also another two types of visual merchandising but they have been not appeared / included in this study. But it has been revealed that all four types of visual merchandising (i.e. window display, floor merchandising, in-store form / mannequin display and promotional signage) are significantly interrelated and influence on consumers impulse buying behavior and generates relationship.

In the research entitled: “The Rationality of Consumer Behavior on The Food Products Market”, the researchers, Renata Matysik-Pejas, Monika Szafrańska has carried out the

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research with an aim to identify and evaluate the rationality of consumer behavior on the food products market. The primary information has been taken from survey research conducted in 2009. The questionnaire has been prepared and circulated to 200 respondents. It has been observed that 50% of the respondents think about the priority of needs while purchasing the foodstuffs. Respondents own beliefs and previous experience are also the important factor which are affecting on the purchase of food products. The marketing factors are also affecting the choice of food products. Respondents want the additional quantity of the product in the same price and also want to reduce promotional price.

As a result of this study, the researchers have reached to the following conclusions:

- The respondents determine the priorities while purchasing the food products to fulfill their urgent needs. Therefore, such behavior may be regarded as conscious, purposeful and sensible.
- The decisions of purchasing food products are concerning about the choice as per the roles of respondents perform in their households.
- The social factors such as respondents beliefs, previous experience are play an important role in purchasing food products. It has been testified / proved that the respondent’s priority and personal opinion can ensure the best choice of products.
- Considering the marketing factors, the respondents want an additional quantity of the product in the standard price and promotional price should be reduced. But it does not happen with the branded food products. This proves that there exists a rational approach to purchase with a desire to lessen the financial outlay as and when there comes an opportunity.
- Food prices may vary as per different places. Comparing prices it shows that the respondents take reasonable purchasing decisions. With a limited budget the respondents try to minimize the financial expenditure. It has been also observed that only one in 5 respondents never compare the prices of products which they want to buy. (The ratio is 5:1).
- It has been clarified that majority of the respondents plan only major expenses and do not pay attention to running cost. They spend money in a proper planned way.
This percentage may vary from different managing capabilities and different aspiration of the respondents.

The researchers conclude that this study may be helpful for institutions dealing with the wider consumer education, among others in the field of sustainable consumption.

According to Renata Matysik-Pejas, Monika Szafranska found that music plays a role at the time of actual buying whereas Esha Sharma in her thesis, “Service Buying Behavior in Banking Industry: A Comparative Analysis of Private and Public Sector Banks”, focused on the importance of long-term relationship between the customer and the service provider. Firms which are winners at the market place have to show vision, persistence and obsession to benefit the customers. To increase the value in the market company must provide the benefit to the customer, to solve their problems, meeting their needs. The current view of the marketing in not only attracts the customers but to retain them as well. An analysis of the marketing initiatives in the banking industry has shown the importance of long-term relationship between the customer and the service provider because they give banks access to information about the customer and such information can be used for the development of strategies which will be beneficial for increasing customer satisfaction.

According to the research, the suggestions and recommendations are as follows:

i. To develop the banking relationship between the banker and customer, the banks should organize customer awareness and counseling programs on regular basis.

ii. The training should be provided to the bank employees regarding customer handling.

iii. In the competitive world, the employees of public and private sector banks must try to retain the customers with their positive attitude.

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iv. The major drawback of banking service i.e. lengthy and time consuming procedure in case of granting of loans that should be offered in reasonable time without unnecessary delays.

S Madhavi and T S Leelavati studied the visual Merchandising as an influencer on the consumer buying “Impact of Visual Merchandising on Consumer Behavior Towards Women Apparel”\(^8^0\) tried to study the influence of visual merchandising on consumer behavior related to window shopping. Visual merchandising is growing rapidly at national and international level.

In today’s competitive market, visual merchandising is one of the important segments of the industry. With the help of visual merchandising, retailers differentiate their offerings from others as well as improve the desirability of products.

As it is said that, “first impression is last impression”, in order to that retailers utilize visual merchandising to develop the powerful store image effectively using attractive store design and layout, product display, catchy product packaging and signage. An image can be described as the overall look of a store and its products. In this way, retailers can help customers to find the right products. To survive in increasing competition, it is very difficult for retailers, to find out the variables which influence on buying behavior and decisions and to control these influencing variables through strategic marketing and merchandising activity. This study also highlights the types of visual merchandising that can influence on customer’s buying behavior. Merchandise colors, presentation style, quality of material, lighting etc. these are the important factors which definitely effect on consumer buying behavior but initially liking of display does not convert into purchasing decision but the visual merchandising practices, servicing as stimuli, convincing ability that ultimately motivates customer to make unplanned purchase decision.


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Here, researcher concludes that retailers can utilize visual merchandising to increase desirability of products and to help customers being aware of the products as well as to create favourable attitudes.

The marketers sometimes need to assure the consumer that the choice made by them is the right one. The seller can mention or even highlight the important features or attributes and benefits of the product to address and solve their concerns if any, to reduce post-purchase dissonance, thus it is equally important to study post purchase behaviour of the consumer.

2.7 Post Purchase Consumer Behaviour

In the thesis entitled: “The Impact of B2B Buying Behavior on Customer Satisfaction within SHAHAB KHODRO Company”, the researchers Rozita Shahbaz Keshvari, Elham Faghihi, Abolfazl Memarinia, Mohamad Ebrahim Rezaei and Alireza Miremadi studied to examine how Iranian industrial buyers understand several elements while choosing their supplier. This research has been organized in cooperation with SHAHAB KHODRO Company, an industrial supplier of bus and heavy machines. When selecting SHAHAB KHODRO Company as a supplier, its customers think about certain elements such as price, quality service, relationship, technical knowledge, delivery period etc.

Total 60 questionnaires have been sent out to SHAHAB KHODRO Company’s customers to understand their views. After collecting and analyzing of the data it has been observed that most of the customers are dissatisfied with their supplier. Low price and relation are the most important factors persuading the buyer to purchase from this company. It seems that the role of price and relation can be extended to entire industrial environment of Iran. Therefore, most domestic producers are selling their product in internal market and not send them out of the borders due to lack of desired performance.

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In a similar research, Shiau Pei Shih, Szuchiang Yu, and Hui Chin Tseng study the consumer satisfaction about beverages in Taiwan, in their research, “The Study of Consumers' Buying Behavior and Consumer Satisfaction in Beverages Industry in Tainan, Taiwan”\(^82\), work with an object to investigate the consumers’ beverage purchasing behavior and their preference for different beverage group in Tainan city, Taiwan. In Taiwan, the beverage industry widely expanded than other industries. For this study descriptive research method has been used and survey has been conducted of a sample of 150 customers. Primary data has been collected through questionnaire. The analysis reveals that there is a positive correlation between the product attributes and consumer purchase decision.

It has been observed from the statistical analysis that younger female like handmade drinks, older female like self-prepared drinks and only younger male like bottle drinks. The frequency of the major consumption is 3 to 4 times a week of handmade drinks.

It has also been revealed from the study that the group of self-prepared drinks pays more attention and concern about healthy and formula drinks than other groups and they also don’t like soft drink and tea beverage as much as the other two groups. Hence, it is important to make healthy and formula drinks to attract younger group which will help to increase sales and profit of the beverage industry.

Muhammad Mujtaba Abubakar, Sany Sanuri Mohd Mokhtar & Aliyu Olayemi Abdullattef\(^83\) studied the topic one step ahead and tried to establish relationship between various variables to maintain a long term tie with the customer. In the thesis entitled: “The Role of Long-Term Orientation and Service Recovery on the Relationships between Trust, Bonding, Customer Satisfaction and Customer Loyalty: The Case of Nigerian Retail Banks” the researchers Muhammad Mujtaba Abubakar, Sany Sanuri Mohd

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Mokhtar & Aliyu Olayemi Abdullattef explored the impact of cultural values on customer decision making and buying behavior in retail banking sector in Nigeria. It is known that trust, bonding and customer satisfaction are important for effective long-term orientation. It has been noticed from the several studies that there is significant effect of customer complaints on customer loyalty, but there is no any research studied on the intervening effect of service recovery on the relationship between the independent and dependent variables and hence this paper is trying to focus on such subject.

In this research, theory contributes in two parts, first it models, the interaction effect of long-term orientation culture of the individual customer on the associations between trust, bonding and customer satisfaction, suggesting that the effect of RM on customer satisfaction depends on the value orientation of the individual customer. Second, the paper explains how customer complaints translate into customer loyalty.

The conclusion of this research may help the policy makers and bank managers to formulate strategies towards enhancing customer satisfaction and loyalty and employ service recovery approach which will help to decrease / reduce the effects of customer dissatisfaction and service failure.

Rauyruen, Papassapa et al. (2007) in their research says that, to maintain customer loyalty to the supplier post purchase in a B2B set up, a supplier may enhance all four aspects of relationship quality which are trust, commitment, satisfaction and service quality. Specifically, in order to enhance customer’s trust, a supplier should promote the customer’s trust in the supplier. In efforts to emphasize commitment, a supplier should focus on building affective aspects of commitment rather than calculative aspects. Satisfaction appears to be a crucial factor in maintaining purchase intentions whereas service quality will strongly enhance both purchase intentions and attitudinal loyalty.

84 (Rauyruen, 2007)
Patterson, Paul G (1996)\textsuperscript{85} research empirically examines for the first time the determinants of customer satisfaction or dissatisfaction (CS/D) in the context of business professional services. The simultaneous effect of key CS/D constructs (expectations, performance, and disconfirmation) and several variables—fairness (equity), purchase situation (novelty, importance, and complexity)—and individual-level variables (decision uncertainty and stake holding) were examined in a causal path framework. Data were obtained from a two-stage longitudinal survey of client organizations. The effect of purchase situation and individual-level variables (via their indirect affects) rivals that of disconfirmation and expectations in explaining CS/D. Performance was found to affect CS/D directly but not as powerfully as disconfirmation. Service quality research has shown that five dimensions of service are most relevant in determining perceptions of service quality and satisfaction: i.e. tangibility, reliability, responsiveness, assurance, and empathy (Parasuraman, Zeithapaland Berry 1985,1988,1994) Other research has shown that service factors such as convenience and warmth are dimensions of service satisfaction and loyalty (Rust and Zahoritk, 1993)\textsuperscript{86}

\textsuperscript{85} (Patterson, 1996, pp. 4-17)

\textsuperscript{86} (Zahoritk, 1993)
2.8 Research Gap

B2B consumer differ from B2C consumers in many ways, It is because the nature of product in B2B market is different from that of B2C market; Mudambi, Susan (1968)\(^6^9\). Industrial customer differ in perception thus require specific attention on the field of study. The studies which are done in the field of industrial services also has touched the nature of customers’ desired value change and related contextual conditions, Daniel J. Flint, Roobert B (2002)\(^7^4\) and post purchase customer satisfaction in the industrial service industry (Rauyruen, Papassapa et al. (2007)\(^8^4\) and constructs such as perceived performance, satisfaction, perceived value, and repurchase intentions; Paul G. Patterson (1997)\(^8^5\). Moreover (Sheth 1973)\(^6^8\), the buying decisions in case of B2B business are not solely in the hands of the purchasing agent and when it comes to software services, expert opinion is sought. Thus there is a requirement of exclusive research in a particular service area.

Industrial marketers needs to understand whom they should influence thus they will be able to develop a more efficient communication strategy; Johnston and Bonoma (1981)\(^7^2\) he further states that there are some differences between the two purchase classes of capital equipment and industrial services. Service tend to have less extensive buying centers with lower vertical involvement. Though Wallstrom (2002)\(^7^1\) constructed a very well structured model for B2B market, There seems to be a scope for further improvement in case the model is to be used for Industrial services in Indian context.

According to Flanagan (1994)\(^7^5\), the single largest expense in most service companies is the purchasing of goods and services from outside suppliers thus it demands special attention by the researchers, and (Rauyruen, Papassapa et al, 2007)\(^8^4\) to maintain customer loyalty to the supplier post purchase in a B2B set up, for that a supplier may enhance all four aspects of relationship quality which are trust, commitment, satisfaction and service quality.

Previous researches studies the effect of purchase situation and individual-level variables Patterson, Paul G (1996)\(^8^5\) rivals that of disconfirmation and expectations in explaining
Customer Satisfaction. Performance was found to affect Customer Satisfaction level directly but not as powerfully as disconfirmation.

Industrial services have received limited attention in most marketing texts Jackson & Cooper, (1988)\textsuperscript{74}. Morris and Fuller (1989)\textsuperscript{45} claim this lack of attention is caused by two conceptual problems. First, the extent to which industrial services are different from industrial products has not been well established in the research. Second, there is a tendency to aggregate industrial services with services in general and previous research has mostly been focused on consumer services. Though attempts are being made by Johnston and Bonoma (1981)\textsuperscript{78}, Jackson and Cooper (1988)\textsuperscript{74}, Morris and Fuller (1989)\textsuperscript{45} to differentiate industrial services from industrial goods markets, it proves to be insufficient and cannot be applied without modifications to any service, specially IT related services as the market for technical services differ drastically and cannot to generalized.

Another stream of research in industrial marketing concerns industrial buying behavior (IBB), which focuses on understanding the structure of the buying process and why buyers behave in a certain way. Although there are clear connections between these areas, research on how they relate and interrelate is limited. It also failed to clearly describe consumer behaviour at different stages of buying process i.e. pre purchase, during the time of purchase and post purchase behaviour.

Studies have been undertaken to understand the general factors affecting consumer behaviour (Qiuxue Luo and Paul TJ James (2001)\textsuperscript{21} and Shah Johir Rayhan (2014)\textsuperscript{24}, Sajeeb Saha and Mohammad Masudul Hassan; (2004)\textsuperscript{26} but relatively few researches are being done in Indian context, Kumar Ratnesh etc. (2012)\textsuperscript{38}

Thus literature review opens a wide opportunity to conduct a research in the area of consumer behaviour specifically in the field of industrial IT services in CPM software.

Present study, could be rare in the industry which will give insights into the B2B market requirements related to consumer behaviour. The study will not only will explain the
decision process of the customer for CPM software product which customer follows before the purchase, during the time of purchase and post purchase, but also will focus on the factors that are more important and should be considered by the marketers in designing marketing strategies for a software product.

**Dependent and Independent variables:**

Wallstrom (2002) key to understanding decision making is the perceived need of a product or service, answering “what is a need driver?” rather than “what is a procurement procedure?” can help to explore more useful information for arriving at the actual service requirement; Moller & Torronen, (2003) Flanagan (1994) identifying need drivers at the need identification stage can reduce the complexities of requirement from a product/service. Thus it was hypothesized that the Complexity of arriving at requirement of CPM solutions is dependent on the variables of “Need Identification” stage.

Industrial marketing is blessed with the technological nature; Jackson & Cooper, (1988). Thus industrial services demand customization and the variability of services performed is of particular concern to industrial buyers; Jackson, R. &. (n.d.), (1997). The major determinants of industrial buying behavior can be divided into four groups of factors; Webster & Wind (1972) among which organizational factors plays a vital role. Sheth (1973) variables related to the organizational structure consist of technology structure, tasks and people. Axelsson (1998) industrial services are technical in nature, (Sheth 1973), Wallstrom,( 2002) Specialization and technology make a service very difficult to evaluate before a purchase; Jackson & Cooper (1988) the technical nature, of services must meet user specification to make a buying decision, therefore technology can be the deciding factor while purchasing industrial services.

The 6th stage in industrial consumer buying process model is responding to the organizations need Jackson & Cooper, (1988) the technical nature, of services must meet user specification to make a buying decision. The tangible evidence of seller’s ability to provide the service must be customized to individual users Morris and Fuller
(1989) infuse consumer interest in the product. Hence customer interest in the product can be said to be directly proportionate to product features and performance.

Wallstrom (2002)\(^7\); the buying decision largely depends upon the availability of service. Tversky and Kahneman (1974)\(^8\), People rely on the ease with which past experiences or information can be brought to mind to assess the probability of an event. Availability is found to be relevant to the industrial service market; Chiodo, Guidolin, Owyang, and Shimoji (2003)\(^9\) It can cause under-reaction or overreaction in expectations and thus in the purchase decision. Availability can be divided into four types: retrievability, categorization, narrow range of experience, and resonance. Folkes (1988)\(^10\) the availability influences the judgments about the product performance and thus the service purchase decision. Thus the decision to buy a service largely depends upon its availability. Satisfaction appears to be a crucial factor in maintaining purchase intentions Rauyruen, Papassapa et al. (2007)\(^11\) Patterson, Paul G (1996)\(^12\) post purchase Performance was found to affect Customer Satisfaction/Dissatisfaction directly. Involve customers with more precise service level expectations, which are more clearly communicated to the vendor; Morris and Fuller (1989)\(^13\) the supplier should enhance all four aspects of relationship quality which are trust, commitment, satisfaction; Rauyruen, Papassapa et al (2007)\(^14\), trust, bonding and customer satisfaction are important for effective long-term orientation. Service quality research has shown that five dimensions of service are most relevant in determining perceptions of service quality and satisfaction: i.e. tangibility, reliability responsiveness, assurance, and empathy; Parasuraman, Zeithapaland Berry (1985,1988,1994)\(^15\) Other research has shown that service factors such as convenience and warmth are dimensions of service satisfaction and loyalty; Rust and Zahoritk, (1993)\(^16\) It is clearly identified from the given literature that the Customer Satisfaction of product is the consequent of post-purchase evaluation factors.