CHAPTER II

REVIEW OF LITERATURE

Introduction

Chapter second deals with review of literature on consumers’ buying behaviour regarding consumer durable goods. The study of impact of globalisation on consumers’ buying behaviour concerning consumer durable goods in Maharashtra State has fascinated the attention of large number of researchers.

The literature review is a significant step in any research process. Review of earlier studies discloses the works and studies done by individual researchers and institutions and help to establish further the need for the study. Reports of surveys undertaken by the government and the non-government agencies provide very useful information to the research process. Various studies related to consumer behaviour have been conducted by different social scientists at micro as well as macro level in India and abroad. While there has been much literature available about the customers, it is found in the study that the marketing of consumer durables is of recent development. An attempt has been made in the study to review the earlier studies relating to marketing specifically impact of globalisation on consumer behaviour and of customer care on durable products.

1. Henry Assael (2001) in his book entitled, “Consumer behaviour and Marketing Action” has given more stress on understanding of consumer needs in order to prepare marketing strategy. The author explained that consumer purchases the product on the basis of his needs. The author explained culturally derived context of purchasing and consumption pattern of consumer. The book emphasised that the past experience of the consumer regarding use of particular product also impacts on his buying behavior. The author reflects the increasing importance of new technologies in consumer decision making process. This book reinforces the focus on the global dimensions of consumer behavior because of increasing realisation that global communication have produced similar needs and tastes
among consumers worldwide. Finally author explained the impact of cross-cultural influences on consumer behavior.

2. Hawkins, Best and Coney (2002) in their book entitled, “Consumer behaviour Building Marketing Strategy” stressed on the importance of studying the various factors affecting consumer behaviour to the marketer or company before developing sound marketing strategy. The various behavioural concepts and theories that have been found useful for understanding consumer behaviour has been explained in this book. The author observed that consumer spend more time on buying and consuming than we do working or sleeping. Author has presented various examples in the book for understanding consumer behaviour. By studying this examples and the principles, one can develop the ability to discern the underlying logic of the marking activities encountered by the companies in day to day operations of the business.

3. L. Loudon & Albert J. Della Bitta (2002) in their book entitled “Consumer behavior”, has described the theoretical concepts of consumer behavior and stressed on the application of this conceptual material to marketing strategies and decision making in the company. In the first part of this book author pointed out the importance of studying consumer behaviour before preparing marketing mix of a company. In the second part author has given the detail information regarding various factors which affects the buying behavior of consumer. These factors include culture, subcultures, social class, social group, family, persononality, of consumers. The marketer must study all these factors related with consumers before producing the commodity. In the third part of the book, the author explained various individual determinants of consumer behavior such as personality, motivation and involvement, information processing, learning and memory, attitudes etc. In the fourth part of the book, author described consumer decision making process in detail. In the last part of the book, the author pointed out the importance of consumer research to the company.

4. P.C. Jain & Monika Bhatt (2003) in their book entitled, “Consumer behavior in Indian Context.” highlighted the importance of E-commerce. E-commerce is a new emerging method of marketing and in india also e-commerce is becoming an important
method of marking. The book emphasised on the importance of studying consumer behavior after globalisation and liberalisation of indian economy. The author has explained the various factors affecting consumer behavior in detail. The author emphasised that advertisement plays a vital role for attracting the consumers. E-commerce has brough a revolutionary change in the buying behavior of consumers.

5. **Mechael R. Solomon (2004)** in his book entitled, “Consumer behavior, Buying, Having and Being” emphasised on the importance of marketing in shaping consumer behavior and concept of learning of consumer through various processes. This book showed not only the act of buying and being consumer is important but also said that consumer behavior is more than buying things, it also focussed on the study of how having(or not having) things affects the life of consumers. The author said that our lives are touched by the marketing system. The author explained that our shopping, cooking, cleaning, playing basketball, hanging out at the beach are all touched by the marketing system. The author emphasised that the buying pattern of the consumer is affected by the current events happening around him.

6. **Bidyut Jyoti Bhattacharjee and Dibyo jyoti Bhattacharjee (2005)** in their article, “Impact of Packaging on the Buying behavior of Consumers in a Communicationally Remote Urban Area”, noted that the packaging of product impacts on the buying behavior of the rural customers.

The researcher’s hypothesis was that packaging, labelling etc. of the product has huge effect on the decision to buy of the rural customer in regards to a specific product. The study was performed for 173 respondents of the Karimganj town in Assam. The research study showed that the packaging of the product alter the thinking of the customers in regards to a product. The rural customers’ opinion in regards to packaging is that if the packaging of the product is very good the product has good quality. Thus this research article tells that packaging of the product has huge impact on the buying behavior of rural customers.

7. **Sarch Todd and Rob Lawson (2005)** in their article, “Understanding Frugal Consumers”, explained that there are some customers which are very much careful with
regards to spending the money. They want to expend very little money. This attitude of customers is drawing much attention of the businesses. Currently this frugality is deliberated as lifestyle of the customers. He has described all customers are altering their mind set associated to saving their money. He mentioned about self-help is the best help instead of anything else in our life.

8. Dr. Jane Leighton and Dr. Geoff Bird (2005) in their study entitled, “The Effects of Branding on Consumer’s Choice” described that branding of a product intensely impact the buying behaviour of customers in regards to product to be purchased or not to be purchased. A good brand name adds prominently to the success of the product. The article says that specified name or brand generates uniqueness in the product and gives it a distinctiveness different from the product of the competitor. A specific brand defines the unique uniqueness of the product. Brand name help customers to categorise the product that offer them anticipated benefits. It also tells the purchaser about the quality of the product. By using or establishing well-known brands, businesses gain public acceptance, mass distribution and higher prices.

9. R. Harish, (2007) in his article “Emerging trends in the Marketing of Consumer Durables in India”, understood that in India the market for consumer durable goods is attaining very big size. There is a cut throat competition in the market consequently the prices of the products are coming down quickly. As a result market growth has taken place in terms of quantity rather than value. Additionally quantities of the products are traded due to promotional strategy discounts presented by the businesses.

10. Mahavir Sehrawet and Subhash C Kundu (2007) in their article, “Buying Behavior of Rural and Urban Consumers in India: The Impact of Packaging”, inspected that the buying behavior of rural customer is dissimilar from urban customer pertaining to packaging of the product. He examined that the residential background of customers has varying effect on buying behavior of rural and urban consumers. The urban customers think that if the packaging of product is good, the quality of the product is also good. They are fascinated to the product of the company because of its good packaging. It means packaging of the product have reasonably less impact on buying decisions of rural
consumers than urban ones. Rural consumers think that the quality of the product does rely on the packaging of the product. They think that packaging gives only deceptive concept in the mind of the customer.

11. **Sunil Bhardwaj and Indrani Palaparthi (2008)** in their research article, “An Empirical Study on the Factors Influencing the Buying Behavior of the Consumers: LCD Televisions.” mentioned that product must have good features for attracting the customers. The product must have operational features along with other features. The product can have mouth to mouth publicity if it has good features. The physical features have turned out to be very significant as modern customers feel that a good product, in addition to accomplishing their requirements must also look good so that it can be presented in their homes, work places and organizations, as part of the decor. The customers are also more apprehensive about the quality and number of the operational features. Promotional offers also have great positive impact on the consumer buying behavior. The researcher also observed in their article that two variables brand names and prices, act as restrictions to the positive purchasing decision. It has been demonstrated by the fact that brand names and price of the product also impact the buying decision of the customers. Interview of the respondent was conducted by the researcher and it was found that the respondents not opting for LCD TV consider its price to be too high. Similarly, further insights disclose that a specific company does not have a good brand image in LCD TV segment due to a history of maintenance problems. It is advisable to offer some price discounts and certain steps to boost the brand image. By doing so, the company may see a surge in the sales of LCD TV.

12. **Avinash Kapoor and Chinmaya Kulshrestha (2009)** in their article, “Consumers' Perceptions: An Analytical Study of Influence of Consumer Emotions and Response”, inspected that company’s product can be very well procured by the customer on the basis of convincing capability of the salesperson of the company. This research article explained that the emotions, motivation, stimulation, response of the customer relies upon the convincing behavior of company’s salesperson. The salesperson can comprehend the behavior, awareness of consumer on the basis of his communication with the customers. By meeting the customers, the salesperson can notify the business concerning consumer’s
opinions, preferences, likes, dislikes of the customers. In a nutshell, the article stated the role of company’s salesperson in comprehending the opinion of the customers.

13. Gopal Das and Rohit Vishal Kumar (2009) in their article, “Impact of Sales Promotion on Buyer behavior: An Empirical Study of Indian Retail Customers”, concluded that in this era of globalisation, liberalisation and privatisation the customer is deliberated as the king of the market. Customer takes the decision concerning whether a specific products to be purchased or not to be purchased. Consequently his behavior in the direction of a specific product is very well taken into account by the manufacturer or company. A customer in this concern impacts the product quality, price, place, promotion strategy of the company. As a result, the markets no longer continued the "sellers’ market", it noticeably turned in to "the buyer’s market". So numerous businesses are creating indistinguishable products consequently there is monopolistic competition predominant in the market. It has paved the methods for cut throat competition in the market. Currently customers have turn out to be more price sensitive, most of the businesses are implementing different kind of promotional strategies for attracting the customers. The article publicised that it has turn out to be very challenging for the businesses to cope up with this complex buying behavior of consumers.

14. Suja R. Nair (2010) in his book entitled, “Consumer Behavior In Indian Perspective”, described about the numerous individual determining factor which impacts customer behavior like customer opinion, consumer learning, personality and lifestyle, attitude and motivation. The other social aspect which sway the purchasing behavior of customer like demographics of the consumer, social class and culture reference group impact are also described in this book. The customer decision making process is also pronounced in this book. The book also described about the ethics and applications of the consumer behavior. The book concluded with the chapter organizational buying behavior and online consumer which clarified the significance of organizational buying behavior and the prominence of online shopping in the present scenario of globalisation.

of consumer behavior to the planning, development, and implementation of the marketing strategies. This book captures the impact of new media on consumer behavior and on marketer’s ability to learn more about consumers’ purchases and target them precisely. This book stressed that the organisation should produce environment-friendly product in order to attract the consumers. The organisation should concentrate on ethics and social responsibility also so that there may be a good image of the company in the mind of society. This book has provided various strategies to the company for retaining its consumers. The organisation should always try to satisfy its consumers and should try to meet the needs of the consumers. The author explained how marketing practices have used the understanding of consumption pattern in solving marketing problems and developing effective marketing measures. At the end of the book, the author emphasised how the use of media and communication technologies enhance sell of the company.

16. Ramanuj Majumdar (2010) in his book entitled, “Consumer behavior, Insights from Indian Market.” focussed on consumer behavior and decision making, with necessary theoretical foundations and offers many practical insights from the Indian market. The author pointed out on the various questions about consumers like how do people make choice decisions in the market place? What factors possibly influence the act of shopping or buying? why do consumers behave in a particular manner? The author has given the answer to all these questions from various chapters of this book. The author has given various examples which affect the consumer buying behavior from Indian market. The book has emphasised on the importance of understanding consumer behavior for the benefit of the marketers and cites many examples of how marketers in India have utilized knowledge of consumer behavior to evolve their marketing strategies. The author emphasised that as an individual consumers buying behavior is influenced by motivation, perception, beliefs and attitudes, learning and experience, personality and self-image. The Author highlighted that consumers behavior is also influenced by social factors because as man is a social animal. These factors are Personal factors, influence of reference group on consumer etc.

17. Dr. T. Srinivasa Rao (2011) in his research article entitled, “Comparative Advertisements and Consumer Awareness” has observed that on account of augmented
competition in the market it has become indispensable for every organisation to make advertisement in such a manner that their advertisement will have more influence on consumers’ mind. They must show in the advertisement that how their product is diverse, possessing improved quality as associated to their competitor’s product. There are numerous types of modern advertisement which can appeal to the heart of the consumers. These advertisement can be given on Television, Print media etc.

The author ultimately concludes that the company’s advertisement policy has a significant role for fascinating consumers in the direction of buying company’s product. While purchasing the consumer durable product, customer takes long time. He makes inquiry about the quality, durability of the product. Hence all these aspects of the products must be shown in the advertisement for appealing the customers.

18. Giridhar K.V and Rajeev.D (2011) in their article “Consumer Behavior on Online Shopping: A Study on Influencing Factors” has publicised that in present scenario of globalisation more and more customers are using internet. Internet has transformed the manner in which the business are proceeding in the current scenario. Electronic networks permit individuals to go beyond the hurdles of time and distance and take benefit of global markets and business prospects.

Online shopping has turned out to be an important component of business strategy, planning and economic development in the developing global economy since it saves time, transportation cost, customer can match the prices of two products online. Online shopping stores are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any traditional stores that are open 24/7. This offers freedom to shop at one’s own pace, time and suitability. Customers are making online shopping since of all these benefits attached with online shopping.

19. Mrs. Prakash Pooja (2011) in his articles, “Branding - an essential ingredient for rural marketing in Indian scenario”, stated that distinctive consideration of the business is essential to fascinate the rural consumer in the direction of a specific brand. The article says that there is a backwardness and communal system in villages hence it turn out to be a challenging task for the business to implement personal selling. In rural places the advice
or opinions of the opinion leader or reference group has a huge influence on the purchasing behavior of rural customers. Currently lower rate finance facilities are also offered to the rural customers which have generated the affordability of purchasing the expensive goods by the rural people. This paper recommended the method to promote the business’s product in the rural areas.

20. Ms. Pinto Raina, and Dr. Rodriguese Melo Filipe, (2011) in their article “Consumer Behavior Towards The Chocolate Products Of Cadbury India Ltd. - A Study”, highlighted that one customers purchasing behavior is dissimilar from other customers. Customers vary in numerous ways in likes, dislikes, attitudes, income levels etc. Consumers therefore get involved in purchasing activity as per their needs, preferences and buying power. The behavior of customer is reliant on a various factors which may be economic or non-economic factors and are reliant on economic factors like income, price, psychology, sociology, anthropology, culture, and climate. The article say that currently customer is the king of the market consequently marketers and company should be aware of the likes, dislikes, attitudes, income level of the consumers and should create the product as per the needs, preferences of the consumers. In order to flourish in any business in today's competitive market, marketers have to know everything they can, about customers. They should be aware about what the purchasers want, what the purchasers think etc. The article highlight that by conducting research on consumers Company can come to know about the likes, dislikes, preferences of the customers. The article finally conclude that the buying behavior of consumer largely depend on economic and non economic factors of consumers.

21. Prof. Sharma Geeta and Sharma Sanjeev K (2011) in their research article, “Consumer Attitude towards Advertising-an Empirical Investigation”, has publicised that in this globalisation era, advertising has a significant role in stimulating the business’s product in the market. Advertising motivates consumers in the direction of purchasing a product of specific company. Despite of this prominence of marketing, marketing has been condemned for numerous years for misleading information, notifying consumers concerning falsehood quality of product through impressive advertisement campaign. The advertising industry is worry about refining the tarnished image of marketing.
The research paper has explained the attitudes of current consumer towards advertisement. This research paper recommends that in order to fascinate the customers, successful and genuine advertising is obligatory. The attitude of modern consumer in the direction of advertising has been reported in this article very well. Independent sample t-test, ANOVA, Pearson Correlation, Linear regression analysis was applied by focusing on suitable beliefs of customers about advertising.

22. S. Suraj Basha, B.C. Lakshmannan And Dr. K. Fayaz (2011) in their research article entitled, “Empirical Study On Buying Behavior Of Mobile Phone In India,” stated that Mobile phone in telecommunication sector has developed as the prominent and fastest growing product in India nowadays. The study disclosed that there is a high degree of association amongst ages & monthly salary of usage of mobile phones, the educational qualification does not impact the choice of a mobile. Researcher had selected 400 samples for this research. The data was gathered with the aid of the organised questionnaire. The data gathered was categorised on the basis of age, profession, monthly income, gender, marital status and type of mobile held by the respondents. The Chi-Square test is used to test the data.

The results showed that a majority of respondents have bought mobile on their own (56.7%). 62% of the consumers bought new models on account of attraction towards new models. Out of total respondents 80 percent pertains to prepaid connection, 72 % of the respondents have agreed that cell phone is a cheaper means of communication.

On the basis of this study it can be concluded that whenever new models are launched people tend to get attracted towards it. The companies have to keep this in mind. At the present time customers are mindful about price, selling price of mobiles has to be decided carefully. Features of the product have to be augmented, quality and after sales service have to be provided. Advertising must be promoted more to customers in order to generate consciousness about mobile and its features.

23. Sakshi Modi and Dr Tapasya Jhulka (2012) in their research work entitled, “Consumer Buying Behavior: Changing Shopping Patterns,” found that the buying behavior of the consumers of car is largely prejudiced by the features in the car and other
factors such as fuel efficiency, price of the car, better safety on road, status symbol and family needs. Stratified random sampling technique was used by the researcher by selecting 50 car customers from the five residential areas of urban Jaipur. The data gathered was investigated by using non parametric chi-square test. An investigator constructed questionnaire was used to gather data on these factors. The research study publicised that Indian consumers are emotional as family requirements come before fuel efficiency or price of the car.

24. Ratika Rastogi and Sonia Chaudhary (2012) in their research study entitled, “Psychology and Buying Behavior of Rural Consumers with Special Reference to Television, Washing Machine and Refrigerator in the Rural Areas of Meerut Region,” highlighted that Consumer requirements and inclinations are endlessly fluctuating given the variations in factors like demographics and lifestyles. The research study was based on primary data which were collected from 160 households owning Washing Machines, Television and Refrigerator from rural areas of Meerut. These households were interviewed through a pretested, well-structured questionnaire. Statistical tools and techniques like Chi Square Test, SPSS, correlation, mean, median etc. were used to test the collected data. The study resulted that the products are selected by the rural customer on the basis of product’s brand name and after that the price and quality of the product is considered during the purchase. The study also indicated that the awareness about the brand in males is high as compared to females. The research study noted that around 40 percent of the customers in rural area come under the income group of greater than Rs.2.5 lakhs per annum and they typically plan for 0-2 years prior to buying a product. Hence the income as well as duration of planning prior to purchase of the consumer durables are independent.

25. Mr. N. Ratnakumar (2012) in his thesis entitled, Consumer Behavior Towards Consumer Durable Goods (A Comparative Study between Rural and Urban areas in Guntur District, A.P., India) studied the difference between buying behavior of rural and urban consumer. The central objective of his study was to analyze the difference between buying behavior of rural and urban consumers. Six hundred samples had been selected from the rural and urban areas of the Guntur District of Andhra Pradesh State. The researcher had selected four types of products, i.e. kitchen hold, household, transport and personal uses
product for the research study. The research study found various factors considered by the consumer in buying process. The various factors considered by the consumers are price, quality, brand image, service availability, promotion program and other reasons. Here we can conclude that price, quality and brand image show a vibrant part in buying process. In rural area the price has occupied first rank with 41.7 percent but in urban area it is Brand image which has occupied first rank with 35.3 percent.

Major influencing factor in rural areas are opinion of others for selecting the brands of durables as 44.7 percent of respondents gave importance to this factor while in urban areas most influencing factor is word-of-mouth communication as 42.0 percent of respondents gave first rank to word of mouth factor. The tools and techniques used by the researcher were Chi-Square test, Correlation and Regression etc. to test the hypotheses.

26. Lekshmi Bhai P.S. (2012) in her thesis entitled, “The Effect of Advertisement on Consumer Behavior and Brand Preference with Special Reference to Selected Consumer Durables in Kerala” studied the impact of advertisement and brand preferences on the buying behavior of consumers. Researcher had selected 900 consumers as samples from all the fourteen districts of Kerala. The research study found that in today’s globalized world advertising is the most significant link between the marketer and the consumer. Advertising plays a key part in recent life. It forms the attitudes of the people and the individual and certainly influences customer behavior.

It was found in the research study that age, gender, region, education, occupation, and income of the consumers were significant in forecasting the attitude towards advertising, consumer behavior and brand preference for consumer durables.

The study recommended that advertisement should be shaped consistent with the product and its suitability with different categories of demographic profiles of the consumers.

The study suggested that advertising made on television have the better outcome and the reason of that is its extensive level of coverage and most of the people sit to watch TV within hours of the day.
Finally the study has given some suggestion to the advertising agencies. Advertising agency should enhance the quality of advertisements, i.e. the later should be more enlightening in nature, provide a fair image and should be more creative in their design.

27. R. Vijaya kumar (2012) in his thesis entitled, “A Study on Buying Pattern of Rural Consumers With Reference To Selected Consumer Durable Goods in Namakkal District” studied the buying behavior of rural consumers with respect to selected consumer durable goods. A total of 375 respondents had been chosen for the study from Namakkal District of Tamilnadu. Researcher used statistical tools such as Percentages, Weighted Average, Henry Garret Ranking, Chi-square test, factor analysis, Kendall’s (W) Coefficient of Concordance Test and multiple regression for analyzing the data The study tried to analyze the buying pattern for selected consumer durable goods such as Color Television, Refrigerator, Fan, Maxie and Grinder. An effort was also done to find out the factors accountable to hoose the durable goods in the rural areas. The study found that LG brand are used by most of the consumes in rural areas. The study suggested that Word of Mouth is an active communication tactic which works better in the rural market. So the company may use reference group and opinion leader to promote their brands in the rural areas. Company should introduce low price durable goods to attract the lower middle income group in the rural market. Rural consumers are very conscious about the price of the product. The company should be careful about the fixation of the price. The study concluded that rural region is the backbone of our nation. Major income comes from the rural areas. Therefore company should concentrate on this area in order to increase their sales.

28. Dr.Sushil Pande, and Ashish Kumar Srivastava (2013) their study, “Impact of Globalization on Marketing of Durable Goods,” explained that India has implemented the policy of Liberalization, Globalisation and Privatisation in the year 1991. On account of this policy of globalisation, multinationals are coming to India and Indian companies have to compete with these multinationals.

The article described that when we think of globalization, it brings to mind the image of quickly increasing flows of goods, services, and capital across national borders. One day,
it seems, our economies will become more global than they are. National Success in the long-term will necessitate companies to develop a wide and strong distribution network, segregate their products in areas of significance to the customer and revolutionise in the areas of promotion, product financing, etc. Markets for durable goods comprise a significant part of the economy. The article ultimately concluded that there is abundant impact of globalisation on marketing of durable goods and consequently domestic company should frame its marketing strategy compatible with global one.

29. Eric T. Anderson And Duncan Simester (2013) in their study, “Advertising in a Competitive Market: The Role of Product Standards, Customer Learning, and Switching Costs”, examined the influence of advertising on customers mind-set in a competitive market. The study revealed that if the advertising policy of the competitor is effective then customers will be fascinated to the competitor’s product. Advertising is a media via which a business can segregate its product. Standard models of competition forecast that companies would sell if competitors target their consumers with advertising. The study displayed that response to the competitive advertising differs based on how many times customers had beforehand procured in a category. The study found that consumers who made more earlier procurements were more expected to respond to the competitors' advertising by purchasing at Retail World. Consumers learn about product sizes from prior purchases.

30. Abu Bashar, Irshad Ahmad and Mohammad Wasiq (2013), in their research article, “A Study of Influence of Demographic Factors on Consumer Impulse Buying Behavior.” described that there is positive relationship amongst impulsive and demographic factors. Demographic factors, such as the disposable income and age are associated to utmost impulse buying indicators and to the impulsivity collective indicator. The article concluded that majority of the difference in instinct buying is clarified by disposable income. This shows that individuals that are having good earnings and have enough money to spend on shopping are more probable to display Impulsive-buying behaviors. In contrast, a non-significant amount of variance is clarified by age in years. The article finally indicated that two demographic factor, i.e. age and income have great influence on buying behavior of the customers.
31. Mr. Paramanand Dasar, Dr. S.G. Hunde, & Mr. Mallikarjun Maradi (2013) in their research article, “Consumer Behavior on Consumer Durables With Reference To Bijapur District,” studied that the market for consumer durables is turning out to be more competitive now a days. Consequently, the producer of durable products must comprehend customer interest much to find higher sale of their products. The research study was based on primary data which were gathered through questionnaires and schedules. Samples size selected for the study was 200 respondents of the designated consumer durables in Bijapur, Basavan Bagewadi, Sindgi, Indi, and Muddebihal five talukas of the District. Samples were drawn on convenience sampling technique/ method. Data was also gathered from dealers, wholesalers, retailers. Collected information from the sample respondents on consumer behavior on consumer durables are categorized, tabulated & graphed and evaluated in a systematic method. While evaluating data simple percentages and ratios are used, and for clear understanding charts like simple bar charts and column charts are used. The study revealed that Consumer Behaviors are prejudiced by a distinctive set of cultural, social, economical and psychological factors. These aspects are non-controllable by marketers but marketer must be conscious of these factors and take them into consideration while developing their marketing strategies or marketing mix. Consumer durables are categorised by high unit cost, long life and subsequently low frequently of purchase. Therefore, prospective consumer is probable to seek more information. Brand awareness amongst the purchases of the consumer durables is a significant trend noted in the study. Marketers should also take actions to minimalize the amount of consumer post purchase dissatisfaction, post purchase communications to buyers have been shown result in fewer product returns and order cancellations. The study concluded that ISI mark has been a symbol of quality of Indian products. Therefore the traders should try to get ISI mark for their products by sustaining prerequisite quality.

32. Naveen Rai (2013) in his article, Impact of Advertising on Consumer behavior And Attitude With Reference To Consumer Durables.” found that advertisement impact the behavior and attitude of the customers worldwide. Since 1991, India has acknowledged the policy of globalisation and liberalisation. In the present era of globalisation and liberalisation, information outburst and the world of media, advertisements play a foremost dynamic role in altering the buying behavior and attitude of consumers concerning the
products shown in the advertisements. Advertisements have huge impact in purchasing decision of customers for specific brands. The study concluded that advertisement can amend the thinking, attitude, inclination of the customers. Consequently marketer must advertise their product in such a way that the advertisement will designate the maximum aspects in the product.

33. Dr. A. C. Pandey and Mithilesh Kumar Pandey (2013) in their study, in their research article entitled “Impact Of Lifestyle On Brand Preference Of Buyer Behavior A Case Study Of Uttarakhand.” publicised that the standard of living of the purchasers alter on account of some of the aspects like age, education, social class, income and some others factors. The data for the study was gathered via a survey of people living in Haridwar. The gathered data was selected by random sampling and clustered sampling technique. The questionnaire controlled to total 200 consumers and retailers from Haridwar region of Utrtrakhand. The details concerning variations on diverse factors had been assessed by considering one of durables component like Television. Suitable statistical tools chi square technique was used to evaluate the data with the help of SPSS software. The Study resulted that customers contend on specific brand after every procurement of consumer durable products. Advertisement has foremost impact on the procurement decision of the durable products. The consciousness of customers rest on age. The young and middle age group consciousness about television and washing machine brand is high as equated to old age group of the people. Consequently it can be concluded that there is transformation in the awareness. Lifestyle relies on age in taking the decision to buy consumer durable. The study also exhibited that the awareness about the durable goods amongst higher class, upper-middle class and middle class is more as related to lower middle class.

34. K. Marichamy (2013) in her research article entitled, “A study on consumer behavior of women with special reference to durable goods in Madurai city.”evaluated the buying behavior of women consumer while procuring of consumer durable goods. The study initiated with the preliminary aim to identify the factors which influence buying
behavior of women consumers and identifying the issues faced by the women consumers while procuring of consumer durable goods.

The research study was based on primary and secondary data. Primary data was gathered via organized questionnaire encompassing the questions on the personal information, product knowledge, purchasing period, process, buying habits, sources of information, influence of different people on decision making etc., in regards to the purchase of consumer durable goods.

The sample size was 300 women respondents of Madurai city particularly households those paying tax to the Madurai municipal corporation. These 300 respondents were consuming consumer durable goods.

The research study acknowledged that there are ten features that sway the procurement of durable goods by women customers. Amongst these factors the most governing factor is perceived to be company's advertising followed by the quality of the product and the joint decision of the family. The other factors are not found to be persuading the buying of durable goods.

The study publicised that women are very sensitive and they target at the procurement of consumer durables in-order to augment their efficiency, to develop their social status and to ensure their social image. These are found to be the most significant reason behind the acquisition of durable goods. The research study also outlined the issues of women consumer concerning consumer durable goods. There is no instantaneous or frequent service available to the buyers which offer a robust sense of disappointment. In the name of AMC (Annual maintenance charge) a lump sum is annually charged and the service is not appropriately done. The business does not answer to queries and grievances of the women consumers. The study concluded by proposing that selling durable goods is not simple and that too to women customers and therefore companies should make and accept new methodology to create and retain consumers in the competitive environment. The producers of durable products must comprehend customer interest much to find upsurge the sale of their products.
35. **Kandasamy C (2013)** in his thesis entitled, “A Study on the Impact of Consumer Behavior and Brand Equity on Durable Products- With Special Reference to Bangalore District. Investigated the impact of Brand on the buying behavior of consumer. The researcher had selected some consumer durable goods which were television, Refrigerator, Washing machine, Mixer –Grinder, Digital Camera and CD/DVD Player. The research study was mainly limited to analyze the impact of consumer behavior and different dimensions of brand equity like brand image, brand awareness, brand association, perceived quality and brand loyalty in consumer durable product market. The researcher had selected 500 consumers as samples from Bangalore district. The statistical tools like Chi Square, ANOVA, t-test, percentage analysis and frequency distribution had been applied.

The researcher observed that among the age group of less than 20 years, about 52.38 Per cent of the consumers of durable goods purchase LG brand of television. As far as the monthly income is concerned low income earner purchases LG brand of television while higher income earner purchases the SAMSUNG brand of television. The research study found that majority of the consumers of durable goods purchase SONY brand of television, LG brand of refrigerator and washing machine. The study concluded that Brand image of product strongly influences the buying behavior of consumers of consumer durable products.

36. **Mr. Sushil kumar Agrawal (2014)** in his article, “A Study of Consumer Buying Behavior of FMCG Product in Madhya Pradesh,” concluded that for becoming successful in marketing or selling the product of the company, knowing the behavior of consumer is very much important. Nevertheless knowing the customer behavior is a challenging task in front of the company, the company must undertake all-encompassing marketing research. Marketing research assist in comprehending the buying behaviour of consumers. More multifaceted and economically varied activities are convoluted in comprehending the consumers buying behaviour.

37. **Dr Pooja Bhatia, BabuBanarasi, Dr Syed Haider Ali, and Zeba Mehdi (2014)** in their study entitled, “A Factorial Study of Consumer Buying Behavior towards
Durable Goods With Reference To Urban Working Women “found that working women are more tangled with the procuring actions. The study was steered with the help two sources i.e. primary source and secondary source. Primary Data was gathered via questionnaire. The study comprises a sample of 30 respondents from Lucknow city encompassing individual variables age, sex, education, occupation, income. The research study publicised that women, predominantly women workforce are critical part of buying behavior. It has been found that working women are more involved with the purchasing activities. They are more mindful about the pricing as compared to the non-working married women. It has also been noted that working women are more Store loyal than non-working married women. Role of woman as the family purchasing agent, however, looks to be changing, owing primarily on account of the large growth in the number of working women in recent decades. Consequently, working women has developed as a significant segment for the marketers. Consequently, marketers should ponder working women with utmost prominence and formulate the product and marketing strategy as per the need, tastes, and preferences of these working women.

38. Dr. N. Ratna Kishore (2014), in his research article entitled, “Rural Consumer Behavior Towards Consumer Durable Goods In India (Case Study Of Six Villages In Guntur District” inferred that the companies targeting poor as their customers have good chances in future. While fixing the price of the commodity in the rural areas, the business must deliberate the requirement of the product, competition, infrastructure facilities, and economic conditions of specific rural areas. The study was based on primary as well as secondary data. Primary data was gathered through organised questionnaire from 600 consumers from six village of Guntur District of Andhra Pradesh. The researcher selected the durable products, which are beneficial in households, kitchen holds, four wheelers, two wheelers and personal uses. Totally 24 types of consumer products researcher used for this study. The study revealed that most of the respondents felt such necessity of consumer durable goods for more than six months prior to procuring durables. It is found that the rural area are too thoughtful prior to procuring the product. They pondered over the issue numerous times prior to procuring the article. Prior to procuring, a customer gathers information about the anticipated product from Market dominated sources, like advertisements, displays, etc. , Neutral (i.e., independent) sources like reports circulated by
government or non-government bodies and Personal sources like conversation with friends, relatives, etc. The study revealed that while procuring the product 34% of respondents choose price, 32% of respondents chooses quality, 17.6% of respondents choose durability, 6.5% respondents choose service availability, 8.4% of respondents choose promotion program and 1.5% respondents chooses other reasons. Lastly price and quality play a significant role in procurement process in rural areas. The research paper revealed that before procuring the product, the customers take the assistances of role model, colleagues and friends, neighbours and other persons. This study presented that 3.1% of respondents prejudiced by role model, 47.0% of respondents inclined by friends, 38.9% of respondents prejudiced by neighbours, and 11.0% of respondents prejudiced by other individuals for procuring goods. The author examined that fan, T.V & tape Recorder have only prospective in rural areas. The research study concluded by proposing that firms must alter the product to market it more suitable for the requirements/usage conditions of rural consumer.

39. R. Rajeswari and P. Pirakatheeswari (2014) in their research study entitled, “A Study on Consumer Behavior and Factors Influencing the Purchase Decision of Durable Goods with Reference to Salem District.” noted that getting the knowledge of buying behavior of customers in the direction of durable goods is indispensable as it imitates the impact of brands, price, quality, quantity, mode of purchase, etc. The research study was based on primary and secondary data. Primary data was gathered via organised questionnaire from 50 respondent living in diverse places of the Salem city having diverse occupation, educational level, income and age group. The statistical tools utilised for the persistence of this study were simple Percentages, Mean, Standard Deviation and Mean Rank. The study publicised that that 96% of the respondents were influenced by the opinion of other about durable goods and the residual 4% of the respondents were not influenced by opinion of others. As far as sources of inspiration in respect of buying decision are worried 56.25% of the respondents were influenced by the members of the family, 25% of the respondents were influenced by the friends, 10.42% of the respondents were influenced by their spouse, and 8.33% of the respondents were influenced by the relatives. Therefore it is concluded that majority of the respondents were influenced by the family members.
The study inspected that out of 10 aspects in the product the factor Price ranked first. It was trailed by Quality. The aspect Brand Image got third rank and the factor Model/Design got fourth rank. The study conclude by proposing that for achieving success in the market, it has become highly unavoidable to produce goods as desired by the customer, as he is the king point around whom the entire marketing activity rotates. Therefore, a marketer who comprehends the behavior of the customers and plan his marketing strategies to suit the requirements and ambitions of the target market will definitely have an advantage over his competitors.

40. M.S. Khan and Komal Ahuja (2014) in their research article, “A Study of the Buying Behavior of Durable Goods from Family Decision Making Perspective with Special Reference to Lucknow Region.” Exhibited that family plays a prominent part in the decision to buy consumer durable goods. The article also publicised that the preference of consumer varies with family dominance. The research paper was initiated with the aim of identifying a role of family in purchasing consumer durable goods in the city of Lucknow.

The research paper concluded by clarifying that it is communal opinion amid the family members that the as the good which are durable will certainly sustain for a long period of time so the decision has to be taken very judiciously and deliberately and it can only be made by the family together. It was also noted that each family member has different purchase opinion and predilection. While obtaining the consumer durable the opinion of each family member is deliberated and based on the overall opinion of family members the decision is taken. The research article lastly recommended that the organization should emphasize on cheering the family decision pattern for gaining utmost advantage. The marketer has to understand the prominence of family members when it comes to decision making for durable goods.
Concluding Remark

The literature review relating to the Impact of globalsation on consumer’s Buying behavior with respect to consumer durable goods are sincerely studied from various viewpoints. It is apparent from the review of earlier literature that most of the research studies have tried to study Buying behavior of consumers with respect to consumer durable goods with many dimensions. The analysis of the review of literature disclosed plenty of advanced viewpoint directed at recognizing the bases of buying behavior of consumers with respect to consumer durable goods. The analysis also discovered that no thoughtful attempts have been made by the researchers in analyzing impact of globalsation on consumers’ buying behavior with respect to consumer durable products. This was recognized as research gap through studying literature. Hence, it is absolutely justified to study the various factors which influence the buying behavior of consumers with respect to consumer durable product due to globalization. The consumers buying behavior toward consumer durable product were different in the pre and after globalsation period. So it was necessary to find out the various causes or parameter that impacted or changed the buying behavior of consumers in the after globalsation period.

In this way, the research study will definitely contribute some important suggestion which will be useful to the domestic company to frame their marketing strategy in order to compete with globalized company in the after globalsation period as globalsation resulted in cut throat competition.
References:

8. Dr. Jane Leighton and Dr. Geoff Bird (2005), “The Effects of Branding on Consumer’s Choice”(Executive Summary) Mountain Learning and University of College of London.


