Chapter-2

Literature Review
CHAPTER - 2
LITERATURE REVIEW

2.0 Introduction

The literature review of past academic, research and research work are an essential element of any educational project, as the discussion of good literature creates a solid foundation based for the knowledge that can be built and expanded in the field, identify areas for further research and provide opportunities for the promotion, approval, dissemination of previous research findings and conclusions.

A comprehensive review of the literature in this area provided in the following sections resulted in identifying some specific research gaps. Care has been taken to ensure that restrictions are not restricted by the narrow geographical boundaries of any country or region. Recent publications have been confirmed in prestigious international journals where they review previous work and are based on previous work. However, the review is limited to only English publications.

A review of the literature performed is a central or central idea. In a large number of papers reviewed only, articles related to the concept of the research are included in the following sections.

It tries to review the literature report and inform all relevant developments to accumulate knowledge in the field. However, studies of higher importance or studies that have emerged as advanced concepts have been presented.

2.1 Literature Review on Marketing Mix & Strategy

For decades, the foundation of marketing management research has been around the concept of marketing portfolio 4P - product, place, price, and promotion.

Ettenson et al. (2013) in their study, had pointed out a revolutionary contribution by providing a SAVE model of marketing to retool the 4Ps of the marketing mix. The study included more than 500 managers and clients from multiple countries. It chose a wide range of B2B industries as research samples. The results show that 4P is relevant but must be reinterpreted as a B2B market service. This model shifts the focus from product to the solution, location, price to value, promotion to education, and the concept of "travel, in short." is ideal for marketing new and innovative products.
Figure 2.1 SAVE Model

| **PRODUCT** | Focus on the SOLUTION  
Define offerings by the needs they meet, not by their features, functions or technological superiority. |
| **PLACE**   | Focus on the ACCESS  
Developing a viable cross channel capability which should be within reach of the customers at the right place in their purchasing process, instead of emphasizing individual purchase, locations & channels. |
| **PRICE**   | Focus on the VALUE  
Articulating the benefits of price in favor of customers, rather than stressing who price relates to production cost, profit margins or competitors prices |
| **PROMOTION** | Focus on the EDUCATION  
Provide information relevant to customers’ specific needs at each point in the purchase cycle, rather than relying on advertising, PR, and personal selling that covers the entire marketing communication spectrum. |

Ferrell and Hartline (2007) examined ‘Marketing Strategy'; they suggest that when the external environment changes, the department must understand the changes and know how to act. The Indian auto market, which has the characteristics of an oligopolistic market structure, is one of the most affected auto markets. Therefore, new behavioral skills and marketing strategies are required to confront the competition.

Cravens (2000) investigated ‘strategic marketing.' He concludes that marketer is one of the key stakeholders of new product development, customer management, value chain supply management, and marketing strategy, providing concepts and processes to gain a competitive advantage by delivering high value to customers.

Hooley et al. (2008) expressed their view that the marketing strategies should develop effective responses to changing market conditions by identifying market segments and developing products and delivering them to target markets. They also believe that companies operating in a market structure must be more willing and adopt different
marketing strategies to achieve their goals and determine their competitiveness. Therefore, to meet the current challenges, companies must have more novel and targeted marketing strategies that could be implemented effectively.

**Ferrel et al. (2007)** explored ‘Marketing Strategy.’ They identified issues concerning the organizational structure, resources, organizational performance, consumer environment, competition, economic growth, stability, and political trends, and advised marketers to develop strategies to overcome problems and use marketing mix. To meet the needs and needs of consumers.

### 2.2 Literature Review on Channel Strategies

Marketing channels enable marketers to effectively access their products and services to widely deployed end users. Marketers also rely on channel intermediaries to make large purchases, carry inventory and sell their merchandise to competitors. Marketing channel strategy decisions are important because they represent long-term constraints and opportunities.

**Dwyer et al. (1985)** zoomed into the channel composition and the impact of channel formation on the decision structure. A survey of 7254 retailers was conducted using a complex questionnaire. Environmental factors such as regulation, technology, demand, culture, competition, and decision-making structure are interpreted to identify the changing potential of channel marketing strategies and the structure choices of manufacturers in channel design. They suggested that unspecified strategies related to communication frequency and intensity should be designed to achieve behaviors that benefit their channel partners.

**Mallen (1973)** conducted a concept-based study to understand how to change distribution channels. The study targeted the designers of the channel to predict changes in the distribution of the industry. It is assumed that the structure and characteristics of the channel are provided based on a combination of different sets of functions performed by the various levels of channel mediation. With the development of research on channel structure, several different elements have been studied through different channels.

**Rosenbloom (1987)** had pointed out in his study entitled "Marketing Channels: A Management View." that the levels of channels or the number of intermediaries between the manufacturer and consumers, intensity at different levels or the number
of intermediaries at each channel level and type of intermediaries at each level such as wholesalers, distributors, and retailers. The concept of the study is to encourage members of the marketing channel to bear the sense of mutual support based on the partnership arrangement.

Reukert et al. (1985) analyzed the theoretical argumentation of traditional regulatory theory with transaction cost economics, effectiveness, and reliance on different marketing organizational structures, an urgent approach to the performance and structure of business units and higher-level marketing activities in the organization is developed. They explained the infrastructure of the four effective marketing organizations. (2) The nature of the environment in which it occurs, and (3) the relative importance of the dimensions of the surrogate performance (i.e., short-term efficiency and adaptability and effectiveness over time); Different types of activities should be organized in different ways whenever possible. Different companies use different strategies to deal with specific market issues.

Stern et al. (1980) explored a unified theoretical framework for distribution channels, including economic and social factors, behavior of political channel members, and requirements for bureaucratic structural forms and channels, such as the specialization of performance in the channel or excellence of the central and Aladvae official Research and development of nature. They evaluated the effects of power, power, and control in the channel to achieve the desired performance, and proposed to improve the structure of efficient, effective and adaptive channels through more centralization, formalization, and specialization. It came up with a conclusion that they play a significant role in the well-designed communication strategy, in improving channel performance, and the first step of high-channel flight management.

Mohr et al. (1990) observed in their paper that communication strategies could change the channel conditions, climate and strength structure to coordinate the results of channels, satisfaction, commitment, and performance. Besides, collaborative communication strategies promote outcomes when channel conditions have unique structural relationships and climate support and asymmetry, while independent communication strategies produce better results when they are aligned, such as separate structures or climates are supported Force or asymmetrical conditions. The longitudinal analysis of communication strategies for channel structure and behavioral development is also the gap identified in the study. They believe that marketers’
marketing investments in advertising and promotions will create goodwill for channel members, spurring sales growth.

**Chintagunta et al. (1992)** used a model developed to determine the balance between manufacturers and retail marketing efforts in the two marketing channels. The study explained the Nerlove-Arrow framework to understand the impact of channel dynamics on the difference in profits resulting from coordinated marketing interventions. They concluded that when manufacturers and channel members follow a coordinated strategy, they increase channel marketing efforts, resulting in higher total channel profits, marketing reductions, rates, and impacts. At the same time, there is a greater need for such coordination strategies. Good-faith interactions between manufacturers and channel partners are high. The opposite occurs if there is an uncoordinated strategy.

**Boyle et al. (1992)** denoted the important impacts of channel relationships and alternative structural governance (market management, franchising, and the company). The study came out with the recommendation that it is necessary to be targeted to achieve specific actions based on the expected effect of the 412-agent approach in the first and second surveys in the 751 ways. They found that there is a negative correlation between rationality and strategic influence: threats, commitments, and judicial freaks and requests.

**Bandyopadhyay et al. (1998)** contributed a study on the impact of the six significant strategies. This effect is from their suppliers of American and Indian merchants in the United States (information and advice and demand commitments and exchange of threats of legal appeals) found in India, and recommended legal appeals, require compliance with the terms of the agreement between them, it has been a dealer who is satisfied with the positive impact. Researchers acknowledge that as competition intensifies, intermediary channels and maintained recruitment are a challenge, and the conclusion is that by using appropriate strategic influences, marketing can be achieved to achieve desired channel performance and channel partner satisfaction. The lack of research in this study is only tested in the field of electric lighting, with only two countries in the US and India.

**Paswan (2003)** contributed some other variables such as organizational orientation, culture and internal attention to marketing-related economic achievements, were examined and found to play an essential role in channel management decisions.
Adding to it, trust, respect, and care for the collective well-being of channel intermediaries also have important strategic significance for improving channel performance. Therefore, the concept of fairness in channel relationships provides a new way to incorporate channel relationships into the company's strategic planning and implementation.

Mathur (2013) studied five main engines of the channel - communication, trust, commitment, trust, and customer orientation - show that the investment in the relationship will have a positive impact on the channel's equity engine and enable the company to establish its channel rights. The beneficial effects of an investment relationship are controlled through the relationship phase and external uncertainty. The scope of the channel strategy discussed so far is limited to factors such as manipulation of power and influence.

Wren (2007), in his research, applied the concept of general strategy to channel management. The relationship between different channel structures was studied. In particular, channel advantages, control and vertical integration to select general channel strategies to drive cost, discrimination, concentration and portfolio strategies. Companies that have vertically integrated companies to choose a low-cost strategy have been developed, while companies with lower levels of vertical integration have chosen a differentiation strategy, while companies with a lower level of vertical integration have chosen a portfolio strategy.

Porter (1980) revealed that substantial performance metrics would improve the performance of cost leaders while taking steps on all aspects of channel performance, including internal communication and coordination, internal conflicts or ambiguities, distinguishing the efficiency and effectiveness of performance measurement, and providing comprehensive. The overall performance improvement framework is based on customer value and channel strategy channels and integrated market segmentation strategies in terms of channel cost and channel response.

Govindarajan et al. (1990) examined the use of behavioral measures with non-financial self-parameters which had a tremendous impact on their performance. The importance of the first few publications stems from the emphasis on channel structure, communication, impact, consistency, followed by performance and incentives to enable marketers to market new and innovative products successfully through their channel intermediaries.
2.3 Literature Review on Promotion Strategies

Advertising promotion and sales, through different means, is used to disseminate one of the elements of the portfolio promotion within the 4Ps of the product marketing awareness portfolio, the target audience of interest and the products affecting it through any one or more of the various connection preferences, product development competition, and purchased products provide themes. Marketers have developed sales and lucrative sales to pick up potential customers' ideas in the most effective way to spread and promote strategies and design promotions. There is a range of test variables for ad communication and branding and a large amount of literature coverage and depth of testing variables to achieve trends and promotional measures. Therefore, the review will be limited to the promotion of new products related to the category of low participation and useful advertising publications.

Marketing communication offers different opportunities and challenges for high engagement, low engagement and product-driven products that focus on their cognitive and emotional abilities. Consumer participation in product categories determines their perception of marketing communications and advertising calls. Krugman (1977) investigated about creating low participation, more in the theory of participating in high-left and lower-participating activities than in right-brain activities. Therefore, the research recommended the use of print media products is high-end participation, leaving in reading activities, with the brains of logical thinking and the low participation rate of TV and media products used, because the understanding of images and music is the right brain activities. Many researchers have concluded a similar route to the storage of images through a variety of visual stimuli, including television, print media and foreign media based on more empirical evidence. Although both hemispheres can recognize verbal and visual content, when the message is engrossed into visual content, the correct treatment of the brain is dominant, and the processor is unaware of the consciousness, forming the central evaluation of the product and subsequent purchase behavior. By advertising effects are mostly unconsciously acquired and stored in implicit memory. This implicit learning does not use our analysis, but it runs automatically and continuously, apparently having unlimited storage capacity in terms of time and quantity.

Dens and Pelsmacker (2010) asserted that the consumers would remember the brand in the advertisement if they are heavily involved in the product category, while
consumers will remember brands with a positive emotional appeal for the lower-paid sections. For new products, they believe that for commercial expansion, marketers must ensure that they confirm that the new product is good enough. They also claim that advertising itself must be sufficiently media-attractive because product innovation and benefits are highlighted regardless of the level of participation of the consumer product group. New products with brand names can attract attention, but brand value is low.

Vaughn (1986) looked into four types of message recognition levels, based on the composition of the four Advertisement planning strategies; he helped the researchers to understand the relationship between cognition and logical handling of business communication: informatics, emotions, habits, and satisfaction, as shown in Figure 2.2 below.

**Figure 2.2**

**Advertisement Planning Strategies**

<table>
<thead>
<tr>
<th>Involvement</th>
<th>Processing of Commercial Communication</th>
</tr>
</thead>
<tbody>
<tr>
<td>High Involvement</td>
<td>Informative Strategy</td>
</tr>
<tr>
<td></td>
<td>Learn-Feel-Do</td>
</tr>
<tr>
<td></td>
<td>Affective Strategy</td>
</tr>
<tr>
<td></td>
<td>Feel-Learn-Do</td>
</tr>
<tr>
<td>Low Involvement</td>
<td>Habitual Strategy</td>
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<tr>
<td></td>
<td>Do-Learn-Feel</td>
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<tr>
<td></td>
<td>Satisfaction Strategy</td>
</tr>
<tr>
<td></td>
<td>Do-Feel-Learn</td>
</tr>
</tbody>
</table>

Source: Modified from Foote, Cone and Belding Grid (Vaughn, 1986)

Heath, R. (2000) pointed out that most consumers responded to advertising with low-participation natural processing and provided low-partition sharing advertising theory, which gradually led to the creation of meaningful business associations among consumers by repeatedly processing low-interest elements. As follows:

Consumers believe that most well-known brands do not differ in their performance, so they do not pay much attention to trademark knowledge. Brand decisions are not reasonable, but they are often intuitive. Most Ads use low sharing processing to handle at low-interest levels. Low-participation treatment is a cognitive process, not unconscious or unconscious.
Creativity has increased interest in advertising. And rarely powerful enough to initiate a high degree of engagement processing required to interpret and store complex messages. But it strengthens the link between the association and the brand. The validity of the trademark link does not affect the choice of the intuitive brand, and the ads it creates cannot be called. This means that the ad itself does not have to create a strong sense of influence.

**Abraham et al. (1990)** studied the conventional wisdom about advertising effectiveness, and promotions are that TV ads only drive sales in half of the test cases, challenging commercial promotion cases. Only 16% of cases surveyed through 65 sales product categories concluded that many companies could increase profitability by limiting advertising and promotion costs. The researchers reiterated their focus on designing methods to validate the economics of advertising expenditures and have developed a model for optimal advertising levels.

**Teng et al. (1983)** assessed that the best advertising parameters were advertising performance, discount rate, and advertising revenue ratio. Based on the dynamics of these factors, optimal advertising needs to be reduced - increased, increased - decreased and increased or decreased in shape in a single form. It's recommended to use high-yield ad factors and lower ad and sales ratios to enhance your ads while advocating lower ad factors and lower ad sales to reduce ad performance.

Over the years, promotional activities have grown substantially, accounting for a significant part of the marketing budget. They usually achieve fast sales in a short period. As a result, marketers are increasingly inclined to favor promotional mixes to promote promotions. Common forms of promotion include coupons, seasonal price discounts, sweepstakes, contests, free samples, trial packages, loyalty reward programs, gifts, and free samples. Marketers become more and more creative through promotions to consumers.

One of the most common types of promotions is to offer rewards, gifts or fulfillment by purchasing products. They are two distinct types, based on reward time, instant or delayed.

**Kim (2013)** researched into the relative effectiveness of real-time promotions, and delays were examined, and it was reasoned that the delay in promotion was more attractive in the case of diversification of purchase behavior, including a higher risk perception component. On the other hand, some offers increase uncertainty by not
specifying a complete gift or offering a range of possible gifts, making them completely uncertain. Many researchers have provided insights or harmful insights into these questions in upgrading designs.

**Calvo et al. (2001)** also support the opposite view that individuals expect the best results when there is uncertainty in the outcome and may be beneficial for purchase. In the case of making an emotional buying decision, where uncertainty leads to an increased likelihood of purchase, and uncertainty does not reduce the likelihood of buying at the time of the purchase decision.

### 2.4 Literature Review on Consumer Behaviour

Researchers have extensively studied consumer behavior and developed extensive literature on this topic. Consumer behavior theory suggests that consumers actively seek information and use it to make informed purchasing decisions. This assumes a rational approach that treats consumers as intellectual, thinking, and problem-solving to make logical decisions.

**Markin et al. (1975)** studied on Humanity, and consumer welfare has raised awareness of "mental control," "hidden converters," and subconscious motivational operators. Now, as the behavioral sciences developed by Skinner, Pandora and a group of well-trained scientists, and their laboratory methods are uniformly replicated throughout the social and business world, problems and problems become more real and real again. This article explores this new "science" of behavioral corrections and attempts to trace the importance of these approaches to consumer welfare.

**Olshavsky et al. (1979)** researched on consumer behavior before buying indicates that a large proportion of purchases do not include decision making, not even in the first purchase. The intense focus of current research on decision-making may discourage investigation into other essential types of consumer behavior.

This led to the consideration of consumer behavioral theories in binary terms: low consumer behavior participation and high consumer behavior.

**Beatty et al. (1987)** carried out an investigation on the participation that is actively associated with actively searching for information about media, channels, and attitudes towards shopping time. The level of the involvement of product categories in low participation or high participation suggests that communication effects are different and require different stimuli to attract their attention.
Laurent et al. (1985) examined consumer profiles by studying the perceived importance of the product, the risks of the trademark, the fun, and value, and the suggested market segmentation can be based on the participation document. Here the consumer can be valid or invalid for communication and advertising based on the level of participation. With low-share products, consumer profiles can reveal that consumers are high in some respects, can be identified and positioned.

Bauer et al. (2006) investigated a model based on the product participation category for decision-making patterns for consumers and encourage future researchers to farther examine this relationship that products and product participation were on the decision-making patterns demonstrated by consumers. Engagement is a personal phenomenon, although it expresses the views and feelings of the individual about an object and how it responds to a body.

2.5 Literature Review on Product Adoption

New products need to be seen as unique and enhanced by meeting the characteristics and strengths of consumers' social, practical, experimental and ambitious needs.

Ziamou (1999) studied the creation of modernity is differently recognized by producers and consumers. In most studies, new products are formed based on product opinions. There are other categories of new product categories, all based on modern or innovative products. Some new products are new products on the market; some are new products, some are brand new. Some of them are upgrades and improvements to existing products, while others are quite innovative and are new products for global products.

Ofek et al. (2003) explored a new category to the customer. All of these ratings refer to the functionality and performance of the product and do not provide an understanding of the Jeddah consumer concept or its expected response to the new product.

Rogers (2003) analyzed innovators were classified through its classic work - Diffusion of Innovations - first published in 1962, according to the timing of its adoption to (1) innovators; (2) innovators early on. (3) The early majority; and (4) the late majority. And (5) Laggards. According to Rogers (2003), unlike creators, who make up the first two and a half percent, adopters are implanted by the timing of
adoption by social influence, which increases for later adopters, along with tradition to varying degrees.

Bass (1963) focused on this necessary work published by Rogers in 1962; he developed a model using conditional probabilities based on the interaction of innovation and interaction as a linear function of the previous number. This model is called the Bass model. Besides, Bass developed the model in theory and conducted experimental tests on 11 consumers to be able to predict the sales of new products.

Bass (1966; 1969) studied on the Bass model provides a useful framework to view the proliferation of new products and technologies to enable original estimates of sales growth patterns and peak sales timing. In the future, it will be more difficult for both to guide the development of a database of all researchers who provide an accurate and well-thought-out series of historical data to those who include well-thought-out and well-matched qualitative information and systems for data collection and data quality.

The basic concepts examined by researchers are affected by consumer factors, exploring new products, understanding or familiarity, participation and experience from the individual characteristics of specific consumer factors such as modernity, complexity, and price. Such as distinct innovation zones and consumer opinion leaders.

Moreau et al. (2001) viewed that consumers who developed the expertise in the core area of a new product quickly adopt the new product but resist the adoption of a fundamentally disruptive new product because their experience reduces their understanding of the product's advantages.

Ziamou et al. (2002) examined the role of information shared by marketers in understanding consumer perceptions of the importance of the quality of new high-tech products. They believe that depending on whether the new interface is integrated with new or pre-existing features, more information does not always better degrade performance uncertainty. In the former case, consumer uncertainty is increasing while in the latter it is decreasing.

Taylor-West et al. (2013) conclude that in the case of new products that contain complex, innovative components, the technology, use, and benefits must be explained in detail to avoid these products, which are perceived by the consumer as too complex, and thus exclude their own set of considerations. They have guided future
research to investigate the source and process of seeking information from consumers. This will provide valuable information for the development of marketing strategies, promotion and channel strategy to propagate the required information about products and applications to address adoption barriers.

Gounaris et al. (2012) examined that the adoption decision-making increases the employer's understanding of the benefits of innovation, so they have a precise and less ambiguous understanding of how particular characteristics of innovation translate into advantages. Therefore, when people remember to adopt innovative decision-making processes, the adopter connects specific innovative features, including the specific benefits received. They also guide future researchers to examine the integrated model to improve understanding of all the parameters that influence the intent — consumer adoption innovation.

Wee (2003) examined the conclusions in the field of durable electronics in Rogers (2003), seven factors are adopted in new consumers, ranked by importance in the most important aspects of experience, compatibility, comparative advantage and observation, complexity, and graphs. The results of risk perception confirm the intensity of the image.

From interactive activities in the way of individual and product alternative courses, we have found that it has been used in two main ways to understand through new products. A meta-model approach that examines the attributes of a consumer's adoption process and prioritizes the social impact of personal use. The second method uses a contingency model to explore an individual's preparation.

In the first method, according to the theory of communication, the acceptance of new products and applications gradually over time, the word-of-mouth spread of adoption here reduces the uncertainty about the effectiveness of the potential users of the product. The model proposed by the researchers assumes that a heterogeneous group of individuals is at risk. Consumers actively consider, trade and seek socially influential views and decide to adopt and use them. These effects have been categorized according to different structures such as potential customers.

Von Hippel (1986) examined how key users can be orderly identified and how potential users' perceptions and preferences can be integrated into industrial and consumer marketing research analyses of the emerging needs of new products, processes, and services.
Iyengar et al. (2011) studied on controlling the marketing work and extensive changes in the stochastic system, could find the evidence of infection running across network links. More importantly, research also found that the number of infections is monitored by the recipient's perception of their opinion leaders and the number of sources of product use. Another major conclusion is that social measurement and leadership reporting have little to do with different types of adoption behavior, suggesting that they may capture different structures. We will discuss the impact of these new findings on the theory of communication, research, and marketing practice.

Feick et al. (1987) studied the effectiveness of shopping and vouchers; individuals can get information about many products, shopping venues, markets, and provide market information to other consumers. The results show that market veterans are "smart shoppers." They allocate fees, use lists and use advertising plans to buy. Besides, they are coupon users and are very active in offering coupons to others. The meaning of these behaviors is also discussed.

Goldenberg et al. (2009) explored the role of the axis (the person with a large number of social relationships) in communication and adoption. Using data on a large network with multiple implementations, it identifies two types of axes - innovation and order. Contrary to recent complaints, axes are often used earlier in the process of communication, although they are not necessarily innovative. While the Innovation Center has a greater impact on the speed of adoption, the center of followers has a greater impact on market size (total adoption). More importantly, a small number of axes provide true success and can meet the expectations of early failures in the propagation process.

Watts et al. (2007) searched the central idea in the field of marketing and publishing research is that the influences - a minority of individuals who influence an exceptional number of their peers - are important to shaping public opinion. Here they examined this idea, which they called the "hypothesis of effects", using a series of computer simulations for personal effects. In most of the conditions they consider, a wide range of influences is not driven by stimuli but by a critical mass of individuals who are easily affected. Although their results do not rule out the possibility that the effects are important, they suggest that the hypothesis of effects requires more precise specifications and tests than they have received.
Flynn et al. (1996) investigated the development and adoption of multi-component self-reporting metrics to measure opinions and search for specific products or service areas. The concept of opinion leadership is defined, and the search for opinions and previous attempts to measure them are critical and describe the process of developing forms. Five independent studies using data of 1,128 students and adult participants provided sufficient proof to demonstrate the variability, reliability, and effectiveness of the measurements and their maintenance.

Midgley et al. (1978) analyzed good corporate reputation is critical because it can create value, and because of its intangible nature, makes competing companies more difficult. The empirical studies confirm a positive correlation between reputation and financial performance. The article complements these results by showing that relatively reputable companies can maintain higher profitability over time. In particular, they used two complementary dynamic models to analyze the relationship between corporate reputation and financial performance dynamics. The study also removed the overall reputation for predicting past financial performance and the components of the rest and found that each element (orthogonal) supported profit continued to be above average.

Goldsmith (2001) there are a total of 117 students from the student's behavior SPV for three categories of products: snacks, CDs, and skin care. It includes qualitative innovations in field surveys to measure the level of innovation engagement for online shopping. The innovative online subscription preparation will have a more positive connection than the internet usage time, increase the purchase of netbooks, and is more likely to be purchased online in the future, using the internet to download music. Data analysis confirms all of these assumptions. However, some demographic respondents are linked with any of these variables. These results show that the scale of qualitative innovation is this potential reliable measure, the correct is that it is possible to build; and through the innovative function of Internet works, through the prediction of the consumer's creative behavior theory, thereby improving the cycle of these theories, resulting in important information for managers of potential capabilities of e-commerce.

Clark et al. (2006) explored the susceptibility is described as two-dimensional - norms and information. In these areas, they have studied the impact of innovation and attention to comparative social information. We assume that innovation will harm
these two social impacts and that interest in society's comparative information will have a positive impact on them. Data from 305 students involved in the structural equation model containing these assumptions were adopted, which fit the data well. There was a surprise in the analysis: innovation was positively related to information impact. The results show that, despite resistance to normative effects, innovation is still related to the ability to influence information.

Childers et al. (1986) explored describes the development and validation of multi-component self-reporting metrics to measure opinions and search for specific areas of a product or service. The concept of opinion leadership is defined, and the search for opinions and previous attempts to measure them are critical and describe the process of developing forms. Five independent studies using data from 1,128 students and adult participants provided sufficient evidence to demonstrate the variability, reliability, and effectiveness of the measurements and their maintenance.

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Elliot et al., (1993) examined the market structure developed by Feick and Price (1987); was used for experimental studies in the United States, South Africa, Germany, Poland, and Hungary. The study first extended the previous research by using the concept of general concepts in Asian countries (Israel). Also, the study uses market knowledge and leadership as a result of the discovery of behavior or innovation trends. Also, the impact of the concept of 3D exploration behavior and the impact of innovation and innovation on opinion leadership and market presence are compared. Based on a sample of 142 Israeli adult consumers, structural modeling (SEM) was used to test the two models. While both exploration and creativity affect markets and perspectives, the first one is stronger. Moreover, the "new brand experience" is similar to the ability to explore green market behavior, and its impact on opinion leaders is weaker than innovation.
Risselada et al. (2014) came up with a view that it was categorically stated that "social impacts are influenced by different social influence variables." Their findings are essential for conducting referral activities and providing guidance to social media marketers. It is advised that marketers recommend recommendations as soon as possible after launching new products, and the likelihood of recommendations decreases over time. The main gaps in their research included only direct marketing data, ignoring the overall marketing and channel marketing sites.

In the second approach, some researchers studied the concept of optimal differentiation. Social identity derives the uniqueness and individuality and differentiation of needs at one end, and requires similarity at the other end, validating and absorbing variables between individuals on an ongoing basis.

Timmor et al. (2008) examined the excellent model theory, propose alternative concepts to understand the behaviors employed. The theory holds that social identity is derived from the fundamental contradictions between human needs, to verify and similar needs with others, to accommodate the uniqueness and excellence of compensation and the need for identification. This study shows that who has decided to adopt this product for individual consumers to take a new product that affects the size of a group of consumers in two consumer trends: the need for absorption and the need for superior dependence. It shows that 198 respondents' surveys show that based on the perceived different size groupings, the consumer's dual needs for excellence and the absorption of different results are empirically studied. The study concludes that the individual decides a new product is influenced by the consumer who has adopted the product and is willing to vary depending on the size of the individual. Furthermore, when the demand for excellence and absorption is high, as the size of the perceived group increases, the product adopts the possibility increases.

Manning et al. (1995) investigated the structure of consumer novelty and consumer autonomy. They believe that the previous structure is positively related to the early stages of the adoption process, while the latter is related to the subsequent adoption phase. The first refers to the individual's tendency to find a new product, while the latter refers to the extent to which an individual decides to adopt the product without relying on any other person's contact. Also, they reported that the findings of these measures were not specific to the scope but were shared across product categories.
Nejad et al. (2014) studied on the rich literature on the diffusion and adoption of new products, various theories on the mechanism of proliferation, the diagrams of psychographic analysis and the configurations of the early, and their role as market influence from the mid-1950s to existing research have been reviewed and compiled. The research literature on influences in four interrelated areas: influencing others; identifying influence influences. The results of dissemination and integrated theories of social influence and social networks and social learning and presented for initial mechanisms by which consumers affect each other in the dissemination process, to provide a comprehensive review and methodology for existing research on the role of factors of influence and impact in the deployment of new products and provide researchers with an integrated vision and a map for future research. They also recommended directions for future research in three critical areas with the most significant potential for influencing new product marketing decisions, first of which is the development/selection of measures to measure the impact of the impact on proliferation and, secondly, the dynamics of deployments. The time and the third, the role and effects of negative influences.

2.6 Literature Review on Product Price

Fernando Flores et al. (2003) probed and revealed that most companies believe that successful entry into low-income and emerging markets requires lowering prices by offering product features. Further, companies generally think that attracting potential customers is appropriate as a consumer who wants to meet their needs. But this research shows that companies may challenge customers as agents of products that want to build and change lives. Providing customers with productivity-enhancing systems and culturally appropriate products will enable them to ship and succeed in low-income and emerging markets easily.

Battolio et al. (2005) explored the overall structure of a controlled economic environment and reports the results of a series of price changes that induce consumer behavior based on experience. The empirical results demonstrate the appropriateness of the controlled economic climate as a laboratory for empirical analysis of consumer behavior and increase our understanding of consumer behavior, particularly the impact of temporary price changes on the consumption structure.
Rakesh Kumar (2014) examined the effect of price and quality on the four-wheeler market. A cross-sectional analysis of 1,000 respondents was administered through a structured questionnaire. The study will help four-wheeled manufacturers determine their car prices. It will also help them understand their views on the quality of the four cars. It will also help manufacturers make the necessary changes to the price and quality of their products to extract the largest share of the four-wheel market. In this article, we try to find out the impact of price and quality on the durable goods market. Consumer behavior is the process by which an individual decides whether, when, where, how and to whom to buy goods and services. Passenger car sales have increased significantly due to increased disposable income in the rural and urban sectors and facilitated financing from all financial institutions.

2.7 Literature Review on Purchase Intention

In the simplest form, the purpose of the purchase is that the customer may purchase the same product again based on the purchase record. Or you may need a product that guides customers to buy. Customers now plan to buy products and therefore have great potential. It is important to maintain these customers as they may immediately move to another brand, such as the "Replacement Evaluation" phase.

Of course, the customer has his ideas or the experience he wants to buy. For suppliers or companies, the desire to buy will have a strong impact on sales. It's like a gourmet who chooses one of the most popular restaurants in front of another because it likes the best food there.

The Business Dictionary provides us with a definition of purchase intent, using only a few words "as a plan to purchase a specific product or service in the future." However, before a brand can build an intent to purchase its products consistently, it must establish itself as a reliable and reliable trader on the market. Competition in the modern world is stronger than ever, and every new company will be forced to seek a place in the market that will increase over time.

Bain et al. (2016) discussed the background of the research, which provides an overview of the world luxury scenario, and India in particular. The discussion will be based on this research and its importance, which will provide the basis for developing frameworks of different theories in this research to achieve the central objective of capturing the factors that determine the position of the Indian consumer (as opposed
to luxury) such as effect, behavior, and intention to buy luxury brands. This simple desire for comfort, experience, prestige, and exclusivity has driven this sector of the market, which we know to be the world of luxury, over the years.

Emond et al. (2012) studied a comprehensive review and discussion of the literature in the field of investigation. In this chapter, research and related research have been studied and related. They are split into about three parts. In the first part, these concepts are presented around luxury and fashion in the literature on luxury and luxury brands and fashion luxury and luxury consumers. The study carried out with structural variables such as brand awareness, brand awareness, attitude and uniqueness, purchase intentions, and the development of many research and hypotheses. Based on the scope of literature research, the literature gap is identified and discussed later.

Wong et al. (1998) this article has been assigned to the purpose of learning luxury brands, spending in the global luxury market, and equipped with a luxury Indian luxury market to connect India, including India's luxury retail trade. This chapter aims to achieve the first goal of this study. The second section of the article describes the relationship between India and well-being. The distant scenes of India's distant past are independent of the long-term and ever-changing models of the current scenes of luxury India. He also discussed the impact of demonization on the Indian luxury industry. The third involves detailed information on luxury brands in India, and luxury Indian consumers, and sells luxury fashion cities in India where there are many outlets selling fashion luxury stores.

Kotler et al. (2009) determined the consumer perceptions of the various factors that influence brand positioning, to analyze the impact of brand positioning on brand loyalty and the intention to purchase durable consumer goods for Chennai.

Many things that were considered luxury 20 years ago have become a necessity for most people today. LCD / LED TV, refrigerator, washing machine, air conditioner, microwave oven, and other products are no longer a luxury but have become a necessity. With high-income levels, easy access to financing, consumer awareness and the introduction of new models, the demand for durable consumer goods has increased dramatically. This, in turn, leads to fierce competition between various consumer brands in the country and a reduction in the difference between the same consumer products of different companies.
Ries et al. (1981) attempted to understand the customer turnaround decisions; that can be an essential step in establishing, developing and sustaining successful treatment communication. It is designed to help customers by analyzing the relationship between their analysis characteristics (depth, length, and width) with other service provider trends through heterogeneity. The data set used to conduct this study was from a survey of UK technology users. Use the logistic regression to test the proposed hypothesis in a fixed area. This technique relates the characteristics of the relationship to the probability of switching suppliers. The results obtained show that the length, depth, and breadth of the relationship determine the trend of customers moving from fixed line providers. Who maintains a long-term relationship with the company (long), and the services they use are deeper (in-depth) and invest in ancillary services (quotes) that are unlikely to make a change.

Wulff Plinke (2015), investigated on an analysis of the market process, we can conclude that marketing management encompasses all planning, coordination and control processes designed to ensure that the company's objectives are achieved in the relevant competitive arena. Since the competitive situation may threaten the existence of suppliers, marketing is the ultimate strategy for survival.

The company serves the center through cost advantages, time and benefits. In this context, the task of market-oriented management is clear. Strategic decisions determine the competitive position required. An external control loop must be set up, and internal and external control loops should be integrated to achieve and maintain the desired position. Therefore, it is clear that market-oriented management is directly related to strategic decision-making, but for its part, it occupies an intermediate position between the strategic and operational levels and between business priorities and career priorities.

Ms. Rimpy Goyal (2014), studied on consumer preferences for the purchase of selected luxury goods. Purchase intent is one of the most critical concepts explored in the marketing literature. Marketing scientists are interested in buying plan from their relationship with buying behavior. The purpose of the purchase is an implicit commitment to purchase the product again each time the market enters the market (Fandos & Flavian, 2006, Halim & Hameded, 2005). This is very important because the company wants to increase sales of certain products to maximize its profits. The goal of the purchase reflects the loyalty of the customer. Some brand characteristics
have a strong influence on the buyer's willingness to buy. Brand image, product quality, product knowledge, product list, product attributes and loyalty to the brand. This study shows how customers buy, how to attract people to buy branded products, and highlights important aspects that are essential to achieving customer goals.

In this unfamiliar world, market penetration in front of competitors is very difficult and difficult, so it is essential to determine the precise characteristics that consumers need. It helps marketers focus on product features that are closely related to their purchase intent. A customer-centric approach is used to discover user perceptions to understand preferences and wishes accurately. Also, marketing managers are interested in purchasing consumer intent to predict sales of existing and new products and services. Purchase intent information can help managers make marketing decisions related to the high demand for products (new and current products), market segmentation, and advertising strategies.

Sarah Boguslaw (2015), deliberated and explores consumers' intentions and intentions for luxury brands such as Gucci, Chanel, Christian Dior, Versace, Prada, and Yves Saint Laurent, who use different personality traits. In this research, the personal factors used to predict consumers' intentions to purchase these great brands are self-matching, attention to clarity, state requirements, importance, acceptance, and exclusivity. Two studies analyzed consumer motivations and barriers. Interviews are pre-made questionnaires and web-based research. A total of 136 participants attended.

In both studies, the results showed that consumers used many different factors when purchasing luxury fashion brands. Demographics, personal factors, and other triggers/disabilities play a mattering role in consumer decision making. Respondents who participated in Study 1 made it clear that self-identification and exclusive needs play a key role in deciding whether to buy a luxury fashion brand. Besides, price, quality, design and brand image are considered to be the main catalysts/blocks for purchasing luxury fashion products. Study 2 found that population factors such as age and annual income were positively related to the intention to purchase luxury fashion brands. Self-harmony (self-image*) and uniqueness are the most important personal factors. Also, usability and credibility play a central role in consumers' buying intentions.
PEI-JUNG LIN (2009) investigated the online travel purchase behavior of Taiwanese consumers. Multi-method implementation of triangulation: in-depth interviews and participation in observations to explore consumers' online travel buying experience and perception of travel websites; attitudes and perceptions identified in questionnaire surveys and projection technology interview surveys and their impact on travel purchase intentions.

The survey results show that trust can significantly affect the online travel purchase willingness trust cab built by supply factors: supplier reputation and website design. If consumers feel that online travel companies are concerned about mutual benefit, then trust is more likely to be forged. Cultural factors influence consumers' willingness to buy. Consumers often visit and feel more comfortable buying from websites recommended by family and friends.

The study helped to understand trust by explaining the factors that promote belief in the online travel buying environment. Due to the perception of the quality of travel website information, the reputation of suppliers and suggestions from family and friends strongly predict trust, Taiwan online travel companies should focus on them to increase trust and ultimately increase online trading volume.

Kiprotich Leonard Koske (2010) investigated marketing mix factors on Kenya's automotive fuel sales performance has not received sufficient attention. This knowledge gap has spurred this proposed study. The broad goal was to study how products, prices, promotions, and locations can be used to increase the sales of car fuels in Nakuru, especially for general, super and diesel. A survey of selected service stations in the town was selected to determine the impact of 4P on the sales performance of station products. Seventeen motorists and 45 staff members formed samples taken from 15 selected sites. System sampling will be used to select five respondents from each service station. Data collection tools are questionnaires designed and tested by researchers for reliability and effectiveness. It includes five parts: product, price, promotion location, and sales performance. The results of the study will benefit industry participants; marketers, East Africa Petroleum Institute, drivers and regulators (Energy Regulatory Authority). The expected result is that marketing mix elements (4Ps) are key to improving the sales performance of Nakuru Town's oil marketing company.
Daria Maksimova (2018) studied on this paper is core content UGC analysis, consumers with intent to purchase, and determine the relationship between content UGC, and the consumer description of the purchase intention. The goal of this paper is based on the main goal of the thesis project, which aims to define the role of Facebook users in the context of X companies for the UGC created by modern companies.

The thesis project consisted of two main components: secondary research and preliminary research. The second study of the thesis project is based on books, articles and library databases, and is collected from various media market sources and reports. The theoretical framework of the thesis project includes social networking and UGC marketing communication and interpretation, and non-online professionals create UGC. The results show answers to questions related to social networking issues and the use of UGC and Facebook. The analysis is to achieve the goals and main goals of the thesis project. The most common trend in the results is that people have a certain level of confidence in UGC content, and their intention to purchase may be influenced by comments or comments from people who have already purchased.

Rio de Janeiro (2015) scrutinized that North American Content Marketing Association survey, 90% of BC2 marketers are using content marketing and plan to increase their content marketing budget by 60% in the next year. Despite the growth in content marketing, fascinating content production is the second most significant challenge for B2C marketers in 2014 (Pulizzi, 2013). 51% of marketers using content marketing want their content to increase conversion rates (L2, 2014), and only 34% of B2C marketers think they are useful. The results of this study identify some of the chief features of content marketing that marketers should consider when creating content for commercial product pages to increase conversion rates.

Therefore, it is imperative for web developers to understand and assess how visitors use their websites and why they create websites that are appropriate for the shopping process and tasks. Four-fifths of respondents share two-thirds of online consumers, rather than looking for interesting online shopping experiences (Wolfinbarger & Gilly, 2001). Because of the information and entertainment needs, it is important to determine the motivation of the target audience before defining the appropriate content and complexity for the user.
2.8 Research Gap

After going through extensive literature review, it was observed that numerous studies have been conducted in different contexts and countries measuring behavioral intention of customers or customers. Purchase Intentions have been measured by different researchers toward Solar Product, Halal Food Product, Fashion Brands etc taking different dimensions of marketing strategies and intentional theories (Theory of Planned Behavior) but researcher could not find a single study where Purchase Intention of two wheeler customers has been measured using different dimensions of marketing strategies. Moreover, hardly there are few researches which have tried coping the practices of marketing strategies with attaining competitive advantage in Indian two wheeler industry. Apparently, there is dearth of research in the field of research pertaining to automobile industry, particularly two wheeler industry and that research gap further widens up when it comes to measuring the Purchase Intention of two wheeler customers taking various dimensions of marketing strategies along with one of the antecedents of behavioral intention theory which is Social Norms. Henceforth, in this study, researcher took up the challenge to fill this gap by measuring the Purchase Intention among two wheeler customers using different dimensions of marketing strategies along with Social Norms.
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