Preface

Customer is the real owner of the market; they have the strength to put any company in the zenith or can shows them the path of nadir. Now the challenge came out to judge the consumer behavior or to read the psychology of the consumer. As the world is growing with new technologies, concept, theories, views, it results high and aggressive competition. Many of the techniques and strategies are working in the market to boost their product or services. Majorly the marketer dominated sources like advertisement, personal selling, etc. are performing well in the market, but some of the non marketers dominated sources like reference group, word of mouth, celebrities, opinion leaders, etc are also showing significant impact on the consumer behavior and so on in the market. It has been witnessed by many of the researchers that reference group plays vital role in influencing an individuals and no one is untouched of it. Basically the reference group influence is divided in three category, Informational Influence (to get informed), Utilitarian Influence (to follows the norm) and Value Expressive (to enhance image). This study aims to check the consumers’ susceptibility to reference group influence on TV/LCD, DTH, Bike, Smartphone and Refrigerator in the state of Chhattisgarh.

The above paragraph introduces the theme of present Ph.D. work. It is an attempt to check the reference group influence on consumers’ behavior with respect to five selected products. The first chapter of the study furnishes the theoretical background of the study. This chapter has six subdivisions which supports the study in framing further chapters.

The second chapter is based on review of related literature that helps in understanding the depth of the topic. Many of the researchers had tried to find out the influence of reference group on the consumer and other factors associated with the consumers’ influence. This chapter includes the review of research papers based on reference group influence on buying behavior, reference group influence before buying and at the time of buying, reference group influence in
product and brand selection and consumer susceptibility to reference group influence for buying. The studies of related literature indicate that there are variations in influencing factors that influence consumers and it varies conditionally. This chapter also represents worth of reference group influence on consumer buying decisions.

In the third chapter the contents of research methodology adopted in the study was described. This chapter highlights the purpose of the study, objectives, hypothesis and research design for the study, collection of data, statistical techniques to analyses the data. For the purpose of the study three major cities of Chhattisgarh (Durg, Raipur and Rajnangaon) was selected. This chapter also reflects the techniques of data collection and progress of the study. The fourth chapter includes the analytical part of the study with the interpretation of data collected from respondents of Durg, Raipur and Rajnangaon cities of Chhattisgarh. ANOVA, Mean and Percentage Analysis statistical techniques were used to check the response of selected respondents. Interpretation of data facilitate in concluding the study and analyzing research gap. This chapter support in formulating the following chapters. The fifth chapter talks about the major findings of the study. The conclusion was drawn from the findings and the recommendations for future researchers, academicians and marketers were established in this chapter.

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