REVIEW OF LITERATURE

2.1 INTRODUCTION

In this chapter an attempt has been made to review the related literature on the previous studies, to identify the research gap. The literature reviews on the previous studies made has been synchronized in the following manner

I. Reviews of Related studies in India.
II. Reviews of Related studies in Abroad.
III. Identified Research Gap.

2.2 REVIEW OF RELATED STUDIES IN INDIA.

Dr. Ramesh Sardar (2012) on his article “Brand Preference of Passenger Cars in Aurangabad District” detailed that the analysis of marketing, a consumer behavior and brand preference of passenger car is carried out in Aurangabad district of Maharashtra state. As a result, focusing on an industry where brands, marketing knowledge and distribution networks have been important determinants in the growth and survival of firms. It reaches distinct conclusions. The article illustrates the analysis and interpretation of data. Finally it concludes with findings and recommendations of the study which may be useful for general public as even the manufacturers and dealers can understand the dimensions reflecting brand preference of passenger cars and impact of all these factors on customer satisfaction³.

³ Dr. Ramesh Sardar (2012) on his article “Brand Preference of Passenger Cars in Aurangabad District” International Journal of Multidisciplinary Research Vol.2 Issue 3, ISSN 2231 5780 www.zenithresearch.org.in
Dr. Shendge (2012) on his study “A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to Navi Peth Area in Solapur City” viewed that Chocolate is liked and eaten by all age group of people.

Attiya Kanwal (2011) on his study “Consumer preference of International brands over local brands” aimed at determining consumer preference of international brands instead of national or local brands. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. If a consumer is satisfied with a product, he will buy it again, become loyal and over time develop a relationship with the brand. There are various factors which influence consumer purchase decision. The price of a brand plays a fundamental role in the consumer’s choice of brand. If a brand is priced too high then a consumer will avoid it. The price of a brand is an indication of the quality of the brand as well. The country of origin of products is another cue used as a sign of quality of a product. Products from developed countries are perceived to be of better quality. Other factors include fashion, family and friends, brand name, availability, advertising campaigns etc. The sample for this research is taken from Islamabad and Rawalpindi. Simple random sampling was the technique used and the sample size was 100. Data collected for research was through a questionnaire, which was distributed among both males and females of various age groups and income levels. Calculations were then analyzed and interpreted using percentage of respondents and frequency distribution.

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4 Dr. Shendge (2012) “A Comparative Study of Consumer Preference towards Cadbury and Nestle Chocolates with Special Reference to Navi Peth Area in Solapur City” Solapur University, Solapur.
Consumers are seen to give preference to international brands if asked to choose between an international brand and a national brand. Consumers regard international brands to be of better quality, more durable and reliable. Furthermore, they are more price and quality conscious and not very brand loyal. Local companies need to emphasize on the quality of their products in advertisements and their advertisements need to be more targeted and up-beat to attract the younger market segment.\(^5\)

**Kaberi Bhattacharyya (2011)** in his study “The Role of Media in Influencing Customers’ Brand Choice: Some Observations” told that a brand has arrived in the market, is alive and kicking or simply pulling on. Similarly, generations of customers are made known that a brand has still remained relevant in the changing context of time and space. Leveraging on the charm of audio and video, brands engulf our senses and succeed in becoming an intrinsic part of our lives. While the trust earned by them is directly proportional to their attributes and functionalities, the buzz created around the brands by the media helps them break the clutter of competition and stay vibrant in the consumers’ minds. Creative juices give birth to myriad themes, processes, colours and themes and familiar and not-so-familiar faces take them forward. Although advertisements traditionally remain the sheet anchor, brands use other above-the-line and below-the-line techniques to gain an edge or grab eyeballs. All these definitely has fuelled consumerism and the responsibility for developing the consumerist culture that have taken a vice like grip over our lives and its catastrophic impact on the natural environment can be ascribed

\(^5\) Attiya Kanwal (2011) “Consumer preference of International brands over local brands” Field research U.P. Technical University, Lucknow
to a large extent on the burgeoning media. But the irony is that it is the media again which has declared these wrong-doings to the public and implicated the corporate or the brands into the muddle. This has again thrust upon these brands or their mentors to engage in clean or green activities that would resuscitate their image wholeheartedly.

**Prof. R.C.S. Rajpurohit and Dr. M.L. Vasita (2011)** on their study “Consumer Preferences and Satisfaction towards Various Mobile Phone Service Providers an Exploratory Study in Jodhpur City, Rajasthan” conducted that on 250 mobile phone users of various mobile phone service providers such as Vodafone, Airtel, BSNL, Reliance, Idea, Tata Indicom and few other players. The results derived from the study indicate that the factor that induces the consumers to buy a particular mobile phone operator is call tariffs followed by network coverage and brand image. The study also highlights that majority of respondents are satisfied with the value added services offered by their mobile phone service providers. The findings derived from the study will be helpful for mobile phone service providers in deciding and implementing their sales strategy for the promotion of mobile phone services.

**M.Sathish (2011)** in their study “A Study on Consumer Switching Behaviour in Cellular Service Provider with reference to Chennai” stated that Indian mobile market is

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one of the fastest growing markets and is forecasted to reach 868.47 million users by 2013. India has seen rapid increase in the number of players which caused the tariff rates to hit an all time low. This allowed the players to target the low income population thereby increasing the market share. The availability of a number of subscriber options for consumers and varied tariff rates of each player, lead the consumers to switch between service providers. The objectives of the study are to find the factors that influence the consumers in switching the service provider and to delve into finding out the likeliness of switching the service provider. The type of research used for this study is descriptive research design. The area covered under this study was Chennai due to availability of well mixed population base in Tamil Nadu. A well structured questionnaire was designed and administered to collect samples across Chennai. Due to high population and need for variety of respondents, Cluster Sampling method was chosen. The sample size was 112. The variables considered for the study are Consumer demographics, Consumer satisfaction with existing service provider, Factors influencing the switching behaviour and factors that affect the switching behaviour of consumers and these were grouped into 4 categories namely customer service, service problems, usage cost and others. The results from the study reveal that call rates plays the most important role in switching the service provider followed by network coverage, value added service and customer care while advertisement plays the least important role. It is found that there is a relation between switching the service provider and the factors (customer service, service problem, usage cost, etc.). After analysing the findings of the study, we
propose that the mobile providers concentrate on increasing network stability and setting
tariff rates competitively.$^{8}$

**Dr. Shrinivas Patil (2011)** on their article “A Relative Analysis on Customers’
Satisfaction of Microwave oven: Study on Select Companies” pointed out that the
customer satisfaction is the key for company’s boom and sustainability of today’s
competitive marketing world. A company ought to know their customers’ sense towards
products and services. The study enables firms to scrutinize the changes in customer
satisfaction, so that company can act swiftly to satisfy them. Appraisal of customer
satisfaction for unrelenting perfection is a prerequisite for any company. Customer
retention is also money-spinning; companies will amplify profits by having better
customer loyalty and satisfaction. Customers who are discontented tell twice as many
people about it as compared to contented ones. The Indian microwave oven
manufacturing companies like Videocon, Onida are having convincingly good products
and also they are priced comparatively less with foreign players. The market statistics in
India indicate that foreign companies LG, Samsung, IFB have achieved greater heights.
The Indian key players Onida and Videocon are not able to get a bigger pie. The study
aims to analyze the satisfaction level of customers towards microwave oven products of
LG, Onida & Videocon. The sample size of 300 respondents is taken from three major
cities like Hubli, Dharwad and Belgaum of North Karnataka. Thus it is analyzed with

$^{8}$ M.Sathish, K.Santhosh Kumar, K.J.Naveen and V.Jeevanantham (2011) “A Study on Consumer Switching
Behaviour in Cellular Service Provider: A Study with reference to Chennai” Far East Journal of Psychology and
Business Vol. 2 No 2.
statistical tools like standard deviation, arithmetic mean and testing hypothesis with chi-square test\textsuperscript{9}.

**Prof Shital Vakhariya and Dr. Vilas Chopde (2011)** in their study on “A Study of the Consumer Preference of Private Labels over National Labels in Apparel Segment of the Departmental Stores in Nagpur Region” pointed out that as per FICCI Ernst & Young 2007 report, (taken from- The Marketing White book 2009-10), the retail sector in India was worth $280 billion, out of which organized retail worth $14 billion. In the beginning of 2010, contribution to private sector in Garment segment to total turnover is 10% and it is expected to cross 20% by 2012. As per the BMI India Retail Report, for the third-quarter of 2010, forecasts the total retail sales will grow from US$ 353 billion in 2010 to US$ 543.2 billion by 2014. With the expanding middle and upper class consumer base and increase in disposable income, the scope of organized retailing is widening in India store brands. It has also started capturing the market share from national brands. Almost every retailer is coming out with their own brands, trying to increase the number and the categories of private brands as their efforts are paying off. The fight between national brands and Private labels is getting and tougher and interesting. Store brands provide value for money to customers and higher margin to retailers. The research paper highlights the past of national brand/private label competition. It is a study to understand the category specific factors which affect the consumer preference for private labels.

\textsuperscript{9} RajendraPrasad.K.Hanagandi, Dr Filipe Rodugues and Dr. Shrinivas Patil (2011) “A Relative Analysis on Customers’ Satisfaction of Microwave oven: Study on Select Companies” THAVAN IJRMM Vol-01: No- 01 Oct-Dec 2011
versus National brands. This paper aims to investigate the consumers’ brand preference for National versus private labels especially in Apparel segment. Wherever possible manufacturers has to provide discounts and more margins to their major key retailers by sales promotion targeting towards customers and retailers. Marketers of national brands must start to partner with their profitable retailers by considering their strengths. Innovate and focus strategy is needed in order to remain competitive\(^\text{10}\).

**U. Thiripurasundari and P. Natarajan (2011)** on their study “Determinants of Brand Equity in Indian Car Manufacturing Firms” stated that brands have become increasingly important components of culture and the economy, now being described as “cultural accessories and personal philosophies”. Brand Building process is a value addition technique which projects the image of the product, the company and the country at large. To study the problem effectively, car industry is chosen taking into the account the emergence of many new brands of the car product in the recent past. The objective of the study is to describe the measuring Models of Brand Equity applicable to Car Industry. The results of the study show that brand preference and brand loyalty plays an important role in creating brand equity. These components of brand equity must be coherent in their actions so that consistent image of the firm is realized and value by customers. This paper gives an empirical outcome of the determinants of brand Equity with special reference to Indian Car Industry\(^\text{11}\).

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Prof. Lakshmi Nair (2011) in her study “Private Labels Brands in Food & Grocery: The Changing Perceptions of Consumers & Retailers in India- A Study in the Pune Region” viewed that the private labels or store brands are on escalating journey for growth in last few years in Indian market. The growth of private label brands (PLBs) is quite impressive in food and grocery segment, in spite of presence of leading national manufacturers brands in most of the categories. Though, initially PLBs were considered as cheap alternatives and therefore visible in copycat and generic categories, today they are apart of well defined retail mix strategy, are developed in value innovators and premium categories for profit maximization and customer loyalty. This paper examines the growth of these PLBs internationally and among Indian retailer, mainly in food and grocery segment. It investigates the perceptions of consumers for PLBs and their involvement in purchasing of such PLBs in the retail segment. The purpose is to analyze unique PLB associations in the minds of consumers so as to gauge the customer loyalty, consumer preferences and shopping behavior, and thereby add to retail brand equity.

Annamalai Solayappan, Jothi Jayakrishnan (2010) on their article “Customer Preference for Branded Computers with Special Reference to Post Graduate Students” noted that purchase decision making is a complex amalgam of needs and desires. It is influenced by factors such as consumer's societal role, social and cultural environment, aspiration and inhibitions. In this article, the researcher’s tries to find out the customers’

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preference for branded computers. Exploratory research has been made with postgraduate students of various disciplines in leading institutions in Chennai to find out the most important factors influencing the purchase of branded computers. After the influencing factors are identified, a self-structured questionnaire has been developed with 5 point scale. It was circulated to the postgraduate students of Arts, Science and Professional courses. Factor analysis and ANOVA have been employed to establish the important influencing factors on the purchase of branded computers and differences of opinion among the students. According to this study, Quality, Specification / Configuration, Reasonable price, Credit, Service, Experience person, Offers, Style, Guarantee, Warrantee and Product availability are the inducing factors for the purchase of branded computers among post graduate students of Chennai.

**Desh Raj Singh (2010)** on his study “A Comparative Study of Customer Satisfaction toward Performance of Hero Honda, TVs and Bajaj Bikes” pointed out that Most of the Flame, Apache, Pulsar, CBZ & Karizma are purchased by young generation 18 to 30 years because they prefer stylish looks and rest of the models of Hero Honda, TVS and Bajaj are purchased more by daily users who needs more average of bikes than looks. Hero Honda is considered to be most fuel-efficient bike on Indian roads. Service & Spare parts are available throughout India in local markets also. While buying a

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13 Annamalai Solayappan, Jothi Jayakrishnan (2010) “Customer Preference for Branded Computers with Special Reference to Post Graduate Students” project report, Annamalai University, Tamilnadu, India
motorcycle, economy is the main consideration in form of maintenance cost, fuel efficiency. Majority of the respondent had bought their motorcycle more than 3 years\textsuperscript{14}.

\textbf{Dr. D. Kamalaveni, Dr. S. Kalaiselvi, and Ms. P. P. Saranya Devi (2010)} in their study “Buying Decisions of Mens’ Shirts: Single Brand Show Rooms Vs Multi Brand Retail Outlets Perspective” stated that India is witnessing change in life styles of large section of the population. The need to understand the emerging markets and consumers has become a big challenge for the corporate world especially in creating and managing a powerful brand. By developing a powerful brand, corporates can establish 'brand equity' and the equity assists firms in a variety of ways to manage competition and to maintain market share. Branding is one of the most effective competitive tools and it is a challenging task for the marketer to nurture a brand into a strong, profitable brand. Today's brands are more visible than those in the past. They are everywhere-on the TV hoardings, posters and print media. Brands while proclaiming their positive qualities pull down those of their rivals. Intangible assets such as brands, patents and know-how have become increasingly dominant elements of company value. Brands are widely recognized as corporate assets but have been historically evaluated based on non financial attributes like awareness, recognition and perceived value. Every marketer instinctively knows that his or her brand is valuable. Brand value is represented by the premium price a company gets at the time of transfer of ownership. However, the value for on-going business is

\textsuperscript{14} Desh Raj Singh (2010) “A Comparative Study of Customer Satisfaction toward Performance of Hero Honda, TVs and Bajaj Bikes” Field research U.P. Technical University, Lucknow
determined by the important financial term “Goodwill”. Buying behaviour of men on branded shirts are changing one. A number of people visit the showroom with a brand in mind because the quality and comfort of that brand are suitable for them. Most of the youth are not giving much importance to any specific brand because they go for smart look and different style only. An attempt is made in this study to assess the buying behaviour in respect of mens’ shirts in single brand showrooms or in multi brand shops.

**Dr. S. Subadra (2010)** on their study “Consumer Perceptions and Behaviour: A Study with Special Reference to Car Owners in Namakkal District” reviewed that the market is now predominantly consumer driver. The focus is shifting for product based marketing to need based marketing. Consumer is given many options to decide. Passenger car segment is no exception to this general trend. An effective market communication is imperative for reaching the target audience. So it is important that we study the consumer perceptions and behaviour of the car owners which will give us feedback on how marketing strategies can be worked. Namakkal town in Tamil Nadu State, which is in the southern part of India, has a progressive and growing market for cars. This down was selected for this study. Pre-testing was done by an Interview schedule which was developed and administered to a convenient sample of twenty five car owners. A Simple Random sampling technique was adopted in the study to select the sample respondents. As the size of the universe is restricted, the study has been

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conducted on the respondents who are the owners of all the segments of passenger cars. A total of 350 Interview schedules were prepared and out of this, only 327 interview schedules were filled up and collected. Data were collected through an interview schedule regarding perception of the respondents on the usage of cars. The following tools were used in testing the hypotheses and in the analysis of the data. Descriptive statistical tools such as Percentage, Mean, Median and Standard deviation have been used to describe the profiles of consumers, preferred product attributes and level of satisfaction. ANOVA, t-Test and F-Test have been used to test the significant differences between the groups of respondents in their perception and satisfaction for selected independent variables like age, sex and income. Chi-Square test has been used to test the association between the consumer demographic characteristics and preferred product attributes and satisfaction. Multiple regression analysis has been used to study the influence of income and lifestyle on overall satisfaction level of the respondents. Correlation analysis has been used to establish the relationship between ‘the factors which influenced the purchase’ and ‘the factors which favoured the level of satisfaction’. Factor analysis is employed to identify the key factors responsible for the consumers’ purchase of cars and level of satisfaction after purchase. Cluster analysis has been used to identify the consumers with similar tastes and preferences with respect to purchase of car. The study throws light on various features that the manufacturers should concentrate on to attract the prospective buyers. This study concludes that consumer behaviour plays a vital role in marketing cars and there is more scope for extensive research in this area\textsuperscript{16}.

\textsuperscript{16} Dr. S. Subadra, Dr. K. M. Murugesan and Dr. R. Ganapathi (2010) “Consumer Perceptions and Behaviour: A
G. Vani, M. Ganesh Babu and N. Panchanatham (2010) in his article “Toothpaste Brands – A Study of Consumer Behavior in Bangalore City” focused that the external factors like demographic, social, cultural, price, quality, product attributes etc for buying toothpaste. The market share of any product is highly determined by the purchasing behavior of the consumers. Following study is conducted by the researcher to find out the behavior of the consumers, to analyze the preference of consumers, and consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire; Simple random sampling technique was adopted for selecting the consumers.

Prof. Praneti Shah Mehta Priyam and Umesh Lukhi (2009) in their study “Purchase Pattern of consumers for Consumer Durables along with Preference towards Organized & Unorganized Retail Formats” stated that the consumer durables market is expected to grow at 10-15% in 2007-2008. It is growing very fast because of rise in living standards, easy access to consumer finance, and wide range of choice, as many foreign players were entering in the market with the increase in income levels, easy availability of finance, increase in consumer awareness, and introduction of new models, the demand for consumer durables has increased significantly. Products like washing...
machines, air conditioners, microwave ovens, color televisions (C-TV) were no longer considered luxury items. However, there were still very few players in categories like vacuum cleaners, and dishwashers Consumer durables sector is characterized by the emergence of MNCs, exchange offers, discounts, and intense competition. The market share of MNCs in consumer durables sector is 65%. MNC's major target is the growing middle class of India. MNCs offer superior technology to the Consumers whereas the Indian companies compete on the basis of firm grasp of the local market, their well acknowledged brands, and hold over wide distribution network. However, the penetration Level of the consumer durables is still low in India. Indian Consumer durables market used to be dominated by few domestic players like Godrej, Voltas, Allwyn and Kelvinator. But post liberalization many foreign companies have entered into Indian market dethroning the Indian players and dominating Indian market the major categories being CTV, Refrigerator, Microwave Oven and Washing Machines. India being the second largest growing economy with huge consumer class has resulted in consumer durables as the fastest growing industries in India. LG, Samsung the two Korean companies have been maintaining the lead in the market with LG being leader in almost all the categories. The rural market is growing faster than the urban market, although the penetration level is much lower. The CTV segment is expected to the largest contributing segment to the overall growth of the industry. The rising income levels double-income families and consumer awareness were the main growth drivers of the industries.\(^\text{18}\)

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\(^{18}\) Prof. Praneti Shah Mehta Priyam, Umesh Lukhi (2009) “Purchase Pattern of consumers for Consumer Durables along with Preference towards Organized & Unorganized Retail Formats"
Varun T.C. (2008) in his study “Consumption Behaviour of Coffee and Tea in Karnataka” mentioned Coffee and tea are drunk in most countries, but typically one predominates. Coffee is the preferred drink in Europe and America, and tea elsewhere. Until the early eighteenth century, coffee production and consumption was confined to the Islamic World and tea production to East Asia. European traders altered this pattern dramatically. The present pattern of coffee consumption is influenced by income per capita and that of tea is not. Religious influence played some part in the early development of both tea and coffee but have little relevance at the present. In the past, coffee was regarded as an "old fashioned" beverage for older people, with just two flavours regular and decaf. Coffee, of late has become relevant and contemporary. Coffee houses or bars have sprung up across the country, making coffee an important part of social gathering places. In many communities, coffee bars have become innovative: some provide personal computers so that customers can surf the Net, while others provide match-making services. There is a wide variety of coffee offerings, from size, flavour, preparation and toppings and plenty of gourmet and specialty shops to provide them. For the last few years, new product trends have been driven specifically by consumer demand for more complex, upscale coffee, both in and outside of their homes. The increased sophistication of the coffee drinker’s palate means that coffee as a whole is moving away from the “Cuppa - Joe” image and towards a richer, more complex drinking experience. So, as the trend towards single cup preparation at home is building more and more
momentum, packaging innovators are looking at how-to best present pods to these consumers on retail shelves\textsuperscript{19}.

**Wong Foong Yee AND Yahyah Sidek (2008)** on their study “Influence of Brand Loyalty on Consumer Sportswear” investigated that how the respondents are influenced by factors of brand loyalty towards sportswear brands. Previous research adopted seven factors to test in the Malaysian environment. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment. Brand name has shown strong correlation with brand loyalty. In order to increase customer satisfaction and drive them to be brand loyalists, marketers are encouraged to develop aggressive marketing programs. Questionnaires were distributed and self-administered to 100 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, service quality and store environment) with sportswear brand loyalty. Study of more focused factors that are appropriate to the Malaysian environment is recommended in order to obtain accurate information\textsuperscript{20}.

**Mr. K. Sivakumar (2007)** on his article “Consumers Attitude towards the Products of Indian and Multi National Companies - A Comparative Study with Reference to

\textsuperscript{19} Varun T.C. (2008) in his study “Consumption Behaviour of Coffee and Tea in Karnataka” Thesis report, University of Agricultural Sciences, Dharwad-580 005

Electrical and Electronic Products” stated that the entry of MNCs in India leads to exit of certain Indian companies of various industries. However Indian people compromise to purchase Indian products, if they had quality and special features in those products also.

People are interested to buy the MNCs products not only for quality or for product features but also for cost, brand image, service, social status and host number of other factors. The growth of MNCs product in 2007 has crossed the $33 billion mark. The impact of MNCs product in Indian industries should play a positive role by framing same rules and regulations as framed for domestic countries. The study attempts to research about the consumer attitude towards Indian and MNCs products for electrical and electronic products in Chennai city and develops various aspects about the use of Indian and MNCs products for various reasons\(^\text{21}\).

**Smriti Bajaj (2007)** in his study “Consumer Perceptions of Global and Local Brands in the Indian Retail Industry” pointed out that the purpose of this dissertation is to investigate, in an emerging market, consumer attitudes towards local and foreign brand purchases against a background of factors like Culture, Country of Origin, Product quality and services. A comprehensive model broadens knowledge on consumer behaviour by incorporating the above mentioned factors. India is the emerging market studied. A total of 18 respondents were interviewed face-to-face using a semi structured questionnaire in the city of Mumbai and Indian students studying in the United Kingdom.

\(^{21}\) Mr. K.Sivakumar (2007) “Consumers Attitude towards the Products of Indian and Multi National Companies - A Comparative Study with Reference to Electrical and Electronic Products”, International Journal of Engineering Science and Technology (IJEST)
It was found that the quality of global brands was perceived to be generally higher and superior to local brands. Most consumers also associated greater accessibility of foreign brands in the Indian market with better quality at lower prices. Indian consumers were not prejudiced against foreign brand names. In fact, they evaluated them higher on technology, quality, status and esteem than Indian brands and attributed higher credibility to those countries of origin. This study adds to the body of knowledge about consumer behaviour and their perceptions of global vs. local brands, in a massive and fast developing market. As companies become global, managers must possess a thorough understanding of the attitudinal and behavioural characteristics of emerging consumer markets, because what is known about consumers in one part of the world is not applicable to consumers in other parts.

**Usha.V (2007) in her study “A Study on Buying Behaviour of Consumers towards Instant Food Products in Kolar District” stated that In India, majority of food consumption is still at home. Nevertheless, out-of-home food consumption is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits. Hence, Instant Food Products came into light, which originated in Japan with Instant noodles and had its beginning in India in 80’s, are found today in the kitchen shelves of India.**

every Indian household. The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people were in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. Capitalizing this situation, business houses ranging from small time manufactures to multinational corporations have started innovating and commercializing “easy to cook food items” like noodles, vermicelli, gulab jamun, instant idli, vada, dosa mix etc. that are otherwise called instant. The instant food products are not only easy to cook but also have a significant role and place in the celebration of the family functions and religious functions of the people\textsuperscript{23}.

**Banumathy and Hemameena (2006)** on their article “Analysis of brand preference of soft drinks in the global environment” while studying consumer brand preference with respect to soft drinks, found that after globalization most of the consumers like the international brands such as Pepsi and Coco-cola. Consumers preferred a certain brand or a particular drink mainly because of its taste and refreshing ability\textsuperscript{24}.

**Malte Friese, Michaela Wänke and Henning Plessner (2006)** on their study “Implicit Consumer Preferences and Their Influence on Product Choice” pointed out that

\textsuperscript{23} Usha.V (2007) “A Study on Buying Behaviour of Consumers towards Instant Food Products in Kolar District” University of Agricultural Sciences, Dharwad-580 005

the theories in social psychology assume that people may have two different attitudes toward an object at the same time one that is explicit and corresponds with deliberative behavior, and one that is implicit and corresponds with spontaneous behavior. The research presented in this article tested this assumption in the consumer domain with an experimental approach. Participants whose explicit and implicit preferences regarding generic food products and well-known food brands were incongruent were more likely to choose the implicitly preferred brand over the explicitly preferred one when choices were made under time pressure. The opposite was the case when they had ample time to make their choice. On the basis of these results, the discussion stresses the importance of impulsive behavior and implicit measures for research in the area of consumer behavior\textsuperscript{25}.

\textbf{Narang (2006)} in his study “A study on branded foods” opined that, a buyer does not stick to one brand in case of food purchasing. They should be able recall different brand names when they go for purchase. Repetitive advertising can be used to promote brand recall. The product should be associated with style and trend, so that it appeals to the youth and the brand name should be developed as a fashion statement. Promotional schemes such as discounts and free offers with purchase were suggested to increase rates\textsuperscript{26}.

\textsuperscript{25} Malte Friese, Michaela Wänke and Henning Plessner (2006) “Implicit Consumer Preferences and Their Influence on Product Choice” Psychology & Marketing, Vol. 23(9): 727–740 Published online in Wiley InterScience (\url{www.interscience.wiley.com})

Shyamala Mathan Sankar (2006) on his study “Consumer Perception of Global vs. Local Brands: The Indian Car Industry” said that consumer perception of global brands vs. local brands in the Indian car industry. Consumer brand perceptions have substantial implications in Marketing. The study explores and understands consumer perceptions of global and local car brands in India by accomplishing the secondary objectives. The secondary objectives were achieved by highlighting the factors that affect consumer preference for global brands; by examining the effects of country of origin on consumer perceptions of global brands and local brands; and by studying the effects of consumer ethnocentrism towards global brands. For creating a deep understanding of consumers’ insights of global car brands against local car brands, qualitative approach was adopted with an in-depth and semi-structured interview process. Interviews as a qualitative tool helped the researcher to uncover individual’s covert feelings and emotions towards perception of global brands vs. local brands. The findings of the study advised that the consumers who possessed global car brands, preferred their car brands due to factors such as global presence, worldwide reputation, and quality of being a foreign make. Prestige or status had a very little or no influence in their preference for global car brands. Consumers made favorable perceptions of the country, wherein they tend to associate factors such as superior quality, technical advancements, modernization, etc…to the country from which the brand had taken its origin. Consumers who owned a local car brand evaluated the local brand in a favorable manner, wherein they tend to associate the brand to India’s strong automobile sector that makes quality and technically efficient cars. The study found to have both non-ethnocentric consumers and consumers
who were low on CET. Most of the respondents perceive local brands to be good in India, but not as good as the global ones in quality, technical expertise and designs of the cars\textsuperscript{27}.

**Vincent (2006)** in his article “A study on brand consciousness among children and its effect on family buying behaviour in Bangalore city”. elicited that quality was an important factor that draws consumer towards branded products. Branded products were accepted as good quality products. People do not mind paying extra for branded products, as they get value for money. Media is a key constituent in promoting and influencing brand. A child’s insistence affects family’s buying behaviour. Children are highly aware and conscious of branded items. Although unbranded products sometimes give same satisfaction as branded products, customers would still prefer to purchase a branded product\textsuperscript{28}.

**Aron M. Levin (2005)** in their study “A Multi-Attribute Analysis of Preferences for Online and Offline Shopping: Differences across Products, Consumers, and Shopping Stages” stated that a multi-part survey was administered to assess how product attribute evaluations drive differences in online/offline shopping preferences between products, between consumers, and between stages of the shopping experience. Two groups of participants - a student sample and a sample from a national survey panel - were asked to rate their likelihood of shopping online or offline for each of a series of products, both at


the search stage and at the purchase stage. They were then asked to rate the importance of attributes that might have differential importance for products like clothing and books, and to rate the extent to which they thought each attribute was delivered better online or offline. For both samples, differences in importance weights assigned to attributes that favor online shopping and attributes that favor offline shopping were key predictors of observed differences in shopping mode preference across products and across consumers.29

Adeolu B. Ayanwale (2005) in their study “The Influence of Advertising on Consumer Brand Preference” mentioned that the proliferation of assorted brands of food drinks in the country has led to cut-throat competition for increased market share being witnessed among the operators in the food drink industry. When competition is keen and the consumers are faced with brand choice in the market, it becomes imperative for the manufacturers to understand the major factors that can attract the attention of buyers to his own brand. These then form the basis for marketing panning and action. This study, which was based on a survey of 315 randomly selected consumers of food drinks in Lagos, Ibadan and Ile-Ife, cities in Southwestern Nigeria, examined the role played by advertising in influencing consumers’ preference for Bournvita, which is one of the leading food drinks in the Food and Beverage industry in Nigeria. Results revealed that both male and female and different age groups were equally influenced by advertising in

their preference for the brand. 38.73% of the consumers showed preference for Bournvita out of the various brands of the food drink studied. The major reasons advanced for the preference are its captivating advertising (42.62%) and rich quality (40.16%). TV advertising was most preferred by 71.43% of the respondents of all the media used in advertising Bournvita. The need for high preference to advertising is therefore highlighted for companies that want to not only retain their market but take positive steps to increase their market share.

Kubendran and Vanniarajan (2005) in their study “Comparative analysis of rural and urban consumers on milk consumption” studied that, the change in consumption pattern was due to changes in food habits. If income and urbanization increase among consumers, the percentage of income spent on consumption increased. The urban consumers preferred mostly branded products compared to rural consumers. The most significant factors influencing buying decisions were accessibility, quality, regular supply, door delivery and the mode of payment.

Dr. K. Mallikarjuna Reddy (2005) on her study “Consumers Behaviour towards Two-Wheeler Motor Bikes” stated that the marketing concept is consumer oriented and the emphasis is more on the consumer rather than on the product. The essence of modern marketing lies in building of profit along with creating meaningful value satisfaction for

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the costumers, whose needs and desires have to be coordinated with the set of products and production programmes. Therefore, marketing success an enterprise depends as its ability to create a community of satisfied consumers. All the business activities should be carried out in ways which are directed towards the satisfaction of the consumer needs\textsuperscript{32}.

\textbf{Ramasamy (2005)} in their article “Consumer Behaviour towards Instant Food Products” reported that the buying behaviour is vastly influenced by awareness and attitude towards the product. Commercial advertisements over television was said to be the most important source of information, followed by displays in retail outlets. Consumers do build opinion about a brand on the basis of which various product features play an important role in decision making process. A large number of respondents laid emphasis on quality and felt that price is an important factor while the others attached importance to image of manufacturer\textsuperscript{33}.

\textbf{Nagaraja (2004)} on his article “Consumer behaviour in rural areas: A micro level study on consumer behaviour in Kavi mandal” opined that, buying behaviour is very much influenced by experience of their own and of neighbour consumers and his family.


Above all, the quality of the product and its easy availability were the primary and the vital determinants of his buying behaviour\textsuperscript{34}.

\textbf{Rajarashmi and Sudarsana (2004)} in their study “Buyer behaviour of home appliances with special reference to microwave products in Bangalore city” revealed that, almost all sample respondents preferred branded products and if their favorite brand is not available in the retail shop, they will go for another store and purchase their favorite brand. If it is not available in the market, the respondents were ready to postpone their purchase decision\textsuperscript{35}.

\textbf{Nandagopal and Chinnaiyan (2003)} in their article “Brand preference of soft drinks in rural Tamil Nadu” studied that the level of awareness among the rural consumers about the brand of soft drinks was high which was indicated by the mode of purchase of the soft drinks by “Brand Name”. The major source of brand awareness was word of mouth followed by advertisements, family members, relatives and friends\textsuperscript{36}.

\textbf{Sampathkumar (2003)} in his article “Brand Preferences acidity of soft drink market” found that in rural market about 37.50 per cent of consumers preferred Thumbs-up (urban 30%), followed by Coca cola (28.50%) (urban 37.50%), Pepsi 12.50 per cent


Most of the urban consumers (67.00%) purchased soft drinks in nearest Kirani stores (rural 73.00%), followed by super bazaar (27.00%) (rural 26.00%) and others (6.00%) (rural 1.00%). The method of physical distribution played very vital role in company’s success and failure in the market. Transportation was among the major functions of physical distribution. Transport adds time and place utility for the product. 

**Gaur and Waheed (2002)** on their study “A Study of buying behaviour for branded fine rice” conducted a study on buying behaviour for branded fine rice in Chennai and Coimbatore city. The study indicated that retailers were ranked as the prime source of information and the family members as the next important source of information about the branded fine rice. Rice mandy formed the major source of purchase for Chennai (73.00%) and Coimbatore (70.00%) households. Quality and image of the brand were ranked as first and second factors influencing brand preference in both Chennai and Coimbatore cities. 

**Sanjaya (2002)** in their article “Study of buying behaviour of branded fine rice” reported that, the decision for purchasing branded fine rice was mostly made by the wives of the family. The retailers were ranked as the prime sources of information about branded fine rice. The monthly purchase was the most preferred frequency of purchase.

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which might be due to the fact that most of the respondents were of monthly salaried class and they would have planned their purchase accordingly along with other provision items. The quality and the image of the brand were ranked as the major factors for brand preference in the purchase of branded fine rice\textsuperscript{39}.

**Alexander Chernev (2001)** in his study “The Impact of Common Features on Consumer Preferences: A Case of Confirmatory Reasoning” revealed that the impact of attractive and unattractive common features on consumer preferences. Building on the existing research on confirmatory information processing and the motivated reasoning framework, I propose that consumers evaluate common features in a way that supports their already established preferences. In a series of three studies, I show that the impact of common features is moderated by their attractiveness and the strength of individuals’ already established preferences. In the context of a choice task, only attractive features were found to enhance individuals’ already established preferences, and this effect was more pronounced for consumers with already established brand preferences compared to consumers who were indifferent to the options. The effect of attractive and unattractive features was reversed in the context of a rejection rather than a selection task. These findings are interpreted in the context of consumers confirmatory reasoning aimed at reaching a consistent and readily justifiable decision\textsuperscript{40}.


**Hugar (2001)** on their study “Dynamics of consumer behaviour in vegetable marketing in Dharwad city” pointed out the low income groups purchased lesser quantity (3.25 kg/week) of vegetables as compared to medium (5.40 kg/week) and high income groups (4.66 kg/week). Majority of low income group preferred to purchase vegetables from producers because of reasonable price. High and medium income families preferred stall vendors for the purchase of vegetables because of better quality and correct weighment.  

**Kamalaveni and Nirmala (2000)** on their study “Consumer behaviour in instant food products” reported that, there is complete agreement between ranking given by the housewives and working women regarding the reasons promoting them to buy Instant Food Products. Age, occupation, education, family size and annual income had much influence on the per capita expenditure of the Instant Food Products.  

**Low and Lamb Jr. (2000)** in their article “The measurement and dimensionality of the brand associations concluded that well known brands tend to exhibit multi-dimensional brand associations, consistent with the idea that consumers have more developed memory structures for more familiar brands. Consumers might be willing to

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expend more energy in processing information regarding familiar brands compared to unfamiliar brands\textsuperscript{43}.

\textbf{Srinivasan (2000)} in his article “Consumer perception towards processed fruits and vegetable products” revealed that, consumer with higher educational level was found to consume more processed products. The quantities of processed fruit and vegetable products were consumed more in high income group. The tolerance limit of price increase identified was less than 5 per cent, any price change above this limit, would result in discontinuance of the use of the processed product. Consumers preferred processed products because of convenience of ready-to-eat form\textsuperscript{44}.

\textbf{Padmanabhan (1999)} in his article “Business experience, product lines of dealers and farmers loyalty to dealer for pesticides in southern Tamil Nadu” conducted that the brand loyalty, which revealed that the price of the preferred brand, efficiency of the preferred brand and influence of advertisement significantly influenced the brand loyalty. Only when the price of a particular brand is comparatively low, the farmers would naturally prefer to low priced brand. Otherwise farmers would naturally continue to purchase the same brand\textsuperscript{45}.

\begin{itemize}
\item \textsuperscript{44}Srinivasan, N. and Elangovan, D., (2000) “Consumer perception towards processed fruits and vegetable products” Indian Journal of Marketing, 30 (11-12): 22-25.
\end{itemize}
Raj Reddy and Pruthviraju (1999) “Rural consumer behaviour for seeds – A case study” studied about buying motives of rural consumers about seeds and different sources of information about brands with regard to seeds. It was found that factors influencing brand loyalty of farmers were dealer’s suggestions, quality product and co-farmers. The problems faced by farmers were supply of seed or poor quality seed, higher price, adulteration and irregular supply of seeds⁴⁶.

Sayulu and Reddy (1998) in their article “Socio-economic influences of rural consumer behaviour – An empirical study” concluded that frequency of purchase of commodities by rural consumers was highly influenced by the type and nature of the products. Products like groceries (40.35%) and others which included vegetables, milk etc. (48.25%) purchased on daily basis and 33.33 per cent and 42.98 per cent of them purchased these products on weekly basis. Cash purchase was highest in case of products like groceries (44.74%) followed by credit purchase with 38.60 per cent and 21.06 per cent respectively. Price of the goods was considered to be the most important factor by more than 88.00 per cent of the respondents followed by easy availability (66.66%) and neighbours (54.00%)⁴⁷.

Sundar (1997) in his article “Store image of Saravana Bava Super market in Cuddalore district (A critical study)” revealed that the images of consumers in the


attributes, such as, equality of price, behaviour of sales persons, moving space, location, correctness of weight, packaging of goods, number of sales persons and convenient shopping hours. At the same time, the image was weak in the attributes, such as, quality of goods, availability of range of products, variety of goods, acceptance of returns, credit facility, door delivery and sales promotional measures.\(^48\)

**Kulkarni and Murali (1996)** in their article “A Study on purchasing practices of consumers of Parbhani Town” revealed that 83.50 per cent of consumers were seeking the information from television regarding the products availability and this was followed by neighbours (71.00%) and newspapers (69.50%). Consumers preferred retail market for the purchase of groceries (65.00%), milk and milk products (100.00%), vegetables (100.00%), fruits (100.00%) and snacks (75.00%) and they adopted cash payment. Majority (75.00%) of the consumers preferred quality for the purchase of food.\(^49\)

**Dhillon (1995)** in their study “Food purchase habits and consumer awareness of rural and urban housewives in Dharwad” stated that the purchase behaviour in Ludhiana, rural and urban respondents ranked nearby market (mean score of 1.47 for rural and 2.10 for urban) and main market (mean score of 0.88 for rural and 1.38 for urban) as their first and second preference of order respectively for the purchase of food items. The prime factor indicated by the rural respondents for buying their food items was appearance with


mean score of 4.01, followed by price, quality and place of buying to which they ranked second, third and fourth with mean scores of 3.81, 3.45 and 2.96 respectively. But urban respondents visualized these factors little differently and ranked quality, appearance, place of buying and expiry date as first, second, third and fourth ranks with mean score of 4.69, 4.01, 3.20 and 3.05 respectively\textsuperscript{50}.

Singh (1995) in their article “Factors influencing consumer preferences for type of milk supply in Hissar city” examined that the milk quality, convenient, availability, supply in quantity desired, flavour, colour, freshness and mode of payment which showed higher levels of consumer satisfaction\textsuperscript{51}.

Joshi (1993) in his study conducted that the food purchasing habits and consumer awareness among rural and urban housewives indicated that majority of the urban respondents purchased the groceries like cereals (52.00%), pulses (64.00%), oils (73.00%), spices (72.00%) and sugar (69.00%) on monthly basis. While perishables like fruits (48.00%), eggs (41.00%) and meat (46.00%) were purchased once in week and milk (48.00%) was purchased daily. Rural respondents purchased cereals (70.00%), pulses (71.00%), oils (71.00%), spices (71.00%), sugar (71.00%) and fruits (73.00%) once in week and milk (78.00%) daily. Regarding place of purchase 83.00 per cent of urban and 99.00 per cent of rural respondents purchased all the groceries like sugar, rice, \footnotesize{\textsuperscript{50} Dhillon, M.K., Miglani, S.S. and Singh, M.K.B., (1995) “Preference of place and factors associated with purchase of food items and durable goods by rural and urban consumers”, Punjab Agriculture University, 32 (1): 112-120.\textsuperscript{51} Singh, S., Srivastava, D.N and Kapoor, C.M., (1995) “Factors influencing consumer preferences for type of milk supply in Hissar city”, Indian Journal Animal Production and Management, 11 (4): 226-228.}
and wheat from fair price shops. Both rural and urban respondents purchased groceries (99.00% each), perishables (89.00% and 99.00% respectively) and ready to use foods (97.00% and 87.00% respectively) and commercially available foods (96.00% and 6.00% respectively) from retail shops. Price, quality and weight of the products were the important factors considered by both rural and urban respondents while purchasing of food items.

Rees (1992), in his study “Factors influencing consumer choice” revealed that food were flavour, texture, appearance, advertising, a reduction in traditional cooking, fragmentation of family means and an increase in ‘snacking’. etc. Demographic and household role changes and the introduction of microwave ovens had produced changes in eating habits. Vigorous sale of chilled and other prepared foods was related to the large numbers of working wives and single people, who require value convenience. Development in retailing with concentration of 80.00 per cent of food sales in supermarkets was also considered to be important. Consumers were responding to messages about safety and healthy eating. They were concerned about the way in which food was produced and want safe, ‘natural’, high quality food at an appropriate price.

Shanmugsundaram (1990) in his article “Demographic and psychological factors that influence the pattern and selection in soft drink and tetra pack drinks – A study in Vellore” studied that about soft drink preference in Vellore town of North Arcot district.

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in Tamil Nadu. The study revealed that, the most preferred soft drink among respondents as Gold spot (26.00%), followed by Limca (24.80%). It was found that the taste was the main factor for preference of particular brand and among the media; television played a vital role in influencing consumer to go for a particular brand. Because of convenience in carrying, tetra pack was most preferred one\textsuperscript{54}.

Balaji (1985) in his article “A case of fish consumption behaviour in Vishakapatnam” studied fish consumption behaviour of 526 consumers in Vishakapatnam city. The study revealed that 77.00 per cent of respondents consumed fish for dinner and 22.00 per cent for lunch. About 30.00 per cent of the respondents did not consume fish on festival days, as those days were considered auspicious, while the rest had no notations and consumed fish, irrespective of festivals\textsuperscript{55}.

Frank M. Bass and W. Wayne Talarzyk (1972) on their study “An Attitude Model for the Study of Brand Preference” reported that here strongly support the hypothesis that brand preference is related to attitude measurements based upon beliefs about and relative importance of product-specific attributes. The attitude model was shown to result in a greater percentage of correct brand preference predictions than other models tested. While much work needs to be done before it will be possible to make strong statements about the implications of this study, attitude theory does appear to offer


considerable potential as a basis for studies of consumer choice behavior. This research has not dealt with the cause-and-effect relationship between attitude change and change in preference. Festinger and others have raised questions concerning the nature and direction of causation in relations between attitudes and behavior our view is that each probably influences the other. While such conclusions about directional causality must await studies of the dynamic process, we do think that these results are sufficiently strong, particularly in comparison with other reported studies based on socioeconomic and personality variables, to suggest a basis for a study of dynamics.\(^5\)

### 2.3 REVIEW OF RELATED STUDIES IN ABROAD

_Zeenat Ismail, Sarah Masood and Zainab Mehmood (2012)_ on their article “Factors Affecting Consumer Preference of International Brands over Local Brands” explained that the consumer preferences of global brands instead of local ones. It is also designed to find out the buying behavior patterns of young Pakistani consumers. Consumer evaluates products based on information cues, which are intrinsic and extrinsic. A number of factors affect the consumer purchase decisions. The research was conducted in Karachi and the samples selected included 200 people of age 16-24. The data collected for the research was through a questionnaire and was conducted in two popular shopping malls of the city and two universities since the target audience was largely the youth. Calculations were then analyzed and interpreted using a percentage of

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respondents and through frequency distribution tables and charts. The results suggest that most important factors that influence a consumer’s final decision are the price and quality of the product in question. Since the consumers usually associate the price of the brand with its quality, a brand priced too low is generally perceived as a low quality product. Similarly, a product priced too high may not be affordable by many. Other factors that have an impact on the consumer preferences are: consumer ethnocentrism, country of origin, social status, price relativity with the competing brands and family and friends.\(^{57}\)

**Bart J. Bronnenberg, (2011)** in their study “The Evolution of Brand Preferences Evidence from Consumer Migration” evaluated that the brand preferences, using new data on consumers’ life histories and purchases of consumer packaged goods. Variation in where consumers have lived in the past allows us to isolate the causal effect of past experiences on current purchases, holding constant contemporaneous supply-side factors. We show that brand preferences form endogenously, are highly persistent, and explain 40 percent of geographic variation in market shares. Counterfactuals suggest that brand preferences create large entry barriers and durable advantages for incumbent firms, and can explain the persistence of early-mover advantage over long periods.\(^{58}\)

**Dr. Firdaus Abdullah and Dr. Jamil Hamali (2011)** on their study “Identifying the Dimensions of Customer Preference in Foodservice Industry” pointed out that

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\(^{57}\) Zeenat Ismail, Sarah Masood and Zainab Mehmood (2012) “Factors affecting Consumer Preference of International Brands over Local Brands” 2nd International Conference on Social Science and Humanity Singapore

\(^{58}\) Bart J. Bronnenberg, et.al. (2011) “The Evolution of Brand Preferences Evidence from Consumer Migration” Thesis Report, University of Chicago
foodservice industry management must place a high priority on understanding the growing markets. This fast growing industry has a huge influence on the global economy, however it is greatly affected by customers’ ever-changing preferences. It is essential for managers to gain and sustain strategic advantage in the highly competitive industry, however to become and remain competitive in this industry requires a local customer preference assessment. This paper presents the dimensions of customer preference in the food service industry, empirically tested for unidimensionality, reliability and validity using both exploratory and confirmatory factor analysis. A 30-item questionnaire was designed and distributed to 1000 foodservice customers, yielding a response rate of 64.2%. Factorial analysis confirmed five dimensions of customer preference, and using multiple regression, their order of importance are Halal (Allowable in Islam), Price, Quality of Service, Branding and Tangibles.

Dr. Prisana Suwannaporn and Dr. Anita Linnemann (2010) on their study “Consumer Preferences and Buying Criteria in Rice: A Study to Identify Market Strategy for Thailand Jasmine Rice Export” stated that the rice consumption per capita in many Asian countries decreased but it is consumed more in non-rice eating countries. This study aimed to investigate consumer preferences and attitudes towards Jasmine rice among consumers in target rice export countries to identify opportunities and strategic implications. A quantitative study with 1128 consumers of target nationalities was conducted in combination with focus group discussions. Factor analysis of consumers’ preferences and attitudes towards Jasmine rice among consumers in target rice export countries was conducted to identify opportunities and strategic implications.

Dr. Firdaus Abdullah and Dr. Jamil Hamali (2011) on their study “Identifying the Dimensions of Customer Preference in Foodservice Industry” International Conference on Innovation, Management and Service Malaysia
buying decision criteria yielded 4 factors, which were: marketing activities (explained variance 26.8%), quality (13%), price (10.5%) and country of origin (7.7%). Discrimination analysis was performed to investigate differences in buying criteria between traditionally rice eating and non-rice eating countries (p=0.000). Marketing activities, price, and country of origin were the best discriminators, while quality was a poor discriminator. Rice was not a substitute to other staple foods due to price change. Product quality, differentiation and price play an important role. Building a reputation by using a clear statement on the country of origin should be a priority for Thailand. On the basis of their preference, consumers were segmented into 3 groups and marketing strategies are proposed.

Gihan Wijesundera and Ruwan Abeyseker (2010) on their study “Factors Influencing the Demand of Beauty Soap among Female Consumers in the greater Colombo Region” said that the usage of beauty soap among Sri Lankan consumers had been declining since 2003 to 2009, while globally accepted & fully localized brands were recording a negative growth in terms of the usage. Purpose of this study is to explore how the marketing mix & demographical factors influence the brand preference & purchasing behavior of beauty soap among the female consumers in the greater Colombo region. Sample consisted of 91 female consumers in greater Colombo region. Data were gathered by administrating questionnaires. The independent variables are 4Ps, Age, Income Level, 

60 Dr. Prisana Suwannaporn and Dr. Anita Linnemann (2010) “Consumer Preferences and Buying Criteria in Rice: A Study to Identify Market Strategy for Thailand Jasmine Rice Export” Department of Food Science and Technology, Kasetsart University, Bangkok 10900, Thailand.
Education, Marital status, Occupation, skin type, social factors, substitute products & dependent variable is the brand preference. Analysis was done using the Chi-square method at the significant level of 0.05. The results indicated that there were statistical relationships between price, product, education, occupation and band preference and there was no statistical relationship between place, promotion, age, income level, marital status, skin type, social factors, and substitute product with the brand preference. Thus the price, product, education & occupation are only having a statistical relationship with the brand preference of female consumers in the greater Colombo region^61.

Muzammil Hanif (2010) in their study “Factors affecting Customer Satisfaction” made that the factors affecting customer satisfaction is of worth importance in order to know the reasons or the factors which are responsible to create satisfaction among customers for a particular brand. Customer satisfaction is established when brand fulfills the needs and desires of customers. In this research study, the subscribers of telecom sector or the mobile service providers like Ufone, Mobilink, Telenor etc operating in Pakistan were targeted as the population while Price Fairness and customer services were the taken as predicting variables towards customer satisfaction as criterion variable. The results showed that both the factors significantly contributed to explain customer satisfaction but comparatively price fairness had the larger impact on customer satisfaction.

^61 Gihan Wijesundera and Ruwan Abeysekera (2010) “Factors Influencing the Demand of Beauty Soap among Female Consumers in the greater Colombo Region” University of Kelaniya, Sri Lanka
satisfaction than customer services. Conclusion and implications of the study are also discussed based on the analysis 62.

**Susana (2010)** in their study “Consumer Buying Behaviour in Fashion Retailing: Empirical Evidences” stated that the consumer behaviour research is the scientific study of the processes consumers use to select, secure, use and dispose of products and services that satisfy their needs. Firms can satisfy those needs only to the extent that they understand their customers. The main objective of this paper is to study the gender differences in consumer buying behaviour of a Portuguese population when they go shopping to buy apparel products. To attain this objective a survey was developed and administered across Portugal. The findings confirm the differences between women and men especially in terms of What, Where, When, and How they buy 63.

**Tatiana Bonilla (2010)** on her study “Analysis of Consumer Preferences toward Fruit Juice Packages and Labels” stated that the national web survey was used to collected data from 253 households in the United States. Choice-based conjoint analysis was used to investigate which packaging and labeling attributes U.S. consumers consider important when choosing 100% fruit juices, and to estimate their willingness-to-pay. The attributes were packaging material, nutritional and health claims, presence of organic

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ingredients and whether the product was produced locally. Factor analysis, cluster analysis and a median split technique were used to identify market segments based on consumer preferences, behavior, and lifestyles. Differences between the segments were analyzed. A conditional logit model was used to estimate relative of importance and willingness-to-pay for the different attributes. Results from the study show that consumers place positive values on, and are willing to pay a premium of ($1.04) for the Polyethylene Terephthalate (PET) bottle and ($0.29) more for the no sugar added claim. Consumers with high environmental interests were more likely to pay a premium for a fruit juice with organic ingredients and a nutritional index on the label. High information seekers are willing to pay ($0.13) more for the nutritional index, compared to ($0.05) that low information seeker will pay. Younger people are willing to pay more for local products and more than double ($1.41) of what older people will pay ($0.67) for a PET bottle.

**Miss. Vithya Vivekananthan (2010)** on her study “A Study on Influence of Advertisement in Consumer Brand Preference (Special Reference to Soft Drink Market in Manmunnai North D.S Division Batticaloa)” stated that measuring the influence of Advertisement in Consumer Brand Preference is very essential for every marketer. If advertisement does not create any positive change in consumers’ brand preference, all the resources such as money, time and efforts spent on advertisement will go in vain. Most of the marketers use Advertisement as a tool to attract substantially new customers and to

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64 Tatiana Bonilla (2010) “Analysis of Consumer Preferences toward Fruit Juice Packages and Labels” a thesis report Louisiana State University, Agricultural and Mechanical College and Louisiana
retain the existing customers. This research studies about the “Influence of Advertisement in Consumer Brand Preference in the Soft Drink Market”, which is one of the most competitive markets in Batticaloa. Every Brand in this market use Advertisement as a major weapon to overcome the fierce Competition. There are numerous Advertisements of different Soft drink.\textsuperscript{65}

**Maria Pilar Martínez-Ruiz (2009)** in their study “Store Brand Proneness and Maximal Customer Satisfaction in Grocery Stores” stated that to identify the factors whose perception has the greatest influence on customer satisfaction, the authors analyse a database of 422 Spanish consumers who purchase from different types of self service grocery stores in a representative Spanish city. The findings reveal that among consumers who exhibit a low propensity to buy store brands, perceptions of the quality image, as well as perceptions of service and convenience, have positive and significant influences on the maximum level of customer satisfaction. However, for those consumers who are not prone to buying store brands, only the perception of services and convenience influence their maximum level of satisfaction. This research outlines which features can help retailers focus their strategies on appropriate consumer targets, according to the retailer’s own features, and thus attain a sustainable competitive advantage though their differentiation.\textsuperscript{66}

\textsuperscript{65} Miss. Vithya Vivekananthan (2010) “A Study on Influence of Advertisement in Consumer Brand Preference (Special Reference to Soft Drink Market in Manmunnai North D.S Division Batticaloa)” Faculty of Commerce and Management, Eastern University, Vantharumoolai, Sri Lanka

Pradeep Korgaonkar and Ronnie Silverblatt (2009) in their study “Online Retailing, Product Classifications, and Consumer Preferences” suggested that consumers’ online patronage is differed based on product type. Interaction effects of the online stores and product type were significant too. Additionally, the rank order of importance of the Internet attribute varied among the three types of online retailers. The study results should be replicated in other markets. Future studies may also include a variety of different types of online outlets to improve the conclusiveness of the findings reported in this study. The results should be of interest to the online retailers in choosing the types of merchandise and services to emphasis in the retailers marketing program. The paper should be of interest to academicians as well as practitioners as it contributes to the small but growing literature in the area of online retailing. It adds to the literature on the product classification paradigm as well as offers practical guidelines for managers.67

PN Rahmadi and FT Haryadi (2009) on their study “Brand Evaluation and Consumers' Preference towards Pioneer and Follower Brands: Empirical Study on Dairy Products” pointed out that the aims of this research were to identify brand recall as well as to analyze consumers’ attitude and consumers’ preference toward pioneer and follower brands on processed dairy product. One hundred and fifty housewives were engaged as respondents in this research. The techniques used in the data analysis were non parametric two related sample test, one sample t-test and independent sample t-test. The

result indicated that each of the product category, the percentage of the pioneer brand preference was higher than follower brand, namely Ultra Milk (87.30%), Yakult (94.70%), Anlene (93.30%) and Kraft (98.70%). The result showed that from 150 respondents were able to correctly recall Ultra Milk (66.70%), Yakult (86.70%), Anlene (82.70%) and Kraft (96.00%) as the pioneer brand on each product category. Furthermore, the results showed that the average consumer attitudes were higher toward the pioneer brands than the follower brands. The result also indicated that consumers preferred pioneer brands than follower brands for the same flavour, quality and price. The result led to conclusion that consumers retrieved or recalled pioneer brands more correctly than follower brands. Moreover, consumers had a more favourable attitude to pioneer brands than to follower brands, in which consumers preferred to purchase the pioneer brands products to those of the follower brands concerning the farm-manufactured products of UHT milk, pro-biotic milk, high-calcium milk and cheese.

Robert A. Opoku and Patrick A. K. Akorli (2009) in their study “The Preference gap: Ghanaian Consumers’ Attitudes toward Local and Imported Products” stated that the consumer attitudes towards local and imported products in a developing country market. A survey was conducted to elicit responses from a cross section of the Ghanaian community. The country of origin image in this study was measured following the Roth and Romeo approach. The results of this study suggest that country of origin is

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more important than price and other product attributes, the Ghanaian consumer holds the 'Made in Ghana' label in low regard relative to foreign labels, whilst superior quality and consumer taste are the 2 most important reasons for the Ghanaian consumers’ preference for foreign products. Limitations of the study are presented and suggestions for future research on country of origin effect and the consumer in developing countries are also discussed.

Sarina Ismail (2009) in his study “The effect of Customers’ Satisfaction towards Customer Loyalty among Mobile Telecommunication providers in Malaysia” pointed out that the purpose of this study is to understand the effect between customer satisfaction and customer loyalty in the Malaysian mobile telecommunication services. This sector is highly competitive as new players coming in, with aggressive price offering, high promotion, better network quality and great customer service. 157 respondents participated in this study. Out of this five variable tested (Service Quality, Pricing, Switching Cost, and Brand Image) it is found that Responsiveness and Brand Image have a positive relationship on Customer Loyalty. The present study has its own limitation since this research is only conducted in Penang area. Therefore the finding of the study is unable to be generalized for the whole population of hand phone users in Malaysia as the sample size is considered small. In conclusion service providers must be able to understand the effect between customer satisfaction and customer loyal. It will be a great

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challenge for the service providers in preparing their strategic plan in maintaining customer loyalty, and at the same time expending their customer base\textsuperscript{70}.

Michaela Draganska and Dipak C. Jain (2008) in their study on Consumer Preferences and Product-line Pricing Strategies: An Empirical Analysis stated that firms often differentiate their product lines vertically to capture consumers' differential willingness to pay for quality. Additionally, many firms offer products varying not in quality but in characteristics such as scent, color, or flavor that relate to horizontal differentiation. For example, in the yogurt category, each manufacturer carries several product lines differing in quality and price but within each line there is an assortment of flavors that is uniformly priced. To better understand these product-line pricing strategies, we address two key issues. First, how do consumers perceive product line and flavor attributes? Second, given consumers' preferences, is the current strategy of pricing product lines differently but offering all flavors within a product line at the same price optimal? We find that consumers’ value line attributes more than flavor attributes. Our analysis reveals that firms exploit these differences in consumer preferences by using product lines as a price discrimination tool. However, firms' profits would not significantly increase if they were to price flavors within a product line differently. Therefore, the current pricing policy of setting different prices for product lines but uniform prices for all flavors within a line appears to be on target\textsuperscript{71}.

\textsuperscript{70} Sarina Ismail (2009) in his study “The effect of Customers’ Satisfaction towards Customer Loyalty among Mobile Telecommunication providers in Malaysia” Malaysia

\textsuperscript{71} Michaela Draganska and Dipak C. Jain (2008) “Consumer Preferences and Product-line Pricing Strategies: An Empirical Analysis” Stanford University, Graduate School of Business, Stanford, CA 94305-5015
**Renuka (2008)** in her study “Consumer Behaviour towards Ready-To-Eat Food Products” pointed out that India is the world’s second largest producer of food next to China and has the potential of being biggest industry with food and agricultural sector. Food accounts for the largest share of consumer spending. In India, majority of food consumption is still at home. Nevertheless, out of home food consumption is increasing due to increase in urbanization, breaking up of the traditional joint family system, desire for quality, time which translates into an increased need for convenience, increasing number of working women, rise in per capita income, changing lifestyles and increasing level of affluence in the middle income group had brought about changes in food habits. “Ready-to-eat food is food offered or exposed for sale without additional cooking or preparation, which is packed on the premises where sold and is ready for consumption”. Unlike olden days where man used to have his food lavishly and slowly, the present trend changed the habits of foods, which are simple and easy to digest. Hence, the existence of these foods fulfilled all the needs of modern human being. Canned foods, convenience foods, fast foods, frozen foods, dried foods, preserved foods, *etc.* all comes under ready-to-eat foods. Ready-to-eat foods are widely used in catering industries as well as at homes. There are varieties of ready-to-eat foods available in the market to choose from. Now-a-days they have become a part of everyday life.\(^2\)

\(^2\) Renuka (2008) “Consumer Behaviour towards Ready-To-Eat Food Products” University of Agricultural Sciences, Dharwad-580 005
Wong Foong Yee and Yahyah Sidek (2008) on their study “Influence of Brand Loyalty on Consumer Sportswear” investigated that how the respondents are influenced by factors of brand loyalty towards sportswear brands. Previous research adopted seven factors to test in the Malaysian environment. The seven factors of brand loyalty are brand name, product quality, price, style, promotion, service quality and store environment. Brand name has shown strong correlation with brand loyalty. In order to increase customer satisfaction and drive them to be brand loyalists, marketers are encouraged to develop aggressive marketing programs. Questionnaires were distributed and self-administered to 100 respondents. Descriptive analysis, one-way ANOVA and Pearson Correlation were used in this study. The research results showed that there is positive and significant relationship between factors of brand loyalty (brand name, product quality, price, style, promotion, service quality and store environment) with sportswear brand loyalty. Study of more focused factors that are appropriate to the Malaysian environment is recommended in order to obtain accurate information.¹⁷³

Neoh Chee Yeong (2007) on their study “Purchase Preference of Selected Malaysian Motorcycle Buyers: the Discriminating Role of Perception of Country of Origin of Brand and Ethnocentrism” stated that the influence of country of origin on the evaluation of products and purchase intention has been studied for decades. However, this paradigm has shifted where nowadays, products are typically designed in one country, manufactured in another and assembled elsewhere which led to the proliferation

of "hybrid products". Consumers are confused and are no longer able to identify or recognize the difference between country of origin of brand and country of assembly or country of product design which, in turn, may lead to wrong purchasing decisions. The objective of this study is to understand the variables influencing consumers' purchase preference related to motorcycles in the Malaysian market. Results have confirmed that country of origin of brand and consumer ethnocentrism influence consumer purchase preference. Implications of the results and directions for future researches are also discussed. Keywords: brand, country of origin, ethnocentrism, purchase preference.

Bernhard (2006) on their study “An STP-Approach Focused on Customer Preferences for Mobile Business Applications” this paper present an empirically validated approach to decide whether to launch a ready developed product. Although it is best to integrate customer preferences in the development of a new product, this is not always done in everyday business. The method described was successfully applied in such a case. It assists decision makers twofold: First, a swift and cost efficient scan of ready developed products is demonstrated in order to sort out potential failures. Second, the collection and evaluation of empirical data with the help of a statistical software tool is illustrated and demonstrated by its application in a recent mobile R&D project. The featured approach enables decision makers to eliminate weak products and to increase the

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quality of launch decisions for promising products by the employment of a marketing
decision model.\footnote{Annu Ristola and Jari Salo (2005) on their study “Factors Affecting Consumer
Choice of Mobile Phones” noted that the mobile phone markets are one of the most
turbulent market environments today due to increased competition and change. Thus, it is
of growing concern to look at consumer buying decision process and cast light on the
factors that finally determine consumer choices between different mobile phone brands.
On this basis, this article deals with consumers’ choice criteria in mobile phone markets
by studying factors that influence intention to acquire new mobile phones on one hand
and factors that influence on mobile phone change on the other. With the use of a series
of focus group interviews (Study 1) with 79 graduate students followed by a survey
(Study 2) of 196 respondents, it was found that although the choice of a mobile phone is a
subjective choice situation, there are some general factors that seem to guide the choices.
The two studies show that while technical problems are the basic reason to change mobile
phone among students; price, brand, interface, and properties are the most influential
factors affecting the actual choice between brands.\footnote{Kim-Hyunah (2005) in their study “Cause-effect analysis of brand equity factors
in contract food service Management Company in college and university in Incheon area”}

Customer Preferences for Mobile Business Applications” EC3 – E-Commerce Competence Center, Prolytic,
University of Vienna, Austria}

marketing, Vol. 14(3) http://www.haworthpress.com/web/JEM}
suggested that a strategy for brand management in contract food service management companies. He concluded that brand awareness has positive effect on brand image and brand preference and recommended that the contract food service companies should focus on improving brand awareness as a brand strategy. In addition, brand preference and brand image had significant positive effects on brand loyalty. Thus, the companies should strive to strengthen brand loyalty through building brand preference and brand image. Brand loyalty promoted more customer visits, which was directly related to profitability of contract food service management companies, the authors concluded.

Riza Mulyanegara and Yelena Tsarenko (2005) on their study “A Conceptual Model of Consumer Personality-Brand Preferences Relationship” stated that there have been a significant number of studies that investigate the antecedents to customers in forming their brand preferences. However, there is a dearth of research devoted to examining the role of customer personality in marketing. This conceptual paper attempts to cover this gap through examining the relationships between consumer personality and brand preference. We developed a conceptual model which is based on the Big Five theory of personality and show how this could be applied to the marketing context. It is proposed that human personality has a significant relationship with brand preferences.

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Kamenidou (2002) in his article “Household purchasing and consumption behaviour towards processed peach products” presented that the findings on the purchasing and consumption behaviour of Greek households towards three processed peach products: canned peaches in syrup, juice and peach jam. The results revealed that 47.50 per cent of the households purchased canned peaches in syrup, 67.40 per cent purchased peach juice and 42.60 per cent purchased peach jam. Reasons for such purchase were satisfactory taste and qualities and household’s perception that they were healthy products. The results also indicated that the consumption quantities were considered low, while households usually purchased the same brand name, meaning that there was a tendency for brand loyalty.

Prell (2002) in their article “Why don’t adolescents eat fish? Factors influencing fish consumption in school”, conducted a study to examine the factors influencing adolescents’ fish consumption in school. Fish consumption was assessed by observation on 4 occasions. Attitudes towards the fish, friends’ behaviour and perceived control were important predictors of the intention to eat fish and barriers for fish consumption were a negative attitude towards both smell and accompaniments and fear of finding bones. But the eaters of fish were more satisfied with the taste, texture and appearance of the fish and rated safety significantly higher than those who resisted. They also thought to a greater extent that the fish was healthy and prepared with care. The results suggested that it is important to alter dishes so that they appeal to children and to pay attention to the

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whole meal, accompaniments included. Finally it was recommended to convey the pupils that the fish served would be healthy and prepared with care.80

Anil Mathur (2001) on his study “A Study of Changes in Brand Preferences” stated that Brand preferences are usually studied by attempting to profile and understand loyal consumers. This paper presents a study of changes in brand preferences. Theory and research is used to propose and test a model based on the proposition that changes in brand preferences and their development are the result of life events that serve as markers of life transitions. Changes are viewed to be the result of adjustments to new life conditions and changes in consumption lifestyles that reflect consumer efforts to cope with stressful life changes. The data support these notions and suggest implications for consumer research.81

Beverland (2001) in his article “Creating Value through Brands: The ZESPRI kiwi Fruit case” studied the level of brand awareness within the New Zealand market for ZESPRI kiwi fruit. The effectiveness of this branding strategy employed by kiwi fruit, New Zealand was studied. The implications of the findings for agribusiness in general using the data collected from surveys of kiwi fruit consumers (n=106) outside three major super market chains in Auckland, New Zealand, suggested that the level of brand awareness for ZESPRI is low among consumers. It is indicated that brand awareness


81 Anil Mathur (2001) “A Study of Changes in Brand Preferences” Asia Pacific Advances in Consumer Research Volume 4, Pages 133-139
could be increased through a relationship making programme involving targeted marketing and supply chain management\textsuperscript{82}.

**Simon Knox and David Walker (2001)** in their study “Measuring and Managing Brand Loyalty” stated that the brand loyalty as a primary measure of effective brands marketing and a partial measure of brand equity. To date, however, progress in providing a practical measure of the construct has been very limited. In this empirical study of grocery brands, such a measure was developed in which both brand commitment and brand support were found to be necessary and sufficient conditions for loyalty to exist. Based on this measure, four consumer purchasing styles were identified and characterized as ‘loyal’, ‘habitual’, ‘variety seekers’ and ‘switchers’. The strategic implications of segmenting grocery markets on this basis are discussed in both the context of the marketing of brands and managing brand equity\textsuperscript{83}.

**Aaker (2000)** on his article “Building strong brands” opined that, brand awareness was remarkably durable and sustainable asset. It provides a sense of familiarity especially in low- involvement products such as soaps, a sense of presence or commitment and substance and it was very important to recall at the time of purchasing process. Apart


from the conventional mass media, there were other effective means to create awareness viz., event promotions, publicity, sampling and other attention getting approaches\textsuperscript{84}.

**Brown (2000)** in their article “Nutritional awareness and food preferences of young consumers in Northern Ireland” reported that the need for effective nutritional education for young consumers has become increasingly apparent, given their general food habits and behaviour, particularly during adolescence and analyzed that the interaction between young consumers’ food preferences and their nutritional awareness behaviour, within three environments (home, school and social interaction appears to be somewhat overshadowed by the young consumers, while developing an independence trait, particularly, during the adolescent years. The authors suggested that food preferences are often of a ‘fast food’ type and consequently the food habits of many young consumers may fuel the consumption of poorly nutritionally balanced meals. While young consumers were aware of healthy eating, their food preference behaviour did not always appear to reflect such knowledge, particularly within the school and social environments\textsuperscript{85}.

**Low and Lamb Jr. (2000)** in their article “The measurement and dimensionality of the brand associations concluded that well known brands tend to exhibit multi-dimensional brand associations, consistent with the idea that consumers have more


developed memory structures for more familiar brands. Consumers might be willing to expend more energy in processing information regarding familiar brands compared to unfamiliar brands\textsuperscript{86}.

\textbf{Jorin (1987)} in his article “Consumer behaviour is changing and offering new opportunities” examined changes in spending power and buying habits of Swiss consumers since the beginning of the 20th century and in the more recent past. Current trends include greater emphasis on health and safety of foodstuffs and less attention to price, increased demand for low calorie light products and increased demand for organically grown foods. For young people, more concern with enjoyment and less for health, with more meals eaten from home and generally an increased demand for convenience foods. The prospects for high quality branded products were seen to be good\textsuperscript{87}.

\textbf{Gluckman (1986)} in his article “Consumer approach to branded wines” studied that the factors influencing consumption and preference for wine. The explicit factors identified were, the familiarity with brand name, the price of wine, quality or the mouth feel of the liquid, taste with regard to its sweetness or dryness and the suitability for all tastes. Some of the implicit factors identified through extensive questioning were colour


\textsuperscript{87} Jorin, R., 1987, Consumer behaviour is changing and offering new opportunities. Berater-Information, 26 (9): 8-14.
and appearance. Most of the consumers seemed to prefer white wine to red. Consumers preferred French or German made wines to Spanish or Yugoslavian wines\textsuperscript{88}.

Frank M. Bass and W. Wayne Talarzyk (1972) on their study “An Attitude Model for the Study of Brand Preference” reported that here strongly support the hypothesis that brand preference is related to attitude measurements based upon beliefs about and relative importance of product-specific attributes. The attitude model was shown to result in a greater percentage of correct brand preference predictions than other models tested. While much work needs to be done before it will be possible to make strong statements about the implications of this study, attitude theory does appear to offer considerable potential as a basis for studies of consumer choice behavior. This research has not dealt with the cause-and-effect relationship between attitude change and change in preference. Festinger and others have raised questions concerning the nature and direction of causation in relations between attitudes and behavior our view is that each probably influences the other. While such conclusions about directional causality must await studies of the dynamic process, we do think that these results are sufficiently strong, particularly in comparison with other reported studies based on socioeconomic and personality variables, to suggest a basis for a study of dynamics\textsuperscript{89}.


\textsuperscript{89} Frank M. Bass and W. Wayne Talarzyk (1972) “An Attitude Model for the Study of Brand Preference” Journal of Marketing Research
2.4 IDENTIFIED RESEARCH GAP

Review of past literature on consumer satisfaction and brand preference helped in the generation of idea, formulation of hypotheses and selection of various tools for analysis and to arrive at meaningful conclusions. There are many studies available on customer satisfaction and brand preference. No doubt, all these studies have stimulated and encouraged to chalk out a design for this study, which encompasses a wider field than any of the studies referred to this topic. Consumer Preference is a new attempt which is not made so far in branded products especially in Personal Computers. Hence an attempt is made by the researcher to study Consumer Preference towards Branded Products with special reference to Personal Computers in Tirunelveli.