CHAPTER-II

RESEARCH METHODOLOGY
Modern Management is grappling with the idea of providing the best solutions and practices to make managing of organizations extremely effective and efficient. It would be a 'no-brainer' to say that Technology plays an inevitable part in such an endeavor of Modern Management Theories and Practices. The best brains in the field of Management are putting together their knowledge and expertise in order to arrive at solutions to make the running of Organizations' better and better all the time.

As an extension of the effort, the study and practice of Consumer Behaviour, which is a vital cog in Management Practices, is impacted in no uncertain terms. Understanding the desires of the modern consumer and catering to such needs taking the help of Technology is the challenge of Management today. Even as technology is advancing and making rapid strides, it is a facilitator in not only understanding current needs of a consumer these days but also helps anticipate future needs and desires of a consumer.

This chapter deals with the need for the study, objective of the study, sources of data, methodology, limitations of the study and review of literature.

2.1 Need for the study

Consumer behavior during the period after the second World War was a much more focused and narrow study involving the behaviour, tastes, preferences of a consumer and what are his overall expectations and his expectations from specific products. Then the markets were a lot easier to study and hence consumer behaviour too was easy to predict, because of a much narrower product range and the markets did not
have to deal with a very informed consumer as it is today. Post the reforms of 1991 and even before the reforms period, consumers were a lot more aware and knew what products and what type of products and services they wanted. This was because of the penetration of the media through which information spread much deeper and wider than during the post second world-war times. The television had a great role to play in providing comprehensive data about products, their features and alternative options, and to a smaller extent the print media which was already a force to reckon with a decade before the reforms of 1991. The current period, especially the current decade of 2000 and later, has seen a sudden spurt of information from various sources, primarily driven by the entry and the massive spread of technology, of which the internet is playing a huge role currently in providing information and options for the customer.

Companies have taken up the challenge in right earnest and are aggressively working towards matching the unending demands of a modern consumer. Foreign Direct Investment (FDI) in various fields has only hastened the spread and growth of expectations of a modern consumer, fuelled by newer and better products and services and also existing and newer companies falling over each other to gain a significant or major market share for their products and services.

It needs mention here that a consumer has to be the centre of any selling enterprise, but only the present markets and companies have been acknowledging this basic business intelligence. Competition from existing and new entries into an already overcrowded market has forced organizations and marketers to find new and better ways of staying ahead of competition for a greater and sustained share of the 'business pie'.
These are times when 'the consumer is truly the king' and with the plethora of choices of products and services at his beck and call, organizations of today need to be continuously and consistently on their toes in order to stay abreast of, and if possible, ahead of competition. Not only the fittest but also the smartest organizations can survive and sustain the heat of today's competition. Research is to be based on the thought process of the consumer rather than reacting to the actions of the consumer, because 'prevention is better than cure'. Add to the process the best uses of Technology with all its advances, we are ready with the 'potion' that can take care of all consumer needs at all times.

The marketing mix has been given its due place and importance in consumer behaviour and organizations are to be better advised to acknowledge and pursue each of these factors so that they can succeed in their endeavors to maximize revenues over a long period in the market place.

Many earlier doctoral works have already touched upon the consumer behavior in two wheeler Industry. Very few have made an attempt to evaluate consumer behavior through the 4Ps. Through the present study I made an attempt to assess consumer behavior and the role of 4Ps towards the top 3 companies ie. Hero Honda, Bajaj and TVS automobiles, compare and suggest a better marketing strategy.
2.2 Objectives of the study: The objectives of the study are:

1. To understand brand preferences among bike consumers
2. To examine the influence of Product features of the select three bikes on Consumer behavior
3. To understand the influence of elements of Price on the consumer behavior
4. To determine the influence of elements of Place on the consumer behavior
5. To measure the influence of Promotional mix on the consumer behavior
6. To make a comparative analysis of consumer behavior for given 3 bikes in terms of 4Ps.
7. To suggest a suitable marketing strategy for two wheeler manufacturer.

2.3 Hypothesis

This study is to “examine the influence of Product, Price, Place and Promotion on consumer behaviour”. Basing on this, the following sets of hypothesis are drawn

**Hypothesis-I**

- $H_0$: Product features do not influence the consumer behavior
- $H_1$: Various Product features influence the consumer behavior

**Hypothesis-II**

- $H_0$: Elements of Price do not influence the consumer behavior
- $H_1$: Elements of Price influence the consumer behavior

**Hypothesis-III**

- $H_0$: Elements of Place do not influence the consumer behavior
- $H_1$: Elements of Place influence the consumer behavior

**Hypothesis-IV**

- $H_0$: Promotional Mix do not influence the consumer behavior
- $H_1$: Promotional Mix influence the consumer behavior
2.4 Scope of the study

The present study focuses on Product, Price, Place and Promotion in the Marketing Mix, and how each in its own capacity and collectively influence consumer behaviour. While marketing focuses on the consumer and how to satisfy his needs, what products or services each consumer would prefer to use and how best to arrive at such a conclusion. It would make real sense to break into smaller parts and study each facet of the collective desire of the customer. This effort resulted in the demarcation of each of the four P’s.

Product is the tool that is used to cater to the need of the end-user and hence all effort was made to find out what are the consumer’s needs, preferences, options for the products available, ways of procuring parts and assembling the product and similar such aspects related to the product. Since the effort is towards understanding the needs of a customer, finding raw material for the finished product, from the best sources, at the best prices, drawing from the best and most viable alternatives are paramount. The end product has to meet most of the end-user’s expectations and tastes, and this is the challenge that determines which organization gains the required market share and continues to do so longer than rival manufacturers. And in the present markets, just satisfying a customer’s varying needs is not sufficient. The company has to be on its toes, innovate and stay ahead of competition, anticipating the future needs of its products users. Modern marketing requirements and trends have made it extremely difficult for any organization or manufacturer to retain market leadership for long periods.

Price is a vital parameter that determines a customer’s response to the efforts of a company to sell its products. It is not necessarily true that a majority of customers would pay
more than the price of similar competition products for the same or similar features without a valid reason. Higher price attracting more buyers happens only in conspicuous buying, but that is a miniscule market which most players would not and cannot target.

**Place** does play a great role in as much as a factor influencing acquisition of raw material being easier, and also the ease of access of the product or service for the ultimate user. With shipping and transporting of products becoming a very efficient activity nowadays, ease of acquiring of a product is almost an expect feature by a consumer from a selling or manufacturing organization.

The quality of **promotion** being as it is today; a consumer is getting the highest attention and benefits from organizations products and services. Outstanding promotional and advertising of products by the organizations has almost left a consumer spoilt for choice, to such an extent that it is the quality of the promotion rather than the actual product itself which determines the actual sales and profits from a product or service.

Hence, this study makes an effort to explain the influence of Product, Price, Place and Promotion on consumer behaviour. The marketing mix has been given its due place and importance in consumer behaviour and organizations are better advised to acknowledge and pursue each of these factors so that they can succeed in their endeavors to maximize revenues over a long period in the marketplace.

**2.5 Period of study**

The present study is spread over 5 years: 2005-2006 to 2009-2010
2.6 Research Design and Methodology

The research design is primarily exploratory and analytical in nature. Information was collected by conducting personal interviews with employees at the regional offices of the company, dealers, consumers (Bike Owners) and also with the mechanics with the dealer and at various mechanic shops in the selected areas of the state. An effort is to be made to know whether the behavior of the bike owners is influenced by the Four Ps of the Marketing Mix or not. The study is mainly based on the data collected from both Primary and Secondary sources.

The secondary data is collected from the company records available at the regional offices, websites and also at the dealers. An effort has also been made to present different studies in newspapers, journals, magazines and also from the doctoral works.

First hand information is collected by conducting personal interviews with employees at the regional offices of the company, dealers, consumers (Bike Owners) and also with the mechanics, dealers and at various mechanic shops in the selected areas of the Coastal Andhra. For this purpose a structured questionnaire is drafted and distributed for circulation that covers all districts of coastal Andhra Pradesh.

2.7.1 Sample

The consumers in all groups are covered across the main centers in the 9 districts (Nellore, Prakasham, Guntur, Krishna, East Godavari, West Godavari, Visakhapatnam, Vijayanagaram and Srikakulam) of Coastal Andhra Pradesh. The total sample size is 1300 consumers.
2.7.2 Sampling procedure

Sample is selected on basis of convenient random sampling method. 1300 consumers are selected for the purpose of the study to analyse the influence of four Ps on the consumer behavior. More number of consumers is taken from urban areas than rural areas, the reason for this is since urban areas are highly populated and the requirement for using motor cycles is very high. District wise sample is presented in the following table.

Table 2.1 District wise sample

<table>
<thead>
<tr>
<th>S.NO</th>
<th>NAME OF THE DISTRICT</th>
<th>Urban</th>
<th>Rural</th>
<th>SAMPLE SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Nellore</td>
<td>80</td>
<td>50</td>
<td>130</td>
</tr>
<tr>
<td>2</td>
<td>Prakasham</td>
<td>75</td>
<td>50</td>
<td>125</td>
</tr>
<tr>
<td>3</td>
<td>Guntur</td>
<td>85</td>
<td>45</td>
<td>130</td>
</tr>
<tr>
<td>4</td>
<td>Krishna</td>
<td>90</td>
<td>55</td>
<td>145</td>
</tr>
<tr>
<td>5</td>
<td>East Godavari</td>
<td>95</td>
<td>65</td>
<td>160</td>
</tr>
<tr>
<td>6</td>
<td>West Godavari</td>
<td>100</td>
<td>70</td>
<td>170</td>
</tr>
<tr>
<td>7</td>
<td>Visakhapatnam</td>
<td>95</td>
<td>65</td>
<td>160</td>
</tr>
<tr>
<td>8</td>
<td>Vijayanagaram</td>
<td>80</td>
<td>60</td>
<td>140</td>
</tr>
<tr>
<td>9</td>
<td>Srikakulam</td>
<td>85</td>
<td>55</td>
<td>140</td>
</tr>
</tbody>
</table>

Source: primary data

2.7.3 Interpretation of data

A well designed questionnaire with Likert's five-point scale is distributed among the respondents and based on their opinions, percentages, averages and chi-square values are calculated and the opinions of the respondents are summarized for the purpose of the analysis.
2.8 Presentation of the study

The study is presented in eight chapters

Chapter-I Consumer behavior and 4Ps

Deals with the core concepts of Marketing, Consumer Behaviour and influences of 4Ps on consumer behaviour.

Chapter-II Research Methodology

This chapter deals with the Research Methodology and Review of Literature

Chapter-III Motor Cycle Industry in India

This chapter deals with the two wheeler Industry as a whole and the profiles of the selected two wheeler companies Hero Honda, Bajaj and TVS.

Chapter-IV Product Features and Consumer Behaviour

This chapter deals with the Influences of Bike (product) features on the consumer Behaviour

Chapter-V Elements of Price and Consumer Behaviour

This chapter deals with the influences of elements of price on the consumer Behaviour

Chapter-VI Influence of Place on Consumer Behaviour

This chapter deals with the influences of elements of place on the consumer Behaviour
Chapter-VII  Impact of Promotion Mix on Consumer Behaviour

This chapter deals with the Influences of promotional mix on the consumer behaviour.

Chapter-VIII  Conclusions and Suggestions

This chapter presents the conclusions and suggestions.

2.9 Limitations of the study

In spite of hard efforts to collect the information from the Companies, some officials, and Dealers of the Company are not very co-operative because of their busy schedules. However, an attempt has been made to arrive at meaningful conclusions with the given data.

2.10 Review of Literature

Consumer behaviour is a massive and comprehensive study about the factors that directly and indirectly influence the decisions of purchase of a product by a consumer, and it would be pertinent at this point to mention various credible and acknowledged sources which have expressed their views on this subject. Though there are quite a few studies on impact of the marketing mix on Consumer Behaviour, an effort is made to present different studies in newspapers, journals, magazines and also from the doctoral works.

Various Newspapers, journals, magazines, and also various doctoral works have been referred to get reliable information for the study.
Quarterly Economic Review December the Changing Pattern of Indian Consumption (1948-1957)
1 (a study of changing living standards), influence of per-capita income on consumer durable has been established.

"Durable Consumer Goods"2 monthly commentary on Indian economic condition. 1. (II) various consumer goods are studied to conclude, that rising income, urbanisation, and education are having a great impact on the Indian consumption pattern and the growing component of discretionary expenditure in urban area is becoming increasingly evident."

Verma J.K. in "Why Marketing Research"3 highlighted the importance of Marketing Research in reducing the gap between producer and consumer.

Issar Renee, presented a clear picture of dissatisfaction, prevailing in middle class for the prices charged and services rendered for essential goods of inferior quality, in "Wanted Vigorous Consumer Resistance" initiating the series on “From the Consumers End”4.

Boyd, Harper, W.Jrand Kapoor, M.C. in "Retail Trade in India: Contract Chains: Opportunity for Innovations", 5 argued the dependence of developing economy on efficient production, distribution and changing static retail structure in India. An emphasis on contract chains prevailing in developed countries were put forth, to simplify the wholesaler and retailer function, Which would help in reducing costs, lowering prices, besides providing advantages to the retailers without hurting their interest.
Lathif T.A.A. in "Trends in Marketing and Advertising Management" highlighting the importance of marketing says marketing should have priority, in management decision and be a major element for all production and manufacturing function.

Lee Adler in his "Symbiotic Marketing" concluded that symbiotic marketing, increases competition, rate of innovation, providing new opportunities to organisations.

The study "Consumer Survey", for textiles in Rourkela, conducted by the textile committee, observed the relationship between socio economic levels and possession of different garments by men, women and children, and patterns of purchase. The same committee also observed, consumer preference for textile, frequency of consumer purchases, shopping facilities, and opinion of consumer and retailer regarding the availability and marketing facilities of textiles in rural areas.


Mehatha S.C. in "Fashion Adoption Behaviour of College Girls: Implications for Marketing Communication", surveyed hundred college girls in Ahmadabad to categorise them as fashionable (65 per cent) and non fashionable (30 per cent).

Mahajan in "Inter Regional Homogeneity of Consumer Behaviour in India" studied the differences in consumer behaviour in rural and urban areas.
Maddappa probed into role of male and female in purchase decision process in his thesis "Dimension of Male - Female Role In The Process Of Purchase Decisions for Consumer Goods".12

Mehatha and Parsuram probed into the "Impact of Price and Brand Name on Consumer Choice".13

Monga in his "Rural Marketing Planning and Strategy"14, observed performance of high income segment in the rural area, in terms of agriculture inputs and consumer goods.

Ramanand in his "Product Strategy and Rural Marketing"15 provided insight into various product strategies to the employed in rural part.

Ramaswamy in his "Mass Communication for Marketing"16, dealt with the nuances of communication with reference to rural part.

Mehatha S.P. in his "Purchasing Function in Indian Industry"17 presents purchase as management function in Indian industry.

Neelamegham in "Management Development: New Perspectives and Viewpoints"18, observed consumer behaviour, with respect to manmade fibers marketing in Delhi. He also identified actual users, studied their differences, buying process, shopping habits, brand awareness and attitude of consumer towards retail outlet selling man made fabrics.
Sen. Gupta in "Barefoot Marketing: New Perspectives"\textsuperscript{19}, again discussed performance of high income segment in the rural areas, in terms of agriculture inputs and consumer goods.

Singh P. and Sarma S.N. in their "Perceived Risk and Information Handling in Consumer Behaviour"\textsuperscript{20}, dealt with impact of risk and information on consumer behaviour.

Roy S. and Ghosh A. in their "Comparative Effect of Product Attitude and Corporate Attitude on Brand Preference an Empirical Study"\textsuperscript{21}, studied the influence of product attributes and corporate attributes on brand preference.

Nandi M. in his "Purchasing Models under an Increasing Price Trend"\textsuperscript{22}, probed into the influence of price on quality and consumer adoption process for new product particularly in the agriculture field was also explored upon.

Rao T.V. and Misra attempted to analyse various sales styles on consumer in their study on "Effectiveness of Varying Sales on Consumer Behaviour"\textsuperscript{23}.

I.C.S.S.R. in its research "Survey of Research in Management"\textsuperscript{24}, clarifies that the "Study of Consumer Behaviour" is an unexplored area for research in the field of marketing. It also stressed the need to study the peculiarity of Indian consumer, as the consumer behaviour theories are the result of studies conducted on sophisticated western buyers.

Kapoor N.C. along with others in their "Rural Retail Marketing a Pilot Study"\textsuperscript{25} found that

\begin{itemize}
  \item[a)] Rural retailer provided wider product mix to a target market to safeguard his profit maximisation objective.
\end{itemize}
b) Peak buying season in rural is shortly before harvesting season and other religious and social occasions.

c) More variety, good quality, new product, social and high psychological satisfaction are the reasons that prompted villagers to buy from urban market.

d) An increase in brand consciousness and preference for packaged goods were also observed.

Ghosh P.K. dealt with industrial buyer behaviour for different products in a particular industry in his study on "Industrial Buyer Behaviour in The Thermoplastic Raw Material Manufacturing Industry in India for Capital, Fabricated and Standard Items" 26

Bhandari in his "Advertising Claims, Expectations, Fulfillment, And Product Evaluation" 27 analyses the claims and the expectations, aroused on part of consumer and the extent of fulfillment by product and ultimately product evaluation.

Gopal K.S. and Sarin A.N. in "Survey of Rural Markets: Social or Business Proposition" 28 studied the characteristics of the rural market and the role, that marketing can play in making rural marketing a business proposition.

Arora in his study on "Impact of Product On The life Styles Of its Consumer - The Case of Domestic Liquefied Petroleum Gas" 29 investigated the impact of new product adoption on the life styles of consumers.

Rajgopal has listed in his article "Rural Marketing Giving Tribal Their Due"\textsuperscript{31} different measures by which tribals of Bastar district Madhya Pradesh are being exploited.

Pandya, Anil, in "Managing the Technology, Purchase Decision Process in the Indian Public Sector"\textsuperscript{32}, analyse the details of decision process, with reference to purchasing technology in public sector.

Ramaswamy V.S. and Namakumari S.\textsuperscript{33}, attempted to grasp the peculiarity of Indian consumer. To construct his buying profile, the consumer has to be observed with reference to his environment, culture and tradition, education, economic status, level of exposure and the degree of sophistication.

Richins L and Marsha, in "An Analysis of Consumer Interaction Styles in the Market Place"\textsuperscript{34}. Examine the interaction of consumers, with representatives of marketing institutions, by investigating the individual difference, variable of consumer assertion and aggression. The analysis also provides development of scales, to measure the variable, which indicates that the consumer may be divided into four groups, based on the interaction they use.
H.S. Chabra in his study, on "A Consumer Study of Law Induced Behaviour and Attitude Changes, The Case of Safety Helmet"\textsuperscript{35}, observed the change in attitude of consumer on their behaviour affected by Legislation.

Dholakia R.R in his "Intergeneration Differences in Consumer Behaviour: Some Evidence from a Developing Country"\textsuperscript{36}, has tried to discuss intergenerational consumer behaviour and its implications or influences on socialisation process.

Das V. Mukunda in his "Rural Markets for Consumer Durables in India"\textsuperscript{37}, probed into performance of high income segment in the rural area, in terms of agriculture input and consumer goods.

Ghosh S.R. in his "Foot ware Usage Rural Urban Manifestation"\textsuperscript{38}, examined consumer behaviour with respect to specific product category (Foot wear).


Jha, Mithileswar in his study on "An Attribution Theoretical Analysis of Consumer Satisfaction and Dissatisfaction with Products"\textsuperscript{40}, has tried to analyse in detail, the satisfaction and dissatisfaction with an attribution theory framework.
Saini D.R. in his study "Marketing a Behavioral Approach"\textsuperscript{41}, enquired in detail, into the variations existing in behavioural Patterns of rural and urban consumers, towards textiles. The result a variation, in the behaviour of consumers of urban and rural, which necessitates different marketing strategies for rural and urban areas.

Dass V. Mukunda in his Doctoral Thesis, "A Framework For Analysing Rural Marketing In India"\textsuperscript{42}, classified Indian villages as (a) primitive stage (b) developing stage and (c) urban analogous stage, concluding that distinct characteristics prevailed in each stage and needed a different approach in each stage, he also concluded that unimodel analysis based on population only, does not provide a clear picture of consumer needs and behaviour.

Kannan Ramalinga, in "Consumer Behaviour in Tamilnadu: An Empirical Analysis"\textsuperscript{43}, examined the influence of occupation on household consumption in Tamilnadu. Influence of occupation was more evident in urban, when compared to rural. Perception of commodity as necessity or luxury, and consumption of non food items is affected by rural or urban location of consumer, as well as by occupation.

Venakteswarlu H. Kishore Kumar M. and Rajanath K. in their "Factors Influencing Consumer Decision Making Process Towards Biscuits- A Behavioural Analysis"\textsuperscript{44}, tried to examine the buyer behaviour towards biscuits, to conclude that taste, freshness and brand name are the major factors influencing the decision process and so, important to marketer.

Neelakanta B.G. and Anand H.B. in "Consumer Action in the Market Place: A Research Angle"\textsuperscript{45}, highlighted the need of the hour, i.e., to make the consumer an informed, conscious and
discrete buyer to be the major concern of everyone, including the government as well as private.

Raman Rao P.V. Venkateswarlu H. and Shekhar V. in their "Assessing the Rural Market" made an attempt to find out the degree of awareness and use of different brands and different products in the rural market and analysed the implication of the above for marketers and found a pressing need existing, for the development of brands especially to suit the needs of rural consumers.

Kohak M.A. in "Focus on Indian Rural Market" emphasized the importance of rural market for increased marketing activity. Basing on the mobility of the rural population to total, varying trends in rural consumption pattern, changing aspirations in comparison to their counterparts, per capita income, improvement in infrastructure, providing an ideal ground for increased marketing activity.

Rao S.L. in his "Marketing Management", confirms, India as being on the threshold of industrial growth and requires a different orientation, from manufacturers towards the consumers. Also required is a shift from small and elitist market to mass market, to achieve which, the organisation must become market oriented.

Jha, Mithileshwar, in their "Rural Market Some Conceptual Issues", attempts to clarify rural marketing concept by literature review and experimental learning to (a) provide framework to understand rural marketing (b) find out state of the art with the developed framework (c) examine the contribution from other disciplines (Economics, Sociology and
Anthropology) (d) review literature on the rural situation and (e) such future concerns of rural marketing.

Mahesh Srivastava in "Market Research for Existing and New Products"\(^5\)\(^6\) refers to research concept to experience and conditions in India. Rao S.L. in his article,

"Marketing and Public Policy"\(^5\)\(^1\) probes into the influences of political, legal environment on marketing decisions in India. Significance of consumer Movement, its effect on moral and ethical issues relating to marketing Managers was analysed.

Ramachander S. in his "Consumer Behaviour and Marketing towards an Indian Approach"\(^5\)\(^2\), examines the uniqueness of Indian consumers and relevance of research conducted on alien soil, the different role of Indian housewife, across region and religion in India. Pitfalls by misconstrued assumptions, and associated negative results, as well as the issues worth of deriving market men's attention were thoroughly discussed.

Raman Rao and others in their study on "Zeroing in on the Buyer"\(^5\)\(^3\), analysed the use of profile, buying motives, store loyalty, brand loyalty, and also the chief decision maker in the buying process.

D'Souza, Osborne in their "Is Rural Market a Mass Market"\(^5\)\(^4\), have dealt into the nobilities of urban communicators in reaching consumers and satisfying them on their terms, due to huge size of the rural population. The communication effort to reach rural consumer is certainly not rural marketing.
Neelakanta Bettadal C. in his article, "Consumer Exploitation How and Why?" presents a grim picture about the fate of the consumer at the hands of several agencies, trying to exploit him and ends up with a sarcastic remark, stating that consumer, who is termed as king is reduced to a passive individual at the receiving end.

Attaway, Jill suzanne, probed into the significance of research in marketing, and consumer behaviour with special emphasis on development of a theory on retail choice or patronage. Significant development of the preceding years in retailing industry, resulting in surfacing of a variety of non store retailer and their impact on consumer retail outlet choice were discussed by considering a gamut of alternatives available to the consumers. They successfully developed a model of Patronage, by including alternative retail outlets and important determinant variables. By making a wide choice available to consumers the model helps in assessing the primary determinants of retail outlet choice like, consumer shopping motivations, knowledge, experience, involvement, situational influences etc. The model successfully relates various determinants affecting the consumer choice, to make the dissertation to provide a reliable and valid indicator of consumer's underlying needs.

Hall, Mark Curtis, on "An Empirical Investigation Of The Relationship Between Buyer Seller Interactions, Buying Situations And Perceived Risk In Organisational Purchasing", attempted to include buyer-seller relationship, to reduce the risk as against the conventional theories focusing on buying situations, perceived risk and risk reduction behaviour. Consumers' consequence reduction strategies are influenced by buying situation, which did not affect the strategy used to reduce uncertainty. Both the strategies are affected by buyer-seller relationship. The study highlights buyer-seller relationship, aiding purchase behaviour.
and predicting risk perceptions and risk reduction, than a simple buying situation. The study is of relevance to theory, as well as practical aspect.

Swenson, Michel, Joseph in "Patterns In Industrial Buyer-Seller Dyads, An Empirical Exploration"^58, observes sales as a central event in marketing, providing interaction between buyer and seller. In spite of the emphasis of industrial marketing literature on either buyer behaviour or selling process, it is important to note that sales cannot take place without the other thus signifying the relevance of buyer behaviour on selling process as continuously interacting with each other. The model, further lays stress on the information between industrial buyers and sellers, by investigating into the dyadic interaction in each organisation that precedes a buying or selling.

Senthil, Athiban K. in "Victimisation Of Consumer In Retail Steel Business; An Analysis Of Its Prevalence And Needs Of The Traders"^59, probed into the deceitful acts of sellers in retail steel business, prevalence of commission system to masteries etc., consumers unawareness of weighing methods, lack of knowledge, were the major reasons inducing the sellers to involve in deceitful acts. Remedial measures suggested were, to acquire sufficient knowledge of weighing methods and direct contact with traders.

Purushotham Rao P. in "Rural Urban and Socio Economic Variations in Consumer Behaviour"^60, dwells into the aspect of relevance of various consumer behaviour models to Indian context. An effort to bring out the differences in brand awareness between rural and urban consumers was successfully made, besides examining the different factors influencing the purchase decisions of consumers.
Lau, Geok Theng in "The Effects of Buying Task Characteristics on Buyer-Seller Conflict Management Behaviour"^61, highlights the complexity of industrial decision process, involving a great degree of interaction between organisations indulging in buying and selling, goals, capabilities, perceptions and values of the organisation generate conflicts in the relationship of buyer-seller. Two causal models developed on buyer seller conflict management had their parameters estimated using the partial least squares (P.L.S.) approach to structural equation modeling which was developed by Hermon World. The model expressed (1) perceptions of the buying organisation, perceptual differences of buyer and seller in buying task characteristics can explain on an average a variance of 5.6 to 15 per cent respectively of the use of five conflict management approaches by buying organisations. 2) Purchase importance, relative size of expenditure, and time pressure are some of the significant predictions of the buyer organisational use of conflict management. 3) Conflict management used by the buying organisations in the form of collaboration, sharing and avoidance enhances the satisfaction with the purchase and suppliers relationship, whereas, utilisation of same for accommodation, competition leads to less satisfaction. 4) Perceptual differences of buying task characteristic of buyer and seller lead to less use of collaboration, sharing and avoidance by buying organisation.

Holden, Read Kenneth, in their thesis "An Exploratory Study of Trust in Buyer-Seller Relationships"^62, exemplify trust as major factor in evaluation of relationship between buyer and seller in an industrial buying situation. Need to include trust as a major factor to be measured in an interactive dynamic model of buyer seller relationship was highlighted. Trust plays a major role in cooperative negotiations and open communications increasing loyal purchasing behaviour.
Fine, Leslie Marie in their doctoral thesis Understanding the Relationship in the Buyer-Seller Dyad analyze the initial stages of buyer-seller relationship (awareness, explorations), Based on Dyadic Relationship Development (D.R.D.) model searching for relationship between communication satisfaction and judgments of the buyer-seller satisfaction, effect of buyer-seller similarity on inference generation. Findings were gathered from customers and sales people of a financial institution, before and after an initial interaction, with the result of hypothesis indicating the dissociation between self monitoring and inference generation. It also states that low monitors are more competent in their judgment when they use inferences.

Smith, Bernice Stevens, in "The Effects of Retail Point of Purchase Displays On Consumer Decision Making Strategies", stated the importance of sales promotion as a component of promotional mix, with evidence by increase in the funds to the same in the preceding two decades. Influence of point of purchase display on consumer decision making strategies was highlighted by the study. An effort to lay stress on attribute based, against attitude based P.O.P., display a brand specific attribute information, where brand attitudes are weak and motivation and opportunity to process the information are high. A field study in grocery retail chain was conducted in two stores in Indianapolis, to measure motivation opportunity, with pencil and paper questionnaire, and computer assessed response latencies were used to measure attitudes by manipulating availability of attribute information.

Murugan M. Shaktivel and Nandakumar C.S. in "Shield for Consumers in India", highlighted the significance of consumer in enhancing the consumer protection by taking recourse
to numerous laws available, only when there is an increased awareness on consumers to thwart the deceitful act of the seller to make the consumer a king.

Raman Rao P.V. in "Assessing the Rural market (a study of Warangal district in Andhra Pradesh)"\textsuperscript{66} stressed on a strong corporate policy to enter into a rural market rather to stay into it under compulsion.

Johnson, Marks Steven, in "Positive Negative Response Effects In Consumers' Evaluation Of Retail Stores: Ambivalence, Asymmetry, Acquiescence and Double Halos"\textsuperscript{67}, dwelt into store image, attitude, satisfaction research, using semantic differential scales of logically opposing terms having consistently produced vague or inconsistent results for the last 30 years, inconsistency in consumer evaluation are often attributed to thinking versus perceiving dichotomy in the evaluation process by attitude theorists. The memory based evaluations are characterised by a positive negative dichotomy, which is suppressed by a forced choice, positive and negative dichotomy therein. The general impressions and global evaluation of retail stores can lead to a number of positive and negative survey response effects. The author tries to demonstrate by using unipolar scaled evaluation survey of actual retail stores.

A predominance of ambivalent impressions rather than polarised impressions of stores. An asymmetry in agreement responses to negatively worded items relative to positively worded items. Presence of widespread acquiescence or double agreements to logically opposed items and Persistent double hallow effects in which all positive items are highly under correlated. And all negative items are highly inter-correlated yet positive and negative summated factors may be independent.
Di Novo Theresa C. in "Characteristics and Predictors of Symbiotic Buyer-Seller Relationships: An Investigation of the Organisational Clan from the Perspective of the Buyer". has covered symbiotic marketing, aimed at effecting exchanges among organisational territories in demanding situations. The extent of influence of buyer-seller relationships, on the work processes and sharing of information are investigated. Managing recurring uncertainties, in the industrial marketing environment by symbiotic relationship with suppliers as a strategy was also analysed. Variations in supply and demand lead to fluctuations in marketing service delivery system which are characterised by innumerable potential failure points and interdependencies within and between firms. Processes are of high risk due to

1. Occurrence of service mistakes, due to machine breakdown or error and human error.

2. Dynamism inherent in marketing service delivery system.

3. Change in established processes and procedures on customers demand.

Collins, Dodd, Collen Marie in "How Retailer's Acceptance Of New Products Contributes To Brand Equity". highlight the value of name to consumers, mentions the unexplored area of brand equity the influences of brand equity or brand returns on marketing strategy his study makes an attempt to find out the component of brand equity in a broad marketing strategy. The inclination of retailers, to accept brand extensions were chosen as a context for the study due to the significance but unexplored source (Retailer) of brand equity, Varying degree of influence of the existing brands on acceptance, contributes to the literature on retailer new product
acceptance, which include relevant brands and the theory and financial implications of brand equity. Consumer's and channel member's decisions are openly recognised for brand extension strategies.

Laxaminarayana S. in "Impact Of Advertising On Buyers Of Consumers Goods"70, highlighted the significance of TV over press, among females and the priority which is required from the media planners for TV advertisement, due to increase in the influence of females in the family decision making process. Also highlighted was the role of radio as a cheaper medium to be utilised by small scale consumer manufacturers for reminding advertising.

Arvind I. Korba in his "Marketing Modes"71 covered several aspects like marketing, brand competition, consumers in India, Indian Markets, Salesmanship, Sales promotion and S.S.I. Marketing.

Arvind I Korba in his book entitled "Advertising Attractions"72, has attempted to present the Indian advertising topics covering advertising avenues, the battle of brands, how communication works, the games people play, heart is ad agency, the media of advertising, product promotion, and promoting sales.

Bejou, David in his doctoral thesis "Relationship - Selling Trajectories: A Conceptual Model & Empirical Investigation"73 tried to develop a conceptual model of long term buyer-seller relationship with assistance of theory and empirical studies from the areas of past sales literature, other areas of marketing (E.g. service counter, service quality, marketing channels, services marketing) marriage, family and interpersonal relations. Long term buyer-seller relationship is conceptualised to develop over time through four stages: Awareness or exploration, Expansion, Commitment and Dissolution.
The model is of use, while examining long term buyer-seller relationship for goods and services and for industrial as well. It is also of use while examining business to business relationship.

Gowrishankar C.R. in his "Watch Out, The Traders Are Cheating You"\(^74\) has dealt with the cheating practices of seller, by making holes at the bottom of weights. Sticking magnets to weighing pans, punching the bottom of measuring cans, and has also offered many tips to consumers to guard themselves against such deceitful traders.

Eva Martínez and Yolanda Polo in their research entitled: "Adopter categories in the acceptance process for consumer durables"\(^75\) determined the adopter categories for a new product using an innovation diffusion model which assumes that the potential adopters of an innovation are influenced by two means of communication, namely the mass media (external influence) and word of mouth (internal influence).

Sue Slowikowski and Denise G. Jarratt in – "The Impact of culture in the adoption of high technology products"\(^76\) examined the impact of culture specifically traditions, religion, and fatality (beliefs about man's inability to control nature) on the adoption of high technology products.

Patricia M. Anderson and Xiaohong He in their research entitled “Price influence and age segments of Beijing consumers” \(^77\) described the culture, social forces, marketing mix and consumer behavior for durables and non durables (Cameras, cosmetics, fast food restaurants and soft drinks) are in earlier lifecycle stages in the PRC than in the USA, and represented a price/durability continuum.
Michael F. Smith in his 3 years research titled "Urban versus suburban consumers a contrast in holiday shopping purchase intentions and out shopping behavior" concluded that urban versus suburban shopping environments present unique opportunities and challenges for retailers.

Kathryn Frazer Winsted in his paper "Service behaviors that lead to satisfied customers" examined the service provider behavior that influences customer evaluation of service encounters.

Christina Kwai-Choi Lee and Brett A. Collins in their research named "Family decision making and coalition patterns" clearly mentioned the relatively influence of family members and the dominant decision-making strategies that are used. Observational data are derived from videotaped recordings of family interactions during a simulated decision-making situation.

Colin C. Williams and Jan Windebank in their research "Acquiring goods and services in lower income populations: an evaluation of consumer behaviour and preferences" explored the behaviour and preferences of lower income populations in several UK cities when acquiring goods and services. This paper finds that, in the realm of goods acquisition, these consumers want new goods from formal retail outlets but, due to economic necessity, their first option but second choice is often to acquire them informally or second-hand. In the sphere of consumer services, however, informal modes of provision are frequently preferred by these populations and actively chosen over formal consumer services.

Marylyn Carrigan and Ahmad Attalla in "The myth of the ethical consumer – do ethics matter in purchase behaviour?" reviewed that marketing ethics and social responsibility are inherently controversial, and also examined whether or not consumers care about ethical...
behaviour, and investigates the effect of good and bad ethical conduct on consumer purchase behavior.

James Reardon and Denny E. McCorkle in their paper “A consumer model for channel switching behavior”\(^\text{83}\) mentioned that with the phenomenal growth of direct order marketing with the Internet and catalogs as alternative channels, customers increasingly face more choices of where to purchase goods and services. They also developed a formal consumer model to explain channel switching behavior. Becker’s theory of time allocation is expanded to consumer decision making between distribution channels. The final model suggests that consumers face a tradeoff when deciding where to buy goods and services. From this tradeoff an indifference curve is developed where the consumer chooses between alternative distribution channels on the basis of the relative opportunity costs of time, costs of goods, pleasure derived from shopping, perceived value of goods, and relative risk of each channel. Strategies for direct and multi-channel marketers are developed using this model.

Anna Watson, Howard Viney and Patrick Schomaker in “Consumer attitudes to utility products: a consumer behaviour perspective”\(^\text{84}\) suggested that consumers both in UK and Germany are proving reluctant to exercise choice, despite the intensity of the supply companies’ preparation and marketing campaigns.

Chatura Ranaweera and Jaideep Prabhu in “The influence of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting”\(^\text{85}\) adopted a holistic approach that examines the combined effects of satisfaction, trust and switching barriers on customer retention in a continuous purchasing setting. Argues that such an approach helps
uncover hitherto neglected effects on retention and, in the process, unveils more cost effective ways of retaining customers.

David B. Wolfe and Rajendra Sisodia in their research titled "Marketing to the self-actualizing customer" highlighted that companies are increasingly complain about a new band of "mysterious" consumers whose behavior is challenging the very foundation of modern consumer economies: materialistic aspirations.

Chanaka Jayawardhena in his research "Personal values’ influence on e-shopping attitude and behaviour" proposed a value-attitude-behaviour model was applied to investigate the roles of personal values in e-shopping consumer behaviour. Structural equation modeling identified that personal values (self-direction values, enjoyment values and self-achievement values) were significantly related to positive attitudes toward e-shopping. Individual attitudes toward e-shopping were a direct predicator of e-shopping behaviour and mediated the relationship between personal values and behaviour. This hierarchical relationship among personal values, attitudes and behaviour may be exploited by e-tailors to position e-shops and provide a persuasive means for e-shoppers.

Christopher White and Yi-Ting Yu in their research work titled "Satisfaction emotions and to satisfy their needs consumer behavioral intentions" they developed a theoretical framework underpinning consumer satisfaction emotions and re-examine the emotions/behavioral intentions link. They also suggested that satisfaction emotions were best conceptualized as a three-dimensional construct that included positive, negative and "bi-directional" emotions and has identified a relationship between specific satisfaction emotions and consumer complaining behaviour.
Gianfranco Walsh and Vincent-Wayne Mitchell in “Demographic characteristics of consumers who find it difficult to decide” conducted a survey on 264 consumers in North Germany to know the consumers who experienced difficulty in making their buying decisions, especially in the face of variety of choice, proliferation of brand choice, small inter-brand differences, brand counterfeiting, marketing communication overload and so on. And they suggested that a consumer decision-making behaviour is influenced by his demographic characteristics.

Sheen'a Leek and, Suchart Chansawatkit found out the reasons of consumer confusion in purchasing a product in their research titled “consumer confusion in the Thai mobile phone market.” They opined that Consumer confusion is likely to be an ever increasing problem as customers live in an environment where they are bombarded with information and where rapid technological developments are taking place. Although consumer confusion has been investigated in individualistic cultures such as the United Kingdom, it has received little attention in collectivist cultures such as Thailand. This research examines confusion in the Thai mobile phone industry. More specifically, it aims to determine what aspects of the mobile phone industry are confusing and what sources of information are used to reduce or eliminate it. Thai consumers experience confusion and find a number of aspects of the mobile phone industry to be problematic especially handsets, services and tariffs. In terms of reducing confusion, family and friends are the most popular source of information being both credible and reliable. It is put forward that the problems associated with handsets, services and tariffs are due to differing degrees of technological complexity and overchoice both of which are sub-components of confusion.
Tony Garry in her article “Consumer sophistication and the role of emotion on satisfaction judgments within credence services” felt the following Evidence which demonstrates a link between the affective dimension and satisfaction in a tangible product based context is well documented. However, when placed in a credence service context the role of Affect becomes more complex. Previous research in this field has assumed consumer homogeneity when there is increasing evidence of consumer heterogeneity. This research attempts to address this by examining affective reactions to service encounters between two groups of respondents, one with the ability to make performance assessments about the service and one without. Findings suggest consumers of differing sophistication will vary in the way they form expectation and performance assessments about the technical, functional and affective components of credence services and that consumer sophistication may have a moderating influence on affective reactions evoked. This in turn has implications for the design and delivery of service offerings within such contexts.

Elizabeth S. Thomson, Angus W. Laing and Lorna McKee found out the influences of child on the family purchase decision making in their research paper titled “Family purchase decision making: exploring child influence behavior”.

Hernandez, M. D., Wang, Y. J., Minor, M. S. and Liu, Q. in their article titled “Effects of superstitious beliefs on consumer novelty seeking and independent judgment making: Evidence from China” Cultural content has been examined in consumer adoption of new products, whereas the relationship between enduring cultural beliefs and adoption remains unexplored. In this study, proactive superstitious behaviors (e.g., carrying a lucky charm) and passive superstitious beliefs (e.g., belief in fate) were empirically tested as antecedents of consumer novelty seeking (CNS) and consumer independent judgment making (CIJM). The results suggest
that proactive superstitious beliefs positively influence CNS, whereas passive beliefs negatively influence CNS. Only passive superstitious beliefs positively influence CIJM. Results also suggest that previous superstition scales are incomplete and fail to reflect contemporary thinking about superstitious beliefs.

Veena Chattaraman, Nancy A. Rudd and Sharron J. Lennon in their article “The malleable bicultural consumer: effects of cultural contexts on aesthetic judgment”94 studied the influences of culture on aesthetic judgment. The findings revealed that symbolic attributes of products interact with cultural contexts to affect aesthetic judgments of (Hispanic) consumers. Aesthetic judgments were more positive when evaluating culturally symbolic product attributes after exposure to congruent contextual cues that facilitate fluent processing. The study furnishes support for the impact of environment/context on consumer behavior and aesthetic judgment, thus establishing further support for the cognitive framework of conceptual fluency in explaining aesthetic response. The study also contributes to recent literature on “frame-switching” among bicultural consumers by suggesting that these consumers navigate between competing cultural frames in response to visual primes, with resultant shifts in aesthetic judgments. Important marketing insights emerge from these findings.

John Quelch in his paper titled “Cheers to the American Consumer”95 said about the willingness by American consumers to adopt new products, processes, and services more rapidly than those in other countries may be the most important enabler of entrepreneurship and innovation in America. The key concepts include:

America's "venturesome consumer" may be the most important enabler of entrepreneurship and innovation in the United States.
Six characteristics separate consumers and entrepreneurs in America from those in other countries.

Roy Y.J. Chua of Harvard Business School and Xi Zou of London Business School discussed how luxury influences individuals in their paper “The 'Luxury Prime': How Luxury Changes People”96. Findings of the study are summarized as what effect does luxury have on human cognition and decision making? According to new research, there seems to be a link between luxury and self interest, an insight that may help curb corporate excesses. The key concepts include: People who were made to think about luxury before a decision-making task were more likely to endorse self-interested decisions that might potentially harm others. Although luxury does not necessarily induce people to harm others, it may cause them to be less considerate. Limiting corporate excesses and luxuries might be a step toward getting executives to behave more responsibly toward society.

Mary J. Benner and Mary Tripsas in their paper titled “the influence of prior industry affiliation on framing in nascent industries, the evolution of digital cameras”97 explored what factors influence a firm's initial introduction of product features during the budding stage of a product market, and how the process of convergence on a standard set of features unfolds.
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