### REVIEW OF LITERATURE

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CHAPTER - III

REVIEW OF LITERATURE

3.1. INTRODUCTION:

The literature review forms the main platform of the dissertation as the consequent analysis and future result is based on it. This chapter aims at providing an overview of the research performed on consumer buying behaviour of solar products by other scholars.

The basic aim of marketing is to meet and satisfy consumer’s needs and wants. Consumer Buying Behaviour studies how individuals, groups and organizations select, buy, use and dispose of goods, services, ideas, or experiences to satisfy their needs and desires.

Marketing managers of various organisations need to understand the secrets behind consumer behaviour. The marketer should identify and map consumer’s behaviour and then try to develop marketing strategy to satisfy customers and retain them for longer period of time. The objective of any business is to earn profit by satisfying and retaining customers. Consumer’s need evaluation process is a dynamic one and what consumer states as a need or want may not be instrumental in making the expected purchase decision. The consumer’s buying behaviour is influenced by cultural, social, personal, and psychological factors. Sometimes even consumer may not be aware about his deeper motivations and the reason ‘why’ of buying and may change his mind.

3.2 CONSUMER BUYING BEHAVIOUR:

Consumer buying behaviour has been the topic of concern for variety of discipline like Economics, Marketing, Sociology, political science, food sciences, agriculture and psychology. Many of them had attempted to study unique methods and concepts of consumer buying behaviour.

The study of consumer buying behaviour is embedded in the marketing concepts which took a present form of modern marketing concepts through concepts used
by organisations, respectively, production concept, product concept and selling concept.

*The production concept* believed that availability of the product at low prices is the major thing that consumers focus on. Here one thing is important that consumers were interested in cheap product than its features and will buy which ever product is available than wait for right product to come in the market.

*The product concept* believed that consumers will purchase the product which offers them the best quality, the best functionality and the best features. Price and cost were not the criterion here. The manufacturers were then concentrating on the quality of the product than the needs of the customers resulting in to Marketing Myopia.

*The selling concept* is the subsequent effect of these two concepts. Here focus is on the selling the product one has in stock. The basic assumption in this concept is that consumers will buy the product which is manufactured. Manufacturers do not consider consumers needs, wants and demands but unilaterally decide product to be manufactured. Marketing management here thinks that product had to b pushed hard selling; that is persuading consumers to buy what seller has.

*The marketing concept* has customer oriented strategy. When manufacturers experienced difficulties in selling products what they have they found it would be convenient to produce what customer wants and demands for. This could be easily found out by doing a research. Hence it was clear that

The consumer buying behaviour has been an arguable topic for the past so many periods around the world; many researchers have studied this topic and found investigative findings in different contexts. The dominant purpose of the study is to investigate the effect of product price then product quality on consumer buying behaviour. The marketer necessity reviews the consumer buying behaviour through consumer psychological behaviour then social anxieties *(Shabbir, 2012).*

According to Kurtulus the effect of consumer psychographics on their propensity to purchase retailer variety, that necessity be valid and reliable so the consumers are additional price aware and prefer and purchase retailer variety. More of the
customers need convenience than quality products that powerfully motivate them to buy the similar product more often in the future (Ahuja, 2003) originate that the pre-decision time of customer purchasing behaviour documented solid link with the wish purchasing Behaviour of the customers.

(Hawkins, Roger, Kenneth, & Mukherjee, 2007) The authors of the book discussed various factors affecting consumer behaviour for buying such as demographic and social influences (family and household), group influence, impact of advertising and internal influences (learning, perception, attitude etc.). The book elucidated the topics such as types of consumer decisions, purchase involvement and product involvement. The book also emphasized on information search process and various ways for providing relevant information to the consumers are recommended in this study. The book also emphasized on individual judgment and proposed that the ability of an individual to distinguish between similar stimuli is called sensory discrimination which could involve many variables related to individual preferences.

(Schiffman, 2004) Defines Consumer Behaviour as ‘the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they expect will satisfy their needs.’ Study of Consumer Behaviour is the study of how individuals make decisions to spend their available resources like time, money and effort on consumption related items. Schiffman and Kanuk divide consumers in two basic types that are -

**Personal consumer**-
Personal consumer is the individual who buys goods and services for his or her own use, for household use, for the use of a family member, or for a friend.

**Organisational Consumer**-
A business, government agency, or other institution (profit or non-profit) that buys the goods, services, and/or equipment necessary for the organization to function.

According to them human needs are the bases of all modern marketing. The key to company’s survival, profitability, and growth in this highly competitive market is its ability to identify and satisfy consumer needs better and sooner. The need of
a consumer is the cause of motivation that leads to demand and consumer
behaviour.

According to (Schiffman, 2004) the process of consumer behaviour can be
viewed as three distinct interlocking stages wise the Input, the Process and the
output stage. These stages are illustrated in figure 3.1.

The input stage consumer recognises the need and gets information from two
major sources which are Firms’ marketing communication and socio cultural
environment which includes family, friends, neighbours, social class, cultural and
sub cultural members. Inputs from all these sources affect the consumers
purchase and how they use what they buy.

The process stage focuses on decision process where psychological factors like
motivation, perception, learning, and attitude affect how consumer process the
inputs from input stage. The experience gained through evaluation of
alternatives, in turn; affect the psychological attributes of consumer.

The output stage consists of purchase and purchase evaluation. Purchase may be
a trial purchase due to sales promotion or a repeat purchase. If during trial
consumer id satisfied then he goes for repeat purchase. The trial is a exploratory
phase of purchase behaviour. Trial is always not possible. For durable goods
there is no opportunity for trial. In such cases purchases are made after viewing
product and prices.

Post purchase product evaluation is particularly important because consumers
evaluate product performance in light of their own expectations. There are three
possible outcomes: (1) actual performance matches expectations (neutral
feeling); (2) performance exceeds expectations (positive disconfirmation of
expectation) which lead to satisfaction; (3) performance is below expectation
(negative disconfirmation of expectation) which leads to dissatisfaction. As a part
of their postpurchase analyses, consumers try to reassure themselves that their
choice was correct. This is called as post purchase cognitive dissonance.
(Schiffman, 2004)
Figure 3.1
Model of Consumer buying decision

(Firm’s Marketing Efforts
1. Product
2. Promotion
3. Price
4. Channels of distribution)

Sociocultural Environment
1. Family
2. Informal sources
3. Other noncommercial sources
4. Social class
5. Subculture and culture

Psychological Field
1. Motivation
2. Perception
3. Learning
4. Personality
5. Attitudes

Need Recognition
Prepurchase Search
Evaluation of Alternatives

Experience

Output

Purchase
1. Trial
2. Repeat purchase

Postpurchase Evaluation

(External Environmental Factors –
Culture
Subculture
Social class
Social groups
Family

Personal influences Individual Determinants –

Personality and self concepts
Motivation and involvement
Information processing

(Schiffman, 2004)

(David & Bitta, 2002) Defines - “Consumer Behaviour is the decision process and physical activity individuals engage in when evaluating, acquiring, using, and disposing of goods and services.” (David & Bitta, 2002) mostly had stressed on the factors influencing the consumer buying behaviour. According to them major factors are shown in Figure: 3.2. They are as follows:

External Environmental Factors –

- Culture
- Subculture
- Social class
- Social groups
- Family

Personal influences Individual Determinants –

- Personality and self concepts
- Motivation and involvement
- Information processing
- Learning and memory
- Attitude

**Consumer’s decision process**
- Problem recognition
- Search and evaluation
- Purchasing process
- Post purchase behaviour

Based on this authors had framed a generalized model for consumer buying decision process. The model is shown in the figure 3.2.

**Figure 3.2**

**Generalized Model for Consumer Buying Decision Process**

Source: (David & Bitta, 2002)
While stating importance of Consumerism authors said ‘The consumer of the future will be increasingly demanding, sceptical and critical. Marketers who fail to understand the changes that are occurring in consumer behaviour in today’s marketplace are doomed to be less successful than otherwise they might be.’ According to (Kotler, 2004) the starting point for understanding consumer buying behavior is the stimulus response model shown in Figure 3-3. As this model shows, both marketing and environmental stimuli enter the buyer’s consciousness. In turn, the buyer’s characteristics and decision process lead to certain purchase decisions. The marketer’s task is to understand what happens in the buyer’s consciousness between the arrival of outside stimuli and the buyer’s purchase decisions.

Author emphasizes on Black Box in the model which consists of buyer’s characteristics and buyer’s decision process. Marketing and other stimuli act as input to buyer’s Black Box and Buyer’s decision process where buyer’s decision is the output. As this model indicates, a consumer’s buying behavior is influenced by cultural, social, personal, and psychological factors. This is the most generalized and accepted model of consumer buying behaviour where all probable factors are considered.

Figure 3.3 : Black Box

![Black Box](Source: (Kotler, 2004))
3.2.1 Types of Buying Behaviour

Marketers also need to be aware that consumer decision making varies with the type of buying decision. The decisions to buy toothpaste, a tennis racket, a personal computer, and a new car are all very different. In general, complex and expensive purchases are likely to involve more buyer deliberation and more participants. As shown in fig. 3.4, Assael distinguished four types of consumer buying behaviour, based on the degree of buyer involvement and the degree of differences among brands:

➤ *Complex buying behaviour* applies to high-involvement products such as personal computers. Buyers may not know what attributes to consider in these products, so they do research. Knowing this, marketers can help educate buyers about product attributes, differentiate and describe the brand’s features, and motivate store personnel and others to influence the final brand choice.

![Types of Consumer Behaviour](https://example.com/fig3_4.png)

Source: (Kotler, 2004)

➤ *Dissonance-reducing buyer behaviour* applies to high-involvement products such as carpeting. Carpeting is expensive and self-expressive, yet the buyer may consider most brands in a given price range to be the same. After buying, the consumer might experience dissonance after noticing certain disquieting features or hearing favourable things about other brands. Marketers should therefore
supply beliefs and evaluations that help consumers feel good about their brand choices.

➤ **Habitual buying behaviour** applies to low-involvement products such as salt. Consumers keep buying the same brand out of habit, not due to strong brand loyalty, because they are passive recipients of information conveyed by advertising. Ad repetition creates *brand familiarity* rather than *brand conviction*. Marketers of such products can use price and sales promotions to entice new customers to try their products.

➤ **Variety-seeking buying behaviour** applies to low-involvement products such as cookies. In this category, consumers switch brands often because they want more variety. The market leader will therefore try to encourage habitual buying behavior by dominating the shelf space, keeping shelves stocked, and running frequent reminder ads. Challenger firms will encourage variety seeking by offering lower prices, coupons, free samples, and ads that offer reasons for trying something new.

In *Chopdawala & Tasneem H, 1986* thesis researcher had studied the consumer buying behaviour from the psychological perspective specially personality factors. Consumers were given personality tests viz. sensation seeking scale, Dogmatic scale and Personal Value questionnaire. Researcher found following results-

- ‘Knowledge value’ is one of the predictor for brand awareness and new product adoption.
- Religious value appeared to be important predictor for brand loyalty.
- Socio economic status was another predictor found for certain products.
- Prediction of consumer behaviour depends a great deal on the consumers’ frame of reference.
- Consumers are not always rational, they often behave irrationally because of habit, autistic thinking, suggestion and other emotional factors.
- No act of consumer behaviour can ever be explained by one reason alone, it is a result of a complexity of variables.
(Kulkarni, 2006) had concentrated only on causes of underutilization of Solar Systems as NCER in Pune District only. Following are the findings of the study carried out by the researcher –

- Unaffordable prices of the SWHS / High capital cost.
- Lack of faith in the technology.
- Lack of after sales services
- Lack of end user orientation
- Lack of awareness about the soft loan schemes
- Lack of appropriate socio cultural environment.
- Lack of awareness about RETs.
- Lack of trained technical manpower.
- Lack of community sponsorship.

While justifying potential; researcher had mentioned success stories of solar villages like Village - Basrapur in Taluka - Bhor and Village - Kaldhari, Taluka - Purandhar, Dist –Pune.

(Shahriar & Tahmores, 2012) in the research paper studied sales promotion and consumer behaviour. Sales promotions have become a vital tool for marketers and its importance has been increasing significantly over the years. Studies that strive to understand the impact of sales promotions on consumers’ behaviour are very important. As well as culture has profound implications on the psyche of the consumers’ behaviour, adaptation to cultural values leads to marketing effectiveness. So to this study, understanding consumer behaviour in a different framework is very useful for the success of an organization in national or international level. According to the issues mentioned, this article examines the impact of sales promotion on consumer behaviour based on important cross cultural models.

(Solomon, 2002) defined buyer decision processes are the decision making processes undertaken by consumers in regard to a potential market transaction before, during, and after the purchase of a product or service.
3.2.2 Stages in consumer buying decision process:

- **Problem/Need Recognition** - This is in general the first stage in which the consumer recognizes that what essentially is the problem or need and hence accordingly a consumer can identify the product or kind of product which would be required by the consumer.

- **Information Search** - In information search, the consumer searches about the product which would satisfy the need which has been recognized by the consumer in the stage previous to this one.

- **Evaluation of Alternatives** - In this stage, the consumer evaluates the different alternatives which the consumer comes across, when the consumer was searching for information. Generally in the information search the consumer comes across quite a few products and thus now the consumer has to evaluate and understand which product would be properly suited for the consumer.

- **Purchase** - After the consumer has evaluated all the options and would be having the intention to buy any product, there could be now only two things which might just change the decision of the consumer of buying the product that is what the other peers of the consumer think of the product and any unforeseen circumstances. Unforeseen circumstances for example in this case could be financial losses which led to not buying of the product.

- **Post Purchase Behaviour** - After the purchase the consumer might just go through post purchase dissonance in which the consumer feels that buying the other product would be better. But a company should really take care of it, taking care of post purchase dissonance doesn't only spread good words for the product but also increases the chance of frequent repurchase.

3.2.3 Organizational Buying Process:

Understanding the stages of business buying is important to a marketing firm if it is to market its product properly.
• The stages of organization buying includes recognizing the problem, developing product specs to solve the problem, searching for possible products, selecting a supplier and ordering the product, and finally evaluating the product and supplier performance.

• Buying B2B products is risky. Usually, the investment sums are high and purchasing the wrong product or service, the wrong quantity, the wrong quality or agreeing to unfavorable payment terms may put an entire business at risk.

• Making a riskier investment can yield to high returns. However, there is also a greater chance that they could lose their investment as well. This can be seen in this diagram Figure 1. Those involved in the decision buying process need to weigh the risks against the expected returns.

• In order to entice and persuade a consumer to buy a product, marketers try to determine the behavioral process of how a given product is purchased. Understanding the nature of customers' buying behavior is important to a marketing firm if it is to market its product properly.

The main difference between B2B and B2C is who the buyer of a product or service is. The purchasing process is different in both cases and the following is a list of the stages involved in B2B buying:

3.2.3.1 Stages of the organization Buying Decision Process

Step 1: Recognize the Problem

• Machine malfunction, firm introduces or modifies a product, etc.

Step 2: Develop product specifications to solve the problem

• Buying centre participants assess problem and need to determine what is necessary to resolve/satisfy it

Step 3: Search for and evaluate possible products and suppliers
• Look in company files and trade directories, contact suppliers for information, solicit proposals from known vendors, examine websites, catalogues, and trade publications.

• Conduct a value analysis - an evaluation of each component of a potential purchase; examine quality, design, materials, item reduction/deletion to save costs, etc.

• Conduct vendor analysis - a formal and systematic evaluation of current and potential vendors; focuses on price, quality, delivery service, availability and overall reliability.

**Step 4: Select product and supplier and order product**

• This step uses the results from Step 3.

• An organization can decide to use several suppliers, called multiple sourcing. Multiple sourcing reduces the possibility of a shortage by strike or bankruptcy.

• An organization can decide to use one supplier, called sole sourcing. This is often discouraged unless only one supplier exists for the product; however it is fairly common because of the improved communication and stability between buyer and supplier.

**Step 5: Evaluate Product and supplier performance**

• Compare products with specifications.

• Results become feedback for other stages in future business purchasing decisions.

This 5 step process is mainly used with new-task purchases and several stages are used for modified re-buy and straight re-buy.

Understanding the stages of business buying and the nature of customers’ buying behaviour is important to a marketing firm if it is to market its product properly. In order to entice and persuade a consumer to buy a product, marketers try to determine the behavioural process of how a given product is purchased.
Arnold Anderson in his article “Differences between a Consumer Buying and a Business Buying Decision Process” explained the difference Consumer Buying and Organizational Buying Decision Process.

3.2.4 Differences between a Consumer Buying and Organizational Buying Decision Process

Your consumer and business customers approach purchasing in two very different ways. To successfully market your business to both types of clients, you need to understand the differences between the consumer and business buying processes. The business processes you use and the kinds of products you offer enter into the way that businesses and consumers purchase your products and view your business.

Planning
Most purchases made by a business are planned in advance, where the same purchases might be impulse buys for a consumer. For example, a business will plan an employee lunch, choose the menu in advance and have the order in place to be catered on a particular day. A consumer's decision on where to go for lunch is often made just minutes before the lunch break. To be able to accommodate both business and consumer purchases, you need to have a structure in place that allows businesses to plan their purchases while still offering impulse options to consumers.

Decision-making
In many cases, the consumer decision-maker is the person that ultimately buys the product. For example, the mother of a family may decide to buy a new sandbox for the children, so she is either the one that goes out to make the purchase or is on hand with the father to make the final choice. A business purchasing process starts with an idea and then goes through a formal approval process. The person that makes the final purchase is often a purchasing agent or departmental representative.

Support
Many businesses require support contracts when purchasing certain types of items. For example, if a business purchases a copier then the copier may need to
have at least a three-year warranty on the product before the company can finalize the purchase. A consumer is not restricted by support needs when it comes to buying products, but that does not mean that support is unimportant to a consumer. Adequate support for a product can be sufficient to an end consumer as part of the final purchase contract. For a business, the support issues may need to be spelled out in a more comprehensive manner.

**History**

The relationship between a vendor and a business can be a significant factor in the buying decisions for the company. For example, if a business has an ongoing relationship with an office supply store, then pricing contracts and dedicated support personnel can make the relationship beneficial to the business. An individual consumer is encouraged to compare prices and offers between companies and does not base buying decisions on ongoing vendor relationships, according to the Federal Trade Commission website.

**EconomicConcepts, 2012** The Consumer Behaviour Theory- An understanding of how the theory of consumer behaviour and its application tools evolved over the years will enable us to appreciate the validity of the theory and give us guidance in its practical application. Consumer behavior, like all human behavior is very complex. But the consumer behavior theory, like all theories is a simplified and abstract representation of reality. The more simplified picture of consumers provided by the theory helps us enormously to understand the consumers. It not only helps us to think about consumers, but also provides us with a language to talk about them. This language is very useful, because to be effective in an organization - for profit or non-profit - one has to persuade others to accept his ideas. And in fact, lack of this language has been one of the greatest drawbacks of the modern marketers.

Market Research or Marketing Research (MR) has been developing since ‘Marketing’ which brings together all customer elements, grew out of the concept of ‘Sales’ in the early fifties. The theory of consumer behavior draws heavily upon the famous psychologist Sigmund Freud, particularly with respect to the emotional, psychological, mental, subjective or non-utilitarian aspects of buying decision or behavior of a consumer. The theory represents the hidden order in
this very complex activity, which we call consumer behavior. On the surface, this highly complex and varied display of behavior by consumers seems essentially unexplained. But slowly as the theory develops, the hidden pattern emerges, describing the order we suddenly see, and explaining why the behavior pattern takes place.

Now, what is the magic stuff called consumer behavior theory that does all these wonderful things. It's not just a theory, as explained earlier, but more than that. It helps us to make better marketing decisions for profit and non-profit organizations. Thus, we can examine the characteristics of a theory that enables us to do so. Researchers G Zaltman and M Wallendorf have came out with the most important attributes of a good and sound theory, after very close and careful thought. These are given below:

1. A theory which does both: explains how consumers buy and predicts what consumers will buy.

2. It unifies previously unrelated areas of knowledge, for example, it relates to information that consumers get from advertising so as to decide what brands they buy.

3. The theory is simple. If not, it can be so complex that we can't understand well enough to apply it to our practical problems.

4. It is testable so that we can verify whether the theory is valid and therefore dependable.

5. Implied in the previous characteristic, it is supported by the facts. This means, to lay the theory up against data describing how consumers buy in the market and thereby determine if the facts confirm the theory. If they don't, then either the theory should be modified till the facts do verify it or abandon the theory.

6. The theory is general, which means that it can be applied to a wide range of products and services. If it is not, then it won't be very useful.
7. It has heuristic value, meaning that it poses new questions for us that had not been previously asked. While trying to answer these questions, new knowledge is created and that becomes the part of the theory.

8. It is internally consistent. This means that the theory is internally free from logical in congruencies or else the prediction will be doubtful and flawed. Lack of this quality will make the theory a dangerous tool.

9. It is original. If not, it adds little to the existing knowledge.

10. It is plausible. If not, it can't be seen by others as making any sense, and hence, they will not likely to accept the theory and so it won't be useful.

11. And if all the above ten points are in order, it can be applied to designing marketing strategy and marketing plans.

3.2.5 Product Price

The product price factor is always been an important issue in customer/consumer buying process in each context. They always inspect price and brand name information otherwise when they are creation judgments on the sizes of quality: ease of use, practicality, performance, durability, and rank (Brucks, 2000). The marketing managers must to think broader to have a common on two factors such as capability control and strategic lively pricing policies. The customer must be eased with some letters in products. The marketing managers must highlight the facility quality as well as but also price justice in total consumer satisfaction program. Rendering to (Chang, 1998) the price has its important influence happening perceived quality once it is the only information indicated available. Rendering the study of consumer favours to have a price and quality rather than technical features in durable goods.

In buying process consumer look for three main belongings prices, convenience, and recommended by somebody, but security and privacy are the major issues that hesitates consumers to purchase products connected (Rehman, 2011). The communism atmosphere of Chinese forces them to do online purchasing, also they make any purchase decisions founded on the review which they supposed (Park, 2011). The innovative consumers also perceive high risk and
insecurity in their buying behaviour (Atchariyachanvanich, 2007). The basic advertising tool of attention is price then the value of pricing container be measured into the effects of prices, mark-ups, and side payments (Chintagunta, 2002). As previous educations also found that sure demographic groups such as females, married people, old people and home workers are additional responsible to examine for, and use, price info consciously. The literature proposes that price has great influence in consumer buying behaviour very efficiently. Every consumer needs more awareness concerning the price and fairness in price in the shape of packages then discounts.

3.2.6 Product Quality

The quality of the product you produce, that will lead to a fruitful outcome in the long track for every in this world. In business here are five most important sizes which make a fruitful business and these are service quality, tangible, reliability, responsiveness pledge and identification (Azadavar, 2011). It is compulsory for the companies to maintain their quality since people are more aware of quality than price. Greatest of the Asian country consumers would want to must European or American product to must better quality, so they always reflect the “MADE IN” in their buying behaviour(Abedniya, 2011).

The valuation of consumer on a product founded on quality is very essential typical in purchasing procedures and consumers are conscious of quality change of all products (Nugroho, 2009). The consumers former go for better quality brand somewhat than seeing of the price factor. The consumers are most likely to purchase well-known but better quality diversity in the market instead less known brand they also prepared to pay advanced prices for renowned make (Boonlertvanich, 2009). Commercial goals will be easy to attain if service quality can be preserved as a construct different stages so sympathetic and assurance are the most significant in service quality (Fogarty, 2000). An effective business-to-business relations for many firm facility quality is more important rather than product quality, these sole challenges achieve customer gratification (Rossomme, 2003).

Quality is the major anxiety in every field of life, whether you buying certain product or facilities. (Tsiotsou, 2006) found a positive direct result of perceived
quality on purchase meanings. The literature suggests that there is a important role of product quality cutting-edge buying behaviour but it may vary after culture to culture.

Modern shoppers buy things to prize themselves, to satisfy mental needs or to make themselves feel good. Contemporary shoppers buy things since they are expensive. They buy things to brand a statement, to show off their personality or to improvement their self-esteem. Purchased item have develop an affirmation of the psyche. Retailers need to alteration in order to suit the modern spending behaviour. It is no longer done to see a shopper as a rational creature making choices. It is no longer enough to think that the customer acts in a way that makes intelligence from an economic of logical point of view (Pooler, 2003).

Shopping himself is a form of self-expression. People describe themselves through their shopping. How they workshop, where they shop and what they buy serves the drives of letting people express their needs, their needs and personalities. Spending gives people a sense of achievement. For many, it gives life a sense, a drive, value and a purpose. The successful shopper feels a feeling of satisfaction, implementation and completion. Shopping for emotional and mental reasons has become the new chant of modern society. In 1940, Abraham Maslow conceived a new way to appearance at how people live, how they instruction their priorities and set their goalmouths in life. Maslow optional that life contains of five levels which range from elementary where researcher satisfy the greatest basic needs, like nourishment and shelter to where researcher satisfy our highest psychological needs, like those for inner expressive fulfilment. Maslow Theory of Needs optional that higher wants can only be fulfilled once the lower needs are met. Rendering to (Pooler, 2003), he also argued that when it originates to shopping, our lower level needs have existence met and that we’re spending on an advanced plane, where a higher level of wants is being satisfied. To aid the decision creation, a brand name delivers a shorthand device or means of popularizations for their product decisions (Keller, 2008).

The marketing managers are annoying to find the solutions to satisfy the rudimentary supplies of a customer since it is a prime accountability of the marketer is to fulfil customer satisfaction. The initial test for every firm should be
careful and enhancement of deeper sympathetic of customer support areas and their influence on customer loyalty (Krumay, 2010).

Consumer behaviour designs are quite related to each other, exactly in the aspects like quality, pricing then decision making (Kumar, 2011). The customer satisfactions then quality products are similar in relationships by price, expertise, timeliness, service then the physical environment (Lacobucci, 1995). (Zeithaml, 1988) Originate that perception of consumers of quality change ended a time as a result of added info, increased by changing expectations and conclusion in a product group. The consumers dishonour their purchasing decision on information, indications and signals, similar product name, design & price (Samiee, 1994). The additional major factors swaying buying behaviour are essentially cultural, social, personal then psychological.

The consumers are keen of enhancing their standards of living with hygienic then reasonably high quality products then get free of low quality products. To entice the consumer marketing strategies play very vital for future growth of numerous firms. The association amid opportunities of social effect, price, economy and personality gives confidence to understand the consumer perception (Haque, 2009).

3.3 Consumer buying behaviour for solar products

Solar energy is the most readily available source of energy. Three of the fastest-growing sun-based technologies are solar thermal, concentrating solar power (CSP) and photovoltaic. Solar-thermal devices use direct heat from the sun to do everything from heating swimming pools to creating steam for electricity generation. As per the trends in USA, China, Europe, Japan, etc, in coming years it is expected that millions of households in the world will be using solar energy. Even in India, the Indian Renewable Energy Development Agency and the Ministry of Non-Conventional Energy Sources are formulating a program to have solar energy in more than a million households in the next few years. But what is most important in this context is the people’s initiation to make such programs or initiatives successful. The important way for a successful implementation of such initiatives is creating an environment for mass consumption. This energy can be used in many ways, such as
- Domestic Lighting/heating/cooking
- Street lighting
- Village electrification
- Water pumping
- Drying/Timber seasoning
- Electricity/Power generation
- Desalination of salty water
- Powering of remote telecommunication
- Cold storage and Refrigeration
- Railway lighting, etc

Some products that are obtainable in the market for using both domestically and industrially are Solar cooker, Level plate solar cookers, Concentrating collectors, Solar hot water systems (Domestic and Industrial), Solar pond, Solar hot air systems, Solar Dryers, Solar timber kilns, solar stills, Solar photovoltaic systems, Solar pond, Concentrating collectors, Power Tower, Air conditioning, Solar collectors, coupled to absorption, Refrigeration systems, Railway Signals, etc.

The literature review done by the researcher on consumer buying decision and demand determinants of solar-energy equipments by various researchers of different countries since mid 1970s to till date has been presented in the following paragraphs. The broad research outline of numerous of the studies under review revolved about consumer behaviour with special reference to acceptance of environmental products as another to the regularly consumed products and found that major swaying factors are psychological, financial, demographic issues. Few others studied the effect of distribution channels, monetary penalties and role of government initiatives role in endorsing the consumption of solar energy based products at domestic level. Few studies studied the early purchasers of solar products behaviour in line by their social concern behaviour.

To start by, a study on the demand of solar products by (Scott1976) originate that the acceptability of solar products is additionally accepted by the people who are conscious of solar technologies and it also originated that the socioeconomic and attitudinal characteristics of persons have effect on acquisition a solar product.
Another study lead on consumer knowledge on solar energy in US (Yarosh, 1980) observed that early adopters admit to be well satisfied with their solar experience, main problems are current in a majority of systems like warranties, operating then maintenance orders and service are widely lacking or insufficient. Another study (Jerald, 1981) for consumer behaviour about Consumer receipt of solar products examined from a delivery channel perspective and says new channels of delivery are presented, lengthways with the variables that will ease their adoption. And also originate that one of the main causes of the slow rate of acceptance of solar heating and refrigeration is inadequate and unsuccessful distribution of the products. (Neslin, 1983) experienced the response of consumers to info that presents a range of possible presentations levels for a new product like solar equipments originate out that consumers were less likely to change their previous beliefs toward the financial feasibility of solar water heaters then financial risk.

According to a study (Outar GN, 1994) about Causes of Pro Environmental Consumer Purchase Behaviour here has been a rise in the obtainability of "ecologically friendly" consumer products, at current, little is known about the countryside and equal of pro-environmental point of purchase consumer behaviour. Consequences of a refereed paper on ecologically friendly products: Factors that affect their acceptance (Seema, 1997) designate that the psychological and situational variables deliberate are important as far as ecologically friendly behaviour is concerned. It is understood that ecologically friendly behaviour correlates meaningfully with innovativeness. Availability of these products consumes been rated much higher than price. A study on effect of ecological concern on consumer behaviour (Mainieri, 1997) experiential that those variables that forecast green buying are awareness around environmental impacts of products, exact environmental politics of consumers, several overall environmental attitude scales, demographic variables, and numerous pro-environment behaviours additional than buying behaviour then they found one stimulating influencer is Woman consumer effect on improved ingesting of green products.

A research study done by (Ian HR, 2002) on the readiness of potential customers to pay a best for green power found that only 3 out of 11 respondents are willing
to pay a best for green energy. A study (Stefan, 2004) was lead on awareness of environmental issues and willingness to alteration to green power products among scholars found that students are highly optimistic towards green power products deliberate householder attitudes to characteristics of solar systems and classify some of the barriers to adoption and discoveries that the early adopters demonstrate a optimistic perception of the ecological characteristics of solar power than assumed early adopters and its financial, financial and aesthetic characteristics are limiting adoption. One additional study on demand for solar products (Garett & Tomas 2008) originate that lack of demand signifies not disinterest, but somewhat lack of easy obtainability of solar products in the market. Conservative homeowners are not familiar with solar project, but are inclined to favour it, particularly if it can be incorporated into old-style housing styles. As per the bang on Demand, Technology, Tax Credits Drive Global Solar Power Development (Cheryl 2008) originate out that most of the growth of solar energy ingesting depends on solar investment tax credits shaped in the 2005 Energy Bill. Some state governments proposal tax incentives for solar-power schemes to attract solar companies and jobs. 37 states must non-residential direct incentives or commercial tax credits aimed at solar then other renewable energy projects. This is a change from state to improve the ingesting of solar based energy options.

Another study on Attitude to the Environment and Green Products: Consumers’ Viewpoint (Booi-Chen, 2010) and result from the self-governing sample t-test shows that there were no important differences between gender in their ecological attitudes and attitudes on green products. Consequences from the multiple linear regression examination revealed that consumer arrogances on the government’s role and their personal standard towards the environment donated significantly to their attitude on green product. Further study revealed that personal standard was the most important donor to the attitude towards green product. They have also experiential that the aspect of environmental defence did not contribute significantly to customers’ attitudes on green product.” Thus in most of the above stated studies it is observed that the problem relating to consumption of solar energy-based products is mostly revolving around of 3Ns then they are non-awareness, non-availability then non-adaptability. With this
signal the current study intended in such a way to elicit the opinions concerning the buying decision and the product qualities that influence a buyer and/or non-buyer of solar products from an illustrative sample of 200 from the city of Visakhapatnam after more than four periods of the being of solar products in global markets.

(Ganapathi, 2009) in his paper on “Consumer Awareness and Satisfaction towards Solar Heater System, stated that, Energy conservation and environmental protection have today emerged as pressing issues and are being accorded top most priority companies all over the world. Solar heating has become the order of the day and is a very low cost and efficient alternative. Although initial set up cost are high, they are energy and cost effective in the long run. The consumers are not much satisfied with performance of the system. Satisfied respondents like to perform good communication to friends, relatives, and others about the system. Satisfaction of the consumer about the solar heater system is seen more in all level in each and every company that are providing with solar water heater system.

He concludes that main reason for low sales of solar heating system is the cost of the system. Further he found out that most of the customers who had installed solar water heating system are satisfied about the performance, capacity, usages and life of the system.

(S.Praveena & K, 2011), reported that, majority respondents of the users and non-users have positive attitude towards solar water heaters (SWH) and they felt that awareness about SWH was less. The finding reveals that the customers are satisfied with the performance of solar water heaters and non users were willing to purchase SWH in future. Authors conclude that – The firms should focus on educating customers about the solar water heaters. Warranty period should be more. Builders may be motivated to recommend use of solar water heaters. The initial cost of the solar systems is high.

(Adam, 2006), explained that The primary motivations for adoption of solar system is focused on financial or environmental aspects, or a desire to live sustainably. Respondents who had a surplus of disposable income and were
considering long-term benefits of energy efficiency on their future financial position; use of solar energy was a method for reducing expenses in future.

(Jyotsana, 2012), found out that majority of the respondents considered ‘Brand image’, ‘quality’ ‘Durability’, ‘Price’, ‘Size availability’, ‘After sale services’, ‘Attractiveness’ as major factors influencing purchase decision. High level of Satisfaction regarding various aspects of marketing was seen for majority of respondents.

However, despite of solar systems’ positive characteristics, it remains unattractive to individual householders as a home improvement (WBDRGEET, 2011). Further, certain characteristic like long and simple payback periods, high capital costs and a lack of confidence in the long-term performance of the systems are limiting widespread adoption.

(Keh-Chin, 2008) reported that, in addition to the cost of solar water heaters and energy price index, the potential market of solar water heaters was associated with the climatic conditions, population structure, urbanization, building type of housing and status of new construction.

Consumer buying behaviour for Solar Products is a typical phenomenon, since the attributes that drive to purchase solar products are slightly different as that of usual products. Here the interest comes mostly from the producers or policy makers to promote consumption of such products when compared to consumers. The driver for boosting the consumption is limited by awareness and this in turn is influenced by income and education. This study found that there is a strong influence of education and income on awareness but income has relatively more weightage on influencing the buying decision of these products. Also, there is a need for creating confidence in the consumers of solar products by the producers about addressing the problems of usage and after sales services to avoid the effect of negative word of mouth from the current consumers on future (potential) demand.
References:


