

## Factors influencing Buying Decision making for Children Health Drinks – A Review

\*Dr.K.Ramakrishna

\*\* Dr.T.Srinivas

\*Professor & Head, Department of Management Studies, Sridevi Institute of Technology, Tumkuru, Karnataka.

\*\*Dean, Faculty of Commerce, Law and Management, Yogi Vemana University, Kadapa, Andhra Pradesh.

### Introduction

Consumer behaviour is stated as the behaviour that consumer display in searching for, purchasing, using, evaluating and disposing of products, services and ideas that they expect to will satisfy their needs. The study of consumer behaviour is concerned not only with what the consumers buy, but also with why they buy it, when and how they buy it, and how often they buy it. It is concerned with learning the specific meanings that products hold for the consumers. Consumer research takes place at every phase of the consumption process, before the purchase, during the purchase and after the purchase.

Consumer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how the consumers think, feel and select from alternatives like products, brands and the like and how the consumers are influenced by their environment, the reference groups, family, and salespersons and so on. A consumer buying behaviour is influenced by cultural, social, personal and psychological factors. Most of these factors are uncontrollable and beyond the hands of marketers, but they have to be considered while trying to understand the complex behaviour of the consumers. It is concerned with learning the specific meanings that products hold for consumers. The term consumer is used to denote two different kinds of consumers, entitled those are personal or individual consumer and organizational consumer. The personal consumer is the individual who buys goods and services for his own use or for his household usage. They buy goods for ultimate consumption; hence they are called as 'end users,' or 'Ultimate users'. The 1990's have borne witness to dramatic shifts in the marketplace triggered by sharp changes in the lifestyle patterns of the past and present and the radical revolution in the communication technology. Time tested concepts of brand loyalty and mass marketing, are being turned on their heads as they fail to gauge the behaviour of new-generation customers. The behaviour is characterized by the uniqueness of individual expectations, the preference for multiple options, propensity to abandon brand loyalty and switch to competitor brands that give higher (perceived) value. The new breed is even willing to import to satisfy specific requirement.

### Consumer Buying Behaviour

Consumer buying behaviour refers to the buying behaviour of the individuals and households who buy the goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences, which may affect the way they avail of goods and services. This behaviour then impacts how products and services are presented to the different consumer markets. (Kotler and Armstrong 2001).

Consumer decision making varies with the type of buying decision. The decision to buy children health drink, a tennis racket, a personal computer, a new car is all very different. Complex and expensive purchases are likely to involve more buyer deliberation and more participants. There are four types of consumer buying behaviour, based on the degree of involvement and among brands differences.

The steps involved in consumer buying behaviour are explained below. In the first stage, the buyer develops the beliefs and attitudes about the product, in the second stage and in the third he or she makes the thoughtful choice.

In complex buying behaviour, the consumers are involved highly in purchasing, and aware of significant differences among brands. These kinds of products the consumers will buy infrequently, risky and highly self-expressive (e.g. Automobiles). In dissonance reducing buying behaviour, the consumer is highly involved in purchasing, but sees little difference in brands. Here the main concern is quality conscious; the consumers are ready to pay for the higher price for quality brands. In habitual buying behaviour, the involvement of consumer is less for buying these kinds of products. There is no significant difference between the brands; the cost of a brand is also less and frequency of purchase is

less. For low involvement products, the consumer behaviour does not pass through the normal sequence of belief, attitude and behaviour. They are not actively involved in searching information, evaluate the brand and take decision. Unless they are positive recipients to television or print advertisement information. Repetition of the advertisement is creating brand familiarity rather than brand conviction. After purchase, they may not even evaluate the choice.

### **Consumer Behaviour Applications in Marketing**

Consumer behaviour study helps in identifying the unfulfilled needs and wants of consumers. This requires examining the trends and conditions operating in the marketplace, consumer's lifestyle, income levels, and emerging influences. This may reveal unsatisfied needs and wants. The trend towards increasing number of dual income households and greater emphasis on convenience and leisure have led to emerging needs for household gadgets such as washing machine, mixer grinder, vacuum cleaner and child care centers etc.

### **Selecting Target Market**

A review of market opportunities often helps in identifying distinct consumer segments with very distinct and unique wants and needs, identifying these groups, learning how they behave and how they make purchase decisions enable the marketer to design and market product or services particularly suited to their wants and needs. For example, consumer studies revealed that many existing and potential shampoo users did not want to buy shampoo packs priced at Rs.60. Or more and would prefer a low priced sachet containing enough quantity for one or two washes. This finding led companies to introduce the shampoo sachet which became a best seller.

### **Marketing - Mix Decisions**

Once unsatisfied needs and wants to be identified, the marketer have to determine the right mix of product, price, distribution and promotion. Here too consumer behaviour study is very helpful in finding answers to many perplexing questions.

#### **Product**

The marketer designs the product or service that would satisfy unfulfilled needs or wants. Further decisions regarding the product concern the size, shape, and features. The marketer also has to decide about packaging, important aspects of service, warranties and accessories etc. Nestle first introduced Maggi noodles in masala and capsicum flavours, subsequently, keeping in view the consumer preferences in some regions, the company introduced garlic, sambar, mixed vegetables, Dal Alta noodles etc.

#### **Price**

The second important component of a marketing mix is price. Marketers must decide what price to charge for the product or service. These decisions will influence the flow of revenue to the company. Should the marketer charge the same, higher, or lower price stimulates sales? Should there be any price with discounts? Do consumers perceive lower price indicative of poor quality? To answer such questions, the marketer must understand the way the company's product is perceived by consumers, the importance of price as a purchase decision variable and how different price levels would affect sales.

#### **Promotion**

Promotion is concerned with marketing communications to consumers. The most important promotion methods are advertising, personal selling, sales promotion, publicity and direct marketing; the marketer has to decide which method would be most suitable to effectively reach the consumers. Should it be advertising alone or should be advertising to sales promotion? The company has to know the target consumers, their location, what media they have access to and what their media preferences etc.

#### **Distribution**

The next decision relates to the distribution channel, that is, where and how to offer products and services for sales, show the products be sold through all the retail outlets, which also sell competing brands, or should new exclusive outlets selling only the marketers' brand be created? Are the locations of retail outlets important from the consumer's point of view? Should the company think of direct marketing? The answers to these questions are furnished by consumer behaviour research. For example, when Eureka Forbes introduced its Vacuum cleaners many years ago, a few stores knew

anything about this product, and most people were not willing to buy it. Consumer awareness about the product was also low, and no retail shops carried the product. Under these circumstances, the company decided to sell the product only through personal selling, with sales people selling directly to the consumer at her/his home. These sales people had enough time to explain and demonstrate the vacuum cleaner and convince prospects about its usefulness. Retail outlets would not have been suitable for this sales approach. This strategy was based on an understanding of consumer behaviour and yielded good results.

### **Health and Health drinks:**

Functional beverage companies are more aware of the 'health conscious' individuals and have introduced functional beverages with less sugar and therefore less calories.

After 4 years of age, a child's energy needs per kilogram of bodyweight are decreasing but the actual amount of energy (calories) required increases, as the child gets older. From 5 years to adolescence, there is a period of slow but steady growth. Dietary intakes of some children may be less than recommended for iron, calcium, vitamins A and D and vitamin C, although in most cases -as long as the energy and protein intakes are adequate and a variety of foods, including fruit and vegetables, are eaten- deficiencies are unlikely.

Regular meals and healthy snacks that include carbohydrate -rich foods, fruits and vegetables, dairy products, lean meats, fish, poultry, eggs, legumes and nuts should contribute to proper growth and development without supplying energy to the diet. Children need to drink plenty of fluids, especially if it is hot or they are physically active. Water is obviously a good source of liquid and supplies fluid without calories. Variety is important in children's diets and other sources of fluid such as milk and milk drinks, fruit juices can also be chosen to provide needed fluids.

In the last 20 years, there has been an improvement in the nutritional status of the Indian population. This improvement results from not only changes in food intake but also socio-economic factors, increased availability of potable water, lower morbidity and improvement of health facilities.

### **Market**

In this economic downturn, many products belonging to the speciality food category are expected to have reduced sales because paying more for those speciality items are not an option for many consumers. These consumers also tend to shop in discount grocery stores and tend to make fewer grocery trips. Despite this, the functional beverage market is predicted to have an increase in growth. This is because people generally reduce restaurant expenses first before they start cutting down grocery expenses. It has also been determined that people have become more proactive in illness prevention and control. In the past, people were very reactive in their health because health problems are treated after they arrive. Nowadays, people will take an initiative and look for a food product that will supposedly prevent an illness from occurring. Thus, all of the above features may insulate the functional beverage market from experiencing lower sales.

**Competition** in the functional beverage industry is primarily done in four different ways. Companies firstly focus on their own products by clearly distinguishing their health claims from similar products and specify naturally healthy ingredients. Then, extensions of existing brand lines need to be considered. The addition of Kids Essentials to the Boost (beverage) line by Nestlé is a good representation of this strategy. Thirdly, bigger companies compete for market share by acquiring smaller companies that may own a particular market sector.

### **Literature Reviews:**

#### **Marketing Variables Involved in Buying Behaviour**

##### **Advertising**

Variables influencing consumer buying behaviour are discussed by Sayulu and Reddy (1998), Kriti Bardhan Gupta (2009), and Vani et al., (2010). The factors influencing buying behaviour are discussed below. Vani et al., (2011), views that advertising creates more impact for a potential buyer who needs information about the brand. The implication of advertising is explained by the following illustration. This view of the role of additional information in the consumer purchase decision has implications for advertising. An advertisement reaching a potential buyer while the buyer is seeking information will have a greater impact; since the buyer is spared the time and effort needed to seek out this information himself and less likely turn to competing brand advertisements to obtain the additional

information. In other words, buyers are generally more responsive to different brand advertisements while they are seeking information on these brands. That is why they become a choice target for the advertiser. The strategy that consists of asking the consumers to return a coupon at the bottom of a print advertisement is often devised along these principles. Thus, a consumer who disinterested and is in an information-gathering stage is asked to return a coupon in order to obtain more information on the product or the brand.

### **Sales Promotion**

Like advertising sales promotion is an important tool in attracting the customers and creating awareness. Kotler et al., (2010), states that the main objective of sales promotion is to create product awareness; several sales promotion techniques are highly effective in exposing customers to products for the first time and can serve as key promotional components in the early stages of new- product introduction. Additionally, as part of the effort to build product awareness, several sales promotion techniques possess the added advantage of capturing customer information at the time of exposure to the promotion. In this way the sales promotion can act as an effective customer information gathering tool (i.e. sales lead generation), which can then be used as part of follow-up marketing efforts.

### **Attribute**

Demographic and lifestyle of a person are affecting the attribute consideration in buying a product. Russell I. Haley (1995), understanding demographic factor is an important task for the company to segment toothpaste in a market. Based on this study, demographic factor involved in selecting a toothpaste brand were large families, men, youngster, teen, and children. Lifestyle is defined as a person's pattern of living in the world as expressed in activities, interests and opinions. For purchasing toothpaste, there are four types of lifestyle such as hedonism, active, conservative, value-oriented, affecting the consumer in selecting toothpaste. For purchasing toothpaste there are four kinds of personalities analyzed by Russell, high-self innovative, high sociability, high autonomy, high-hypochondriacs. People behaviour also affects the purchase decision. Smokers select the toothpaste that is giving brightness into the teeth. People are always worried about health, they are called as heavy users, and the rate of consumption is also high for heavy users. So based on this study selection of a brand was affected by demographic, lifestyle and attributes of a product.

### **Price**

Price is the main influencing factor to take a decision. A study by Hoyer (1984) provides a recent attempt at showing that consumers do not engage in extensive in-store deliberation when making purchase decisions. In that study, 120 consumers were observed while making a laundry detergent purchase. The results showed that a great majority of the consumers (more than 70 percent) did not examine more than one package, did not make comparisons between brands or between different sizes within a single brand and did not examine any shelf tag. The observed consumers spent an average of 13 seconds from entering the aisle until making the purchase decision. Finally, when asked why they had made that particular brand choice, 91 percent of the consumers gave a single reason, related to pricing (e.g. it's the cheapest brand), affect (e.g. I love it), performance (e.g. it's the best) or social norms (e.g. my wife likes it).

### **Shelf Arrangement**

Like advertising, sales promotion, attribute, and price, shelf arrangement also attracting the consumer for selection of brand. The impact of shelf display on consumer's choice decisions in brick-and-mortar grocery store is widely supported in the literature. Items are more likely to be chosen when they receive more shelf-space (more facings) is placed on more prominent shelf positions (Desmet et al., 1994). In terms of absolute shelf placement, vertical shelf position appears to have the strongest effect: Products placed at eye or hand-level having a significantly higher profitability of being selected (Corstjens and Corstjens 1995; Campo and Gijisbrechts 2005). The impact of horizontal shelf position is less pronounced, and the results seemed inconclusive at first as to which position is best (Dreze et al., 1994).

### **Involvement**

Level of involvement depends on the following factors. The literature review indicates that there are namely three factors-personal, physical and situational, that influences the consumer's level of involvement of products, advertisements and purchase decisions (Zaichkowsky, 1985). Laurent and Kapferer's (1985) findings are in consensus with Rothschild's (1979) who concluded that involvement

cannot be explained by a single indicator, rather involvement profile should be used to specify the complete nature of a relationship. They suggest that depending on the antecedents of involvement, perceived importance of the product, perceived risk, perceived hedonic value and perceived significance value, consequences on consumer behaviour differ. Each facet of involvement was measured by a multi-item scale with five-point Likert-type response format and regression analysis showing that all facets contribute to predicting behaviour (Laurent and Kapferer, 1985).

### **Brand**

A brand can be defined as a distinguishing name or symbol, intended to identify a product or producer (Aaker, 1991). The American Marketing Association defines the term a little deeper and state that a brand is "... a customer experience represented by a collection of images and ideas; often, it refers to a symbol such as a name, logo, slogan, and design scheme. Brand recognition and other reactions are created by the accumulation of experiences with the specific product or service, both directly relating to its use, and through the influence of advertising, design, and media commentary. A brand often includes an explicit logo, fonts, colour schemes, symbols, sound, which may be developed to represent implicit values, ideas, and even personality". If there is more brand information, it confuses the consumer in selecting a brand. According to Lurie (2004) at the same time the amount of available information increases, the quality of the actual decision decreases. With this in mind, the consumers now face a much higher risk because of their decision, which is usually not based on a proper evaluation of information anymore but an evaluation of alternatives.

### **Information Seeking**

Woodruff (1972) discussed about various brand information sources. Like other elements in marketing, information searching is an essential step in marketing. Consumer information searching behaviour could be divided into two steps. The first step was an internal information search. The internal information searching behaviour meant the consumer recalled past experience or memories, and previous purchasing decision made. If the problem could not be solved at the first step, consumers were forced to apply the second step external information search behaviour. Hawkins et al., (2001), the external information sources contain four categories. The first external information source is one's opinion of other people. The second source is marketers who, through mass media advertisements, provide more product information. The final source is professional information sources such as are provided on the internet, in books or by personal contacts.

Hawkins et al., (2001) discussed about internal and external information search. Research on external information search has focused on consumers' conscious efforts to acquire information for specific purchases, with the general purpose being to reduce uncertainty and risk (Urbany, et al., 1989). The sources of information consumers choose to assist in a purchase decision are varied and have been studied in several usage situations (Dodd et al., 2005) and displayed in information search behaviour models (Dodd et al., 2005; Vogt and Fesenmaier, 1998; Urbany et al., 1989; Williams, 2002). Included among the information sources typically studied are (Furse et al., 1984; Dodd, et al., 2005; Williams, 2002): impersonal (magazines, newspaper, television, radio); personal (friends, salespeople, experts); personal hands-on experience (usage experience). Even the internet has become a topic of recent research into search behaviour (Peterson and Merino, 2003). Internal and consumer information search behaviour encompasses what is termed internal and external information search (Brucks, 1985; Williams, 2002). The internal information search involves memory, or internal knowledge, and occurs prior to external information search. External information search refers to everything but a memory when searching for information. Although internal and external information search behaviours are conceptually distinct, they are related because external information search is dependent on memory. Consumers will seek external information when making need satisfying purchase, particularly if they feel uncertain about the product and if internal knowledge is low (Flynn et al., 1996; Punj and Staelin, 1983). In these cases, they may actively seek information from friends, salespeople and/or sales material.

### **Company Image**

Like brand image, the company image is also considered by the people for buying a product. Dowling, (1986): 'An image is the set of meanings by which an object is known and through which people describe, remember and relate to it. That is, it is the net result of the interaction of a person's beliefs, ideas, feelings and impressions about an object.' Van Riel, (1997) also describes several advantages of having a good, strong corporate image as a company. He describes these advantages of

companies with a good corporate image: getting an advantage in selling products compared to companies with a lesser image, getting qualified employees, creating confidence in the financial world, having fewer problems with governments, action groups or consumer organizations. Several studies demonstrate that corporate image affects consumer product judgements and responses in a positive manner. (Belch and Belch 1987: Carlson 1963: Cohen 1963: Keller and Aaker 1994: Wansink 1989). Similarly, others demonstrate this effect for related constructs, such as advertiser reputation (Goldberg and Hartwick 1990) and corporate credibility (Keller and Aaker 1992). Conversely, Hardy (1970) reports a negative relationship between company image and product preferences. Others, such as Shimp and Bearden (1982), find that the reputation of the company offering a product is not a powerful influence on consumer responses (e.g., Lowering the perceived risk associated with innovative products).

Consumer infers the information about product from company reputation. When a consumer initially encounters a new product, important information about the product is often missing. The literature on consumer inference making (e.g.) Dick et al., (1990), Lynch et al., (1988), Simmons and Lynch (1991) suggests that consumers may form inferences about missing product attributes by drawing a connection between an available piece of information (e.g., a company's reputation for innovation or manufacturing ability) and the missing attribute (e.g., product sophistication, innovativeness). Another confirmation of the influence of corporate identity on corporate image is given by Markwick and Fill (1995): 'Image, therefore, exists in the mind of each stakeholder and cannot be managed directly. Management seeking to influence the images held of their organization can only do so through the management of the corporate identity. By presenting orchestrated cues, the images may be repositioned or altered in the minds of the recipients. Corporate image is what stakeholders perceive the organization to be.'

Many researchers discussed consumer infers the information from company image, and also discussed the positive and negative aspects of company image. Bhattacharya and Sen (2003), argued through social need theories and identification theories that strong consumer company relationships are built when the company or product assists the consumer to satisfy one or more self-defining, self-referential, or self-defining needs. Nike and Harley-Davidson, for example, offer their customers' possessions that allow them to portray an image and attitude as well as an instant awareness for social belonging. They argued that companies and products can assist consumers in satisfying a sense of social well-being and belonging, depending on the company and the products (c). Consumers identify with the personification of products and brands through the association of the companies or brands to traits such as values, characteristics, attitudes, and ideals. Consumer company identification assumes the foundation of objective relation. The authors have framed consumer identification as an "active, selective, and volitional act motivated by the satisfaction of one or more self-definition needs" (Bhattacharya and Sen, 2003).

Bhattacharya and Sen, (2003) a consumer buys a particular company product because of societal need. Consumers may draw information from the company. Wansink (1989) demonstrates the consumer may draw inferences about missing product attributes from corporate information. Corporate ability associating which are relevant to the company's ability to produce output, are one likely source for inferences about product attribute that may be influenced by CA (corporate ability) association is perceived product sophistication, which we define as the degree to which a product exhibits the latest technological advances. Wattanasuwan (2005), added to the argument of consumer company identification, by stating that consumerism itself was a culture; to consumer culture, consumption is central to the meaningful practice of our everyday life. It creates one's story with and through the social interaction of others. Wattanasuwan also reasoned that consumers add meaning to their lives through consumption: "we make our consumption choices not only from the products' utilities but also from their symbolic meanings; basically, we employ consumption symbolically not only to create and sustain the self but also to locate us in society" (2005). Wattanasuwan extended the argument further to reason that consumption and consumerism are inseparable from today's society.

### **Store Image**

Store image mainly based on stores functional particularity and store atmosphere. After Boulding (1956) first brought forward the concept of "image" many scholars studied this concept by applying it to the field of consumer psychology; all of them believed that consumers react according to the fact they trust and undertake their consumer behaviour based on the store image. Dodds et al., (1991) considered store image has significant influence on consumer behaviour and store image appraisal can influence consumers buying will. Grewal et al., (1988) mentioned that characteristics of

the store's consuming environment, service level and product quality provided image to the store. Kapferer (1986), defined the store image as the guideline of certain store mode and store property in consumer's idea; it was composed by visible entity, individuality, culture, relation, image reflection and consumer's personal interest; it included two properties: the store's functional particularity and the store's psychological atmosphere of the store's functional particularity of the store is an opinion of store's visible character; it is the store factors related to product selection, level of price, credit system, product display and other objective quality.

### **Status**

Status quo effect in case of choice and investment pattern is discussed below. Luce (1998) showed that a status quo effect occurs in the context of consumer choice. She confronted the subjects with a choice among five cars and asked them to imagine that they had already tentatively chosen one of those before the others came on the market. What and why did they choose? She reports that choosing the status quo was associated with lower levels of negative emotion. Luce argues that the status quo effect "may result from a psychological commitment to the status quo situation, perhaps because deviations from the status quo are associated with increased levels of regret". Schweitzer (1995), examined the role of the status quo effect in the context of flexible spending accounts (FSA). University staff members were shown a scenario in which they were asked to advise a friend on how much to invest in an FSA. Half of the subjects were shown status quo contributions of \$600 per year, and half was shown status quo contributions of \$1,000 per year. Regardless of status quo contribution condition, consumers were much more likely to recommend the status quo than a change from it.

### **Influencer**

Like advertising and sales promotion, reference group also influencing the consumer for buying products. Shibutani (1955) identified four types' of reference groups, the comparative group, status reference group, normative reference group and dissociative reference group. The comparative reference group is one in which consumers depend on group members for information or standards when making self-judgements. The need for acceptance by the status reference group influences the consumer to make purchases. The views of the normative reference group guide the consumer to make purchases. The views of the normative reference group guide the consumer to buy a product in order to define his or her social situation. The attitudes of the dissociative reference group influence the consumer who does not want to be identified as a group member. Lamb et al., (1998), suggested that the reference group provides three types of influences. Informational influence, normative influence, and identification influence. Informational influence means that an individual uses the behaviour and options of the group members, to gather useful information. Normative influence refers to an individual's achieving group expectation and gaining the respect of and sense of belonging to the group. Identification influence occurs when an individual internalizes the values and norms of the group.

### **Past Experience**

Like other factors past experience influencing the consumer to buy a same brand. First of all, product or service always comes with an experience (Carbone and Haeckel 1994). In addition, consumers want to have unique and memorable experiences (Carù and Cova 2003; Carù and Cova 2006; Zarantonello and Schmitt 2010). Consumption experience lies between the purchase and its evaluation (Benavent and Evrard 2002). An experience can have an important and lasting effect on an individual (Carbone and Haeckel 1994). It has even been said that experience is the brand (Pralhalad and Ramaswamy 2004). Repeat buying is based on the experience with the product. Experience also promotes better memory because information is more vivid and concrete (Pavio 1971). Experience requires more elaborative internal rehearsal and self-generation (Slameka and Graf 1978). Learning from experience is self-paced, affording the consumer better control over information flow. Finally, the information learned from experience is likely to have a greater direct influence on behaviour.

Many researchers discussed that past experience with the product leads to repeat buying and promote the product. The level of brand experience can differ (Ha and Perks 2005). Some brand experiences are stronger or more intense than others. Some are more positive than others, and some experiences can even be negative. Some brand experiences happen spontaneously and are short-lived; others happen more deliberately and last longer. Some brand experiences are expected and some unexpected. Brands that consumers are highly involved with are not necessarily branded that evoke the strongest experiences. It is important to understand that brand experience does not necessarily require

consumption. Brand experiences happen whenever there is a direct or indirect interaction with the brand. (Brakus et al., 2009).

### **Risk Taking**

Risk taking is one of the important factors in buying a product. Sheth and Venkatesan (1968), argue that the greater the perceived risk, the more extensive the purchase decision process will be. Brands are a way of reducing perceived risk and perceived risk tends to be higher if a product category is relevant for a consumer's needs, interests and values. This is logical since a wrong choice will have greater consequences if the product category is important for the consumer. This is also true for high value products. Because the price is high, the risks are high and this leads to delay the purchase decision. Laurent and Kapferer (1985) to state that consumers tend to be highly involved. This is in line with Gounaris and Stathakopoulos (2004), arguing that brands are used to reduce perceived risk, especially in high valued and high involvement product categories. Perceived risk depends on the individual consumer. Schiffman and Kanuk (2006), further noted that the categories and levels of perceived risk experienced depend not only on external factors but also on the individual consumer. Similarly, Dowling (1999) posited consumers' perceived risk to be affected by extrinsic (product/store characteristics) and intrinsic (involvement, past experiences) factors. Negative consumption emotions towards a product increase perceived risk (Chaudhari, 1997). On the other hand, perceived risk declines as consumers gain experience with a product (Sheth and Venkatesan, 1968). In addition, the individual personality type and inherent disposition towards risk can determine a person's level of risk adversity (Dowling, 1999).

Researchers discussed risk is based on the, price, performance; perceived quality and value for money all interact to influence the degree of perceived risk consumer's experience. Consumers however, generally seek to reduce a risk in their decision making processes (Bauer, 1960), and do so in a variety of ways (Mitchell and McGoldrick, 1996). Amongst these may be relying on a previous success or experience with a brand; recommendations from family, friends or salespersons or sampling the product before making a purchase. Well known and familiar brands have traditionally offered the consumer a means to reduce a risk (Chernatony and McDonald, 1998) and make rapid choices. This is because well established brands are, to consumers, synonymous with quality (Jacoby et al 1971; 1977; Rao and Monroe, 1989), credibility and confidence, and as Bellizzi et al (1981) additionally found, reliability and prestige. Dunn et al (1986) found that consumers' brand preferences were related to their risk perceptions of the preferred brand as well as the perceived risk of other alternative brands. Keller and Lehmann (2006), support this in stating that brands promise a particular quality level. Perceived quality provides value to the brand by providing the consumer a reason to buy (Aaker, 1992). This is supported by Ailawadi et al., (2003), who argue that the perceived risk of making a wrong buying decision is greater if there is a larger gap in perceived quality between branded and unbranded products. This implies that the more important perceived product quality is to a consumer, the more brands sensitive he will be.

### **Purchase Time**

The time required for buying a product is discussed below. Dickson and Sawyer (1986), found that purchases such as coffee toothpaste and margarine, the consumer took an average of 12 seconds from the time of first looking at the shelf's to the time they placed in their trolley. Bell et al., (1999) extended the work of the Gupta (1988) by decomposing the sales increase for a brand on promotion into brand switch, purchase time, and purchase quantity elasticity. This was done for 173 brands across 13 different categories. Two goals were defined: (1) investigate the decomposition across product categories, and (2) analyze more formally the variability of this decomposition. The brand-level is the unit of analysis. The authors examined the extent to which variance in brand choice, purchase time, and quantity elasticity can be attributed to three sets of exogenous variables: category factors, brand factors, and consumer factors.

### **Consumer Satisfaction and Loyalty**

#### **Consumer Satisfaction**

Cardozo (1965), was the most early proposed the customer satisfaction scholar, and he pointed out the customer satisfaction increased the repeat purchase behaviour and purchase other products. Howard and Sheth (1969), suggested customer satisfaction can be defined by customer comparison and appraisal. He thought the customer satisfaction was one kind of cognition condition that evaluated feedback whether suitable when they finished the purchase. Churchill and Surprenant (1982) thought

the customer satisfaction was one kind of purchase and the use of product result, and it was produced by the buyer anticipated result reward and the investment cost. Engel et al., (1984) thought the definition of customer satisfaction that people used the product would evaluate consistency between the product performance and belief before purchase. If there is consistency, the customer will satisfy; otherwise, they will generate unsatisfied result.

### **Consumer Loyalty**

Copeland was the first to talk about brand loyalty in 1923. He suggested that an extreme attitude towards a brand, i.e., brand insistence had a special effect on buyer behaviour (Jacob et.al., 1978). In 1932 the first investigation on brand loyalty appeared when the psychological corporation conducted a survey of one thousand five hundred different brands. George Brown's work (1953) was a milestone he viewed brand loyalty a deliberate decision to concentrate purchase on a single brand due to some real or imaginary superiority of that brand. Brown studied brand loyalty behaviour towards certain frequently purchased products, i.e., FMCG (Fast moving consumer goods) such as toothpaste, magazines, coffee, soap, shampoo, etc. Brown gave primary emphasis to the number and pattern of purchases of the year. On the basis of this measure of brand loyalty, Brown classified households having bought.

### **Conclusion**

The study of consumer buying behaviour is of utmost importance in a number of aspects. First of all, consumer behaviour can influence the economic health of a nation. Therefore, consumers' decisions can provide a clue for which industry to survive, which companies to succeed, and also which products to excel. Second, through understanding the reasons for consumers to buy the products and their buying habits, the firms can make use of such information to devise corresponding marketing strategies in response to the consumers' needs.

Moreover, present consumer behaviour studies regard consumers as important determinants of organizational success and it is found that the most successful organizations are customer-centric. The notion 'the consumer is king' should be deep-rooted in every business people's mind that they should try to please these kings using their innovative methods.

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