CHAPTER II

REVIEW OF LITERATURE

Literature review aims to portray the critical points of current and collected knowledge on the topic under study. It seeks to describe, summarize, evaluate, clarify and integrate the content of primary reports. Moreover it forms the basis for the justification for future research in the area. As such, review of literature has become an inevitable part of any scientific investigation. Hence a brief review of available literature, related to the study is presented in this chapter.

2.1 SOCIO-ECONOMIC PROFILE OF CONSUMERS

Mathivannan and Sevakumar (2008) studied on the socio-economic background and status of women entrepreneurs in small scale industries. The study was based on both primary and secondary data. Primary data was collected by conducting a survey among 200 samples of women entrepreneurs in small scale industrial units in Virudhunagar district of Tamilnadu. Secondary data was collected from books, journals, newspapers, periodicals, reports, internet and unpublished records of District Industries Centre, Virudhunagar. Sample was selected by random sampling technique. They evaluated the data by percentage to total method. They found that 60 per cent of women entrepreneurs were below 40 years of age. Three-fourth of women was from background community. Two-thirds of women entrepreneurs were married. Majority of women entrepreneurs had annual income up to Rs. 1 lakh only and studied up to school level. Nearly two-thirds of the enterprises were located in rural areas.

Rao (2010) studied the socio-economic background and status of entrepreneurs in small scale industries in West Godavari district of Andhra Pradesh. The sample of 135 SSI units was taken by using two stage stratified simple random sampling method and used tabular method and derived percentage of total. Primary data was collected by well-prepared questionnaire. He concluded that women entrepreneurs were less than 10 per cent, 1/3rd of the entrepreneurs were below 40 years of age, majority were educated only up to school level, and only 22 per cent entrepreneurs represented the reserved categories.
Ruchi (2012) studied socio-economic conditions of scheduled caste community in village Chohala of R.S Pura block of Jammu district in the State of J&K. Both primary and secondary data were collected by questionnaire and Census data of the area available respectively. Size of sample was 100. Tabular method was used from which percentage was derived. The study revealed that the economic condition of the respondents was not well as twenty percent of the respondents were landless and possess kaccha house. Their income was also very meager. The literacy level was also very low.

Matic (2013) determined the impact of demographic and socio-psychological factors of Croatian consumers. The research was conducted using the questionnaire method on a sample of 1000 respondents. The results were processed using a multivariate statistic that is used for the factor and descriptive inferential statistical analysis. The analysis concluded regardless of gender the consumer who is expressing high ethnocentric tendencies would be older, less educated, with low income, highly religious and is dissatisfied with their life in Croatia.

Talreja and Jain (2013) studied the factors influencing the perception towards organised retailing from unorganised retailers. They gathered primary data by prearranged questionnaire from 100 respondents in Udaipur district. They sample was taken by simple random sampling method. They used statistical software to analyse the collected data. They observed that due to changes in the disposable income and increased awareness of quality, the consumer’s perception towards organised and organised retailers’ doffer on the basis of quality and price.

Ali (2014) studied the socio-economic status of women in rural areas of Raichur district of Karnataka. The primary data were collected by personal interviews and participation observation of 200 respondents the total village taken for the study was 10. It was selected randomly. About 20 respondents were selected in each village. The study revealed that majority of respondents were between the age group of 30-45 years with 43 percentages, 70 per cent were illiterate, and 64 per cent were dependent on agriculture for their livelihood. The women resided mostly in nuclear family with 67 per cent.
Bharathi and Nagaraja (2014) conducted a study in Chikkaballapur district of Karnataka to know the socio-economic status and perception of bank account holders. The study was based on both primary and secondary data, the primary data were collected from 200 bank customers and secondary data were collected from different sources of information. The results indicated that the women not only young but also educated. More than two-third of respondents were pursuing agriculture as their main occupation in that majority them was pursuing plantation crop.

Balaji and Ramachandran (2016) explored the socio-economic profile of the consumers of sugar free sweeteners in Chennai city. The study was having sample size 50 respondents and convenient sampling technique was adopted. This research is a descriptive and analytical in nature. The study concluded that 60 percentages of respondents were women. 34 percentages of respondents were self-employed. 40 respondents were having type II diabetes.

2.2 IMPACT OF AESTHETIC FACTORS OF PACKAGING

Abdalkrim and Al-Hrezat (2013) investigated the role of packaging in consumer’s perception of product quality at the point of purchase in Jordan. Data were collected from a convenience sample of 547 respondents using a questionnaire. The result was derived by using five point likert scale. It was found that packaging have significant effect on perception of consumer regarding the product purchasing.

Mahajan et al. (2013) study the role of packaging and packaging design for enhancing the sales appeal of the product. The research was based in Chandigarh city. The consumer’s buying behavior is dependent on packaging and its features like packaging color, background image, innovation, brand image, shape, material and printed information. The sample size was of 95 respondents selected by simple random sampling. The multiple regression method was used to evaluate the data. They concluded that package performs an important role in marketing communications, especially in the point of sale and could be treated as one of the most important factors influencing consumer’s purchase decision.

Ahmed et al. (2014) examined the essential factors, which are driving the success of a brand. It was the primary research and data was collected through
questionnaire and for analysis purpose SPSS software was used. The study sample was of 150 respondents of Karachi. It concluded that the packaging is one of the most important and powerful factor, which influences consumer’s purchase decision.

Poturak (2014) studied the relationship between package of product and its selling. The consumer buying behavior is dependent on the packaging and its features. Data for this study were collected through the questionnaire as a method of qualitative research. 250 respondents were selected from Sarajevo city. Data were analysed by SPSS. They found that role of package has changed due to marketing environment and increasing changes in the consumer desires. Companies are interested in packaging as a tool to increase their sales and to reduce promotional costs.

Olawpo and Ibojo (2015) investigated the effects of packaging on consumer purchasing intention. They collected primary and secondary data through a structured questionnaire and newspaper, books or periodicals respectively. The sample was of 325 respondents which were selected by random sampling. They used SPSS software to analyse the data. They concluded that packaging attributes draws attention of consumers and particularly when consumers are not very familiar with the brands.

Vyas (2015) focused on the elements of the package design which affect consumer’s perceptions about products and brand. A questionnaire for 102 individuals was made. IBM Statistical Software for Social Science 21 SPSS 21 was employed. It was concluded that consumers subconsciously assign subjective values to package based on their color, shape and the basic materials. Packages perform a major role in enhancing brand equity by fortifying brand awareness, purchase decision and building brand images via conveying functional, symbolic and experimental benefits.

Zekiri and Hasani (2015) determined the elements of packaging which play the important role on consumer’s buying behavior. They collected primary data through structured questionnaire from 460 respondents. They concluded that the packaging elements represent a good means of marketing communications towards consumers, because consumers value the elements that are embodied on the package. The packaging color and other elements helps consumers differentiate their favourite brands, and for companies it helps to catch consumer’s attention and interest, as well as differentiating it from other products.
Ghosh (2016) studied that packaging communicates brand personality through many elements, including a combination of brand logo, fonts, package materials, pictorials and shapes. The study was based on primary data collected through the structured questionnaire filled by 150 respondents from Howrah, Hooghly and Burdwan of the state West Bengal. Likert scale and chi-square were used for analysis. It was concluded that packaging could be treated as one of the valuable marketing weapons with respect to making proper communication between an organization and its consumers. A right choice of packaging color, packaging image, wrapper design, innovative ideas when imparted to a product’s packaging will create a happy feeling in consumer’s mind.

2.3 FACTORS ACTORS FOR AFFLUENT CONSUMER

Beinhocker et al. (2007) assessed the evolution of India’s consumer market and assembled a proprietary data-base with 20 years of data linking macroeconomics and demographic variables to the incomes and consumption behaviour of Indian households from Market Information Survey Of Households (MISH) database (covering more than 3,00,000 households), created from income surveys conducted by India’s National Council of Applied Economic Research (NCAER), as well as the Indian government’s National Sample Survey (NSS) household consumption database, created from consumer expenditure surveys across thousands of villages and urban blocks. The integration of these all data showed the economic growth of 7.3 per cent and real per capita growth of 5.9 per cent to 2025. This base case is in turn built on a more detailed analysis of future productivity growth, demographics, education levels, and other factors.

Kollmeyer (2009) studied the rising affluence and its propensity to increase demand for services more for manufactured goods. The sample of 612 individuals from 18 countries across world was taken. The standard application of ordinary least squares (OLS) regression was used. It showed that due to change in income levels (increase in income) and spending pattern, the affluent consumers are increasing.

Singh and Chandhok (2011) studied fundamental principles of marketing are the concept of market segmentation and targeting. They studied the market segmentation and targeting strategies followed by leading FMCG Company –
Hindustan Unilever Limited (HUL). They outlined the various strategies to cover all segments of markets and satisfy the need of all potential consumers. It also outlined the various products that are being offered to target the customers in a segment, do the follow same target strategies for all the segments.

Campbell (2014) in the IPSOS Mendelson Affluent Survey found affluent consumers to be a critically important market segment, and media to be a larger part of affluent lives than ever before the survey consists of 14,405 interviews with adults aged 18+ living in households with at least $100,000 in annual household income. Sophisticated sampling methodologies and percentage to total were used to analyse the data. It showed that internet access among the affluent remains essentially universal (98%), and affluent are showing real growth in their media consumption as their lifestyles and marketplace tendencies are changing.

Retail Association of India (RAI) Report (2014) depicted age, educated, income, economic scenario and media and technologies lead to increase in affluent consumers in India. The hectic lifestyles resulted in emergence of aspiring and affluent consumers. High brand consciousness and highly heterogeneous are two further divisions of affluences.

Bhatt and Bhatt (2015) studied the factors influencing the purchase of Hatchback cars. The sample 300 respondents belonged to Ahmedabad district of Gujarat State was selected by using random sampling. Likert scale was used to obtain the result. The result revealed that demographics factors like age, income, gender, education and status influenced the buying process.

Neema and Heidi (2015) studied the emerging affluent consumers across developed markets of Singapore and Hong Kong, and still developing economies of China, India, Indonesia, Kenya and Nigeria. The random samples were taken from all seven countries via online surveys and face-to-face interviews. They found disposable income; self-employment and property ownership were major factors for affluent consumers and have long-term aspirations.

Synchrony Financial Services Report (2016) determined the affluent shoppers as fast growing consumer segment in United States of America. The self-
administered online survey of U.S. population having age above 18 and financial decision makers was conducted. It concluded that the affluent shoppers were older in age, mostly married, highly educated, optimistic about future and spend more on travelling. The affluent shoppers gave importance to quality over brand, pay more for convenience and premium for experiences they feel are valuable, and favoured quality over price.

2.4 INFLUENCE OF ADVERTISEMENT

Gilaninia et al. (2013) observed and concluded that information and communications of new technologies has created the intelligence community and emergence of this community has put particular conditions facing the audience. Commercial advertising are trying the use of the symbols, colors combination, with emphasis on principles and practices of internet advertising to use of the latest communication and media technologies for products introduce, to attract the audience towards product or service. They are trying to communicate with a wider audience via different ways and currently are trying to advertise products with this operating. Important factor in successful marketing and advertising strategies is an understanding of consumer behavior. Consumer behaviour involves people and what they purchase, why and how to purchase from a market.

Kumar and Raju (2013) examined advertisement as a tool of brand recall, recognition, awareness and buying behavior of consumers. They collected primary data through structured questionnaire. The sample size was of 110 respondents. The data was analysed by chi-square method. They found that advertisements were able to change the opinion of the consumers about the product and consumers were likely to watch more of ads which affect their opinion.

Rai (2013) observed advertisement as a important tool in changing the behaviour and attitude of consumers towards the products shown in the advertisements. It is a ubiquitously accepted fact that advertisements can bestow special attributes upon a product or service. The study focuses on identifying the influence of advertisements on comer behaviour. The secondary data was collected from articles ad campaigns and reports. It was concluded that the consumers are induced significantly by advertisements when the target is on quality and price.
Akwasi (2014) seeks to examine the effect of advertising on consumer buying behavior considering demand for cosmetic products by residents in and around Nagarbhavi, Bangalore. Using a sample of 100 respondents, evaluation was done through STATA and SSPS. It was found that advertising does influence expenses incurred on cosmetics products but much influence on the purchase of cosmetic products results from one’s income or pocket money available. Advertising satisfies the needs of the firm and the wishes of consumers. Its role cannot be replaced by any other means.

Fatima and Lodhi (2015) studied that advertisements have been used for many years to influence the buying behavior of the consumers. The research was conducted on 200 young male or female who use different brands of cosmetics in Karachi by using a structured questionnaire. SSPS and likert scale were used to analyse the data. The results showed that advertisements were very useful in creating the awareness among the people but they are failed to build strong perceptions in the mind of consumers.

Hassan (2015) studied the effects of TV advertisements on consumer buying behavior. The data was obtained from general public of Gujranwala city and its nearby villages. A sample of 400 questionnaires were circulated and out of these 302 responses recorded and compared. Regression was used to analyse the data. Results indicated that rural residents like the TV advertisements more than the urban residents. It was also concluded that urban residents do not purchase the goods they do not actually need it.

Deshwal (2016) studied the size and range of online advertisement is increasing dramatically. Businesses are spending more on online advertisement than before. Actually, they want to make internet advertising better than TV advertising: all visuals impact of traditional broadcast with the additional value of interactivity. The goal of advertisers is to make their ads more involving. Interactive advertising allows customers to become more involved because they initiate most of the action. Experiences during this interaction will drive brand attitudes. The purpose of this study is to analyze different types of online advertising and explore how online advertisements affect consumers purchasing behavior.