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 Farmers.

2.2. Identify Factors Influencing the Consumption of Magnesium Sulphate.

2.3. Resource Use Efficiency of Wheat Growers.

2.4. Brand Preference of Farmers toward Magnesium Sulphate.

2.5. Purchase and Consumption Pattern of Magnesium Sulphate.

2.1. SOCIO ECONOMIC PROFILE OF FARMERS

Mohiuddin et al. (2009) studied socio-economic profile of insecticide use on vegetable cultivation at farm level in Chittagong region. Sample size of 120 farmers selected for the analysis. Simple tabular method was used for carried out the whole study. Study revealed that majority of the respondents was under the age range of 20-40 years. Majority of the farmers 53 per cent was within age group of 20-40 years that means more middle age people were engaged in vegetable cultivation. The literacy percentage 85 per cent of the farmers in the study area were quite high than that of national average of per cent. The average size of the household was 4.9 which was more or less similar to the national average of 5. The average farm size per household was 1.05 ha.

Pandey and Upadhayay (2012) analysed socio-economic profile of fish farmers of an adopted model aquaculture village named Kulubari, West Tripura. Out of the total 118 fish farming families in the village, 40 fish farmers were selected using simple random sampling method. Simple tabular method was used. The development of aquaculture may be beneficial provided socioeconomic aspects receive due attention in planning the promotion of aquaculture. The above discussed results give an idea about socio-economic status of fish farmers of the study area. The majority of fish farmers are in middle age group, education up
to middle level, larger family size, in general categories, with sufficient experience in aquaculture, medium level of social participation, smaller pond area with single ownership and very low level of family income.

Raghav and Sen (2014) studied socio-economic status of farmers and their perception about technology adoption. Sample of 100 farmers selected from two blocks. Multi stage stratified random sampling technique was used in the study. Study revealed that male farmers should encourage the involvement of females in their farm related discussion and decision which would strengthen the family bondage as well as help them to take right decisions. Also there is a need to give more emphasis on education of farmers as education plays vital role in determining the adoption of new technology. These finding show that the government can still play an important role in improving the adoption of technology and consequently increasing the productivity and production of major crops in the study area.

Vadher and Manoj (2014) studied on socio-economic profile of shrimp farmers of Gujarat State, India. A case study was carried out on pond performance of 10 selected shrimp farmers of the state. Simple tabular method was used for carried out the study. From the present study it could be concluded that majority of the farmers had studied up to SSLC. Most of the farmers had farm size in between 2-5 ha. 56 per cent of the farmers were of the age of 40 years of age and 44 per cent were above 40 years of age. Most of the farmers surveyed had less than 5 years of experience shrimp farming. Shrimp farming has contributed significantly in employment generation and infrastructure development of the coastal community and overall development of the coastal areas of Gujarat state. Shrimp culture pond performance was also good and the success rate is also high. The socio-economic condition of the coastal population has also been improved in the state through shrimp farming.

Devaki et al. (2015) studied socio-economic profile of livestock farm women of Thiruvallur district, Tamil Nadu. Sample of 100 farmers selected from five blocks. Simple tabular method was used for carried out the whole study. It could be observed from the table that over one half 53 per cent of the farm women involved in livestock enterprises belonged to young age group followed by middle 27 per cent and old 20 per cent age group. Majority 59 per cent of the farm women had nuclear family, while the remaining 41 per cent had joint family. Majority 61 per cent of the farm women were involved in home management, agriculture and dairy activities, while the remaining 39 per cent had home management, dairying, and other jobs as their occupation. More than one-half 53 per cent of the farm women respondents maintained small livestock units, followed by large 36 per cent and medium 11
per cent livestock units. Majority of the farm women were young, illiterate and maintaining nuclear family with less than five members. Most of them belonged to either landless or marginal land holding group and availing credit from private sources.

Priya and Gandhimathi (2015) studied socio economic profile of farm households in polluted and non-polluted area in Coimbatore district. Sample of 75 farm holdings randomly selected from the study area. A multistage random sampling procedure was adopted in selecting the sample. The average age of farm household head in polluted area was 51 years whereas in non-polluted area it was 50 years. It shows that there was no much difference in the age of the farmer head between polluted and non-polluted areas. Highest percentage of farm household head had completed higher secondary education in both polluted and non-polluted areas. There were no illiterates in the sample. The average size of family was four in both polluted and non-polluted areas. In polluted areas, higher amount of family income was observed for medium and large farmers. The average size of land holdings in polluted area was 2.96 hectares whereas it was 2.76 hectares in non-polluted area.

Samarpitha et al. (2016) studied socio-economic profile of rice farmers of west Godavari district in Andhra Pradesh. Sample of 120 farm holdings randomly selected from the study area. Multistage stratified random sampling technique was used. The results showed the general inclination among the sample farmers towards having nuclear family. Agriculture was the primary occupation of sample rice farmers. Most of the farmers had fish or shrimp culture as secondary occupation which might be because West Godavari Delta was favourable for fish farming and hence many areas under rice cultivation also were being converted to lucrative fish and shrimp tanks which is an increasing threat to rice cultivation.

Tetteh and Asase (2017) studied socio-economic profile and farm management practices of smallholder cocoa farmers in three cocoa producing districts in Southwestern Ghana. Sample of 180 farm holdings randomly selected from the study area. Multistage sampling technique was used for the study. The result shows that cocoa farming is a male dominated occupation, most of the farmers were in the middle age group and more than half of the farmers had received basic education. It can be drawn that country’s cocoa cultivation is greatly affected due to ageing of experienced cocoa farmers and other related factors. There is a significant difference in factors of socioeconomic profile and farm management practices of smallholder cocoa farmers which may have a serious implication for the attainment of cocoa production targets for the country. The relationship between farm management practices and socioeconomic characteristics of cocoa farmers were thoroughly investigated.
2.2. FACTORS AFFECTING CONSUMPTION OF FERTILIZER

Begum et al. (2012) analysed economic of post-harvest losses in food grains for strengthening food security in northern regions of Bangladesh. The sample of 148 households were selected randomly for this study. Multiple linear regression function was specified for the study. The study has estimated post-harvest losses in two major food grains, viz. rice and wheat. The post-harvest losses at farm level have been observed as 4.93 kg/quintal in aman rice, 4.03 kg/quintal in boro rice and 2.35 kg/quintal in wheat. The harvesting losses have added up to about 39.55 per cent of the total post-harvest losses in aman rice, 41.18 per cent in boro rice and 40.85 per cent in wheat, while storage losses accounted for 16.25 per cent and 15.14 per cent of total losses in aman and boro rice respectively and threshing losses accounted 21.70 percent in wheat. The functional analysis has revealed the post-harvest losses were positively and significantly conditioned by total production of aman rice and by total production of boro rice and total production of wheat, and irrigation area under boro rice. Educating and training the farmers on post-harvest operations would greatly help in reducing the post-harvest losses in food grains. The establishment of small-size cold storage units in the production centres would help to reduce the storage losses.

Suroto et al. (2013) studied factors influencing consumer’s purchase decision of formula milk in Malang City. Sample size was 120 mothers having under five year children. The data were measured using a likert scale technique. Multiple linear regression model was used to analyse the data. Study suggests that at the age range of 26-30 years old mothers are more objective than at other age ranges in searching information about the product or service that interests them. Study revealed that under-five-year old children require supplementary food to support their growth. Culture, social, personal, psychological, product and price variables simultaneously influenced the purchasing decision process of formula milk. However, price variable did not significantly influenced purchasing decision of formula milk. Culture was the dominant variable influencing purchase decision of formula milk.

Fechete and Nedelcu (2014) analysed the economic performance of an organization using multiple regression. The study conducted in a sugar factory that produces crystal sugar. Multiple linear regression model was used to analyse the data. Financial ratios are used for study i.e. incomes, number of employees, advertising expenses and product price for the year 2007 to 2013. The main objective of regression analysis is to explain and forecast variance of the dependent variable based on its covariance with the independent variables. Showing the revenues and benefits for marketing efforts is a prerequisite for the analysis of efficiency of
enterprise system on the market. Investing in advertising and promoting the company, the adoption of marketing strategies in the coming year would increase revenue, the identified model shows that there is a direct correlation between these factors.

Sivakumar and Kaliyamoorthy (2014) analysed factor influencing the purchase of agricultural tractors. Descriptive research design has been used in this study. The sample size for the study is determined as 90. For factor analysis principal computer analysis, rotation method varimax with karsir normalization and rotation concluded in 14 iterations method was used. Friedman test is used for identifying whether there is any significant difference in the ranks given by respondents about various factors considered for buying tractor. It is found as per the ranking given by the respondents subsidy is ranked first for purchase of tractors. According to the Friedman test results, the respondents ranking with regard to the factors considered for purchase of tractors are significantly different at 5 percent level of significance. The research output may help the manufacturer, and dealers of tractors an insight about the consumer’s perception.

Hong (2015) identified factors influencing on purchasing formula milk for babies in Hanoi. The sample size for the study is determined as 97. Multiple linear regression model was used to analyse the data. Research examined and approved that all 4 factors (cultural, social, personal and psychological factor) equally influence on purchasing formula milk for babies in Hanoi. The biggest group belongs to the age range from 30-40 years old with 55.08 per cent, who are old enough to have a family with one or two children. About one of four is responses in the age range from 20-30 years old. Only 1.07 per cent is under 20 years old. More than half people asked are graduated. The second biggest group belongs to post-graduated people. 10.16 per cent responses are high school graduated and 14.97 per cent are college graduated. Domestic formula milk producers should attain their customers by committing high quality, adding more values for nurturing babies, setting right price, and providing sufficiently information.

Sultana (2015) identified factors affecting the consumer brand choice preference towards new package of cellular phone in Comilla region. Survey has been conducted on 80 respondents in the different area of Comilla. Multiple regression analysis and discriminant analysis was made for the study. The result indicates that there are some factors that affect the customers brand preference on new package of cell phone such as sim price, Call Rate, Network Coverage, F & F numbers, F & F call rate, Bonus talk time, SMS charge, free internet browsing, after sales service, etc. Consumers in Comilla region are not highly satisfied by using
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existing brands. It is also find that rural respondents are mainly using low price and simple functions cell phone. So they want new package that will gratify their needs by providing some attributes.

Ayodele et al. (2016) analysed factors influencing smartphone purchase behavior among young adults in Nigeria. The sample size for the study is determined as 437. Multiple linear regression model was used to analyzise the data. The study revealed that smartphone features have a significant effect on the purchase behaviour of the device among young adults. This study examined the factors that played a significant role in the consumers’ choice of Smartphones. Empirical evidence show that aesthetic value remains the most significant predictor of smartphone purchase behaviour than product features and price in that order. It is necessary to highlight that the results of this study can provide new marketing dynamics to smartphone manufacturers and marketers for a market, which will be contributing a major share in the revenue of these firms. Also, the findings could help Smartphone marketers in their operations and strategic plan of marketing and also provide them with indicators for maximum utilization of resources.

Saleky et al. (2016) identified the effect of service quality on customer satisfaction of the manise hotel in Ambon, Indonesia. Data was collected using questionnaires to 100 respondents for the study. The collected data analyzed using the quantitative method of multiple regression analysis. From the study it can be concluded that the measurement of service quality variables have a positive and significant impact on consumer satisfaction of Hotel Manise’s service users in the city of Ambon. Overall, the results of the analysis concludes that the variables of physical evidence/tangible ($X_1$), reliability ($X_2$), responsiveness ($X_3$), assurance ($X_4$) and empathy ($X_5$) significantly influence consumer satisfaction of hotel manise service users in Ambon ($Y$), either simultaneously (together) or partially. In this research for making the customer being satisfaction we have to concern form five dimensions of service quality.

Sujata et al. (2016) identified factors affecting smartphone purchase among Indian youth. The sample of 306 respondents were selected randomly for this study. Multiple linear regression function was specified for the study. The target audience was in the range of age 18 to 28 years. Maximum people carried a phone in the price range of Rs. 10000-20000 and some of them even above Rs. 20000. The gender wise classification of mobile phone usage 48 per cent of the sample were male users whereas 52 per cent were female users. The younger generation, mostly in the age group of 20-23 years are observed to give preference to features
such as security, better compatibility with other devices, better camera and larger phone storage, whereas the sample above the age of 24 years are inclined towards features, the likes of good brand name, effective advertising, easy to carry and use. Based on literature five factors were identified which affect the choice of smartphones for young college students namely technology factors, hardware factors, financial factors, basic factors and branding factors.

2.3. RESOURCE USE EFFICIENCY

Suresh and Reddy (2006) analysed resource-use efficiency of paddy cultivation in Peechi command area of Thrissur district of Kerala. Sample size of study was 90 farmers. Cobb- Douglas production function was used as analytical tools. The allocative efficiency analysis has indicated that an additional one rupee spent on fertilizer, plant protection chemicals and human labour would enhance the total returns by Rs 2.83, Rs 1.57 and Rs 1.17, respectively. The MVP: MFC ratio for seed has been found as -3.77, indicating over application of seed rate. The study has called for an equitable distribution of canal water and enhanced extension services for resource management in the area.

Majumder et al. (2009) studied productivity and resource use efficiency of boro rice production. The sample size for the study is determined as 90. Cobb-Douglas production function is used to estimate the effects of various inputs for the production of HYV Boro rice in different tenural arrangements. From the above discussions it may be concluded that cash tenant operators were found more efficient than those of owner and crop share tenant operators. Again cash tenants were more efficient in production because they were eager to earn more profit from their investment. So they had to put better effort in producing rice and had got better output. The irrigation system of the coastal region more specially in Bhola district is to uplift water from the canal to the rice field through low lift Pump. But the availability of water in the canal is decreasing day by day. Government should have to take initiative to dig up the canal frequently to ensure available water in the canal that helps to grow HYV Boro rice.

Akighir and Shabu (2011) find out efficiency of resource use in rice farming enterprise in kwande local government area of Benue state, Nigeria. The data for the study was collected from 100 rice farmers in the four districts of the study area using a simple random sampling technique. Cobb- Douglas production function was used as analytical tools. The results showed that all inputs were positively related to the output of rice. To ensure efficiency in the use of resources in rice production in the area, concerted efforts from the individual farmers, government and research institutions is highly imperative. The individual farmers should make
efforts to embrace improved version of rice production while the government should ensure that farmers’ participatory extension service delivery for rice farmers. Finally research institutions should intensify research efforts on rice in order to have improved varieties that give high farm yield within a short time.

Meena et al. (2012) analysed milk production function and resource use efficiency in Alwar district of Rajasthan. The sample size for the study is determined as 150. The multiple regression analysis was used for study. The results of the study revealed that concentrate, green fodder and dry fodder were the important determinants of buffalo milk production. Therefore, these factors should be considered by policy makers and dairy cooperatives in order to increase the returns from buffalo milk. The returns from buffalo milk were significantly higher in winter and rainy seasons as compared to summer season. In order to get higher returns from buffalo milk production, use of green fodder should be decreased by small and medium categories of both the member and non-member groups, dry fodder should be reduced by medium category of member group, concentrate should be reduced by medium category of member group as well as by small & medium categories of non-member group while it should be increased by large category of non-member group and use of labour should be reduced by small category of member group.

Pawar and Haral (2013) studied resource productivity and resource use efficiency in custard apple production. Sample size was 60 custard apple growers of the study area. Cobb-Douglas production function was used as analytical tools. The results revealed that, regression co-efficient of economic life of custard apple garden was 0.630. Regression co-efficient of hired human labour, nitrogen, phosphorous and potash were positive but non-significant. On the contrary, regression coefficient of plant protection was -0.018 which was negative and significant at 1 per cent level. Marginal product of area under custard apple garden was 15.507 quintals followed by that of economic life of custard apple garden (2.804 q), bullock labour (1.465 q) and manure (0.156 q) and so on. MVP to price of ratio with respect to bullock labour was 11.78 followed by potash (4.09), manure (3.20), nitrogen (2.93), phosphorus (2.71), area under custard apple (1.15), hired human labour (1.22) and economic life of custard apple garden (0.89). Hence, preference might be given to bullock labour on priority basis in custard apple production.

Dauda et al. (2014) studied analysis of resource use efficiency of low land rice production in katcha local government area of Niger state. The study was carried out in Katcha Local government area of Niger state, Nigeria. Sample size was 200 low land rice farmers in
the area. Cobb-Douglas production function was used as analytical tools. Study conclude that production resources of low land rice farmers in study area were not efficiently utilized as shown in the MVP/MFC ratio. This will show possible areas of adjustment that need to be made by rice producers. It is put forward that inputs like fertilizer, seed and agro chemical should be made available. The result could be used by government to assist the rice producers on credit and subsidy bases by providing them with production resources.

Kaushik and Paharia (2014) analysed pattern of fertilizer use on major crops grown in Hisar district of Haryana, India. Sample size of 200 farmers randomly selected from the study area. Cobb-Douglas production function was used as analytical tools. The functions reveal that on small farms one hectare increase in size of holding and one hectare increase in the irrigated area increased the expenditure on fertilizers by Rs. 1598.24 and Rs. 2397.36 respectively. However, on large holdings the one hectare increase in size of holding resulted in an increase of Rs. 1541.65 on fertilizer expenditure, similarly, one hectare increase in irrigated area on these farms also increased the fertilizer expenditure by Rs. 2158.31. There is an inverse relationship between the size of holding/irrigated area & per hectare expenditure on fertilizer.

Ochi et al. (2015) analysed resource use efficiency among small scale cassava farmers in Nasarawa state, Nigeria. Sample size of 360 farmers randomly selected from the study area. Cobb-Douglas production function was used as analytical tools. The results revealed that technical efficiency of small scale cassava farmers varied due to the presence of technical inefficiency effects in cassava production. Farm size, fertilizer and herbicide were found to be significant production factors which accounted for changes in the output of cassava in the study area. The distribution of efficiency indices revealed that most of the farmers were technically efficient with mean index of 0.893. The ratio of the marginal value product to the marginal factor cost was greater than one for land and herbicide but was less for labour, fertilizer and cassava cuttings; This implies that land and herbicide were under-utilized while labour, fertilizer and cassava cutting were over utilized.

2.4. CONSUMER’S PREFERENCES

Tripathi and Siddiqui (2010) analysed tourist preferences using conjoint analysis. Sample of 729 product descriptions were used for study. The results reveal that the tourists accord the greatest importance to the value for money attribute, followed by security and thereafter information. They however place relatively less value on variety of sightseeing options, complaint redressal and modes of access. The Binary Logistic Regression analysis
results however reveal that some socio economic variables of the tourists played a significant role in shaping the importance of the underlying utilities, indicating that the utilities would probably be sensitive to the structure of these variables.

Charles et al. (2011) studied conjoint analysis and MDS approach to brand improvement of an Aerosol product. A sample of 125 respondents from commercial organizations was taken from the study area. Data analysed using SPSS. Conjoint analysis method was used in the study. Study conclude that the room air freshener attributes identified as important in influencing the consumers’ purchase decision are fragrance, longevity of the fragrance stay, spray point inclination, price, pack design, and bottle material. Of these attributes, fragrance was found to be the most important attribute in influencing the purchase decision, followed by longevity, price, pack design, spray point inclination, and bottle material. The best combination of the attributes, according to the consumers, is the combination of Sandalwood fragrance, fair price, longevity of at least 6 hours, and pack design with cap, forward spray point inclination, and glass bottle material. Fragrance, price, and longevity of the fragrance stay significantly influence the consumers’ purchase decision while the other attributes do not significantly influence such purchase decision.

Balaji and Rao (2012) studied preference of mobile phone attributes among B-School Students. Sample of 90 respondents randomly selected from the study area and rank was given using SPSS 18. Over the last 30 years, market researchers have developed conjoint analysis to understand customer preferences, values and choices. In particular this analysis is used to identify the relatively important attributes preferred by customers in a product. From the analysis it was observe that among all the manufacturers (Sony, Samsung, LG and Motorolla) considered here, Samsung emerges as the most preferred choice. While this observation is limited to the respondents’ perception, management of the other three manufacturers will find it interesting to investigate the reasons for not being the preferred choice. Ultimately, given the mobile phones’ highest penetration in the ‘youth segment’, manufacturers will like to do everything to lure their target audience.

Cerda et al. (2012) analysed consumer preferences and willingness to pay for organic apples. Sample of 400 respondents randomly selected from the study area. A total of 36 hypothetically possible combinations or product profiles observed from the main attributes and their respective levels. Conjoint analysis was used for carried out the study. The findings suggest that the CV WTP values are higher than the CA WTP values. This difference is partly because the CV WTP represents the mean, and the CA WTP represents the marginal value of
WTP for organic apples. Study showed a positive willingness to purchase organic apples and consumer preference for apples produced organically relative to those produced using conventional methods. These results may provide important information about product attributes to agribusiness management as a way to identify new market segments.

Hanis et al. (2013) studied consumer’s preferences for eggs attributes in Malaysia by using conjoint survey. Sample of 202 respondents were used for study. The study considers the conjoint analysis technique as a method for acquiring insights into preferences for eggs product. The results revealed that the ideal characteristic of egg was one with large size (grade A), omega eggs, brown, and ten per packs. Consumers were also willing to pay more for their preferred attributes. In the study functional attributes for eggs were less preferred compared to the other attributes. Although it may relate to the price of the omega eggs (usually more expensive), another possible reason might be that familiarity affects the demand for omega eggs. The results provide valuable inputs to producers or marketers to improve their marketing efforts as well as market positioning, in line with the demanded eggs attributes.

Oyatoye et al. (2013) studied an application of conjoint analysis to consumer preference for beverage products in Nigeria. Sample of 200 respondents randomly selected from study area. Study conclude that the most important attribute to the consumers is packaging and category is cylindrical. Finding suggests the relative importance of packaging to consumers. Also combined attributes of price, packaging, solubility and taste are crucial in consumers’ preference decision on beverage purchase and consumption. Producers need to take the issue of packaging serious in production, ensuring that their product is packaged in cylindrical container as the study reveals.

Koc et al. (2014) studied consumers’ preferences for energy drinks consumption with conjoint analysis. Sample of 300 consumers randomly selected from study area using conjoint analysis. The present study determined that energy drinks were generally preferred by young people aged between 18 and 24 and this group generally preferred pop music. It was found that packaging was the most efficient factor affecting consumers purchasing behavior and preferences. The optimum product compound, providing the highest total worth to the consumer, was again provided by packaging and price factors, as the consumer associated the size of the package with its price.

Rose (2015) studied the factors contributing to the selection of a wrist watch using conjoint analysis. Sample of 60 people randomly selected from the study area. The items were
analysed with the help of conjoint analysis to identify the key attributes which contribute towards the selection of an ideal wrist watch. There was three attributes at three levels each a total of $3 \times 3 \times 3 = 27$ profiles can be constructed. Study conclude that It can be inferred that price is given the highest importance than the other attributes while selecting the wrist watch and appearance is the next important factor considered. Multifunctional such as alarm, stop clock and Global Positioning System stand last in priority. Looking at the levels which have the highest utility values among the attributes. Watch which looks attractive and consists of basic additional features like alarm and stop clock are generally preferred by wrist watch consumers.

2.5. PURCHASING AND CONSUMPTION PATTERN

Kamenidou et al. (2002) identified household purchasing and consumption behavior towards processed peach products. Sample size of 737 households randomly selected from the study area. The multistage sampling method was used as analytical tools. These findings suggest that households may be approached by appropriate marketing techniques to increase consumption of the product. During shopping, promotional techniques could be applied. Greek producers (processing industries) must understand that they too should invest on appropriate marketing techniques and should not rely on retailers. The findings from this research can be used as a base for developing an effective marketing program, especially for the processing industries, with the main objective of increasing purchasing, consumption, as well as developing the brand loyalty of processed peach products.

Ying and Yao (2006) identified consumption patterns of Chinese elders in Wuhan, China. Sample size of 600 respondents selected from the study area out of which 436 questionnaire was valid and taken for study. Simple tabular method was used for the study. The respondents consisted of 239 males and 197 females. Respondent age ranged from 55 to 83 years old. Two hundred and twenty-four respondents fell in the 55–60 age group, 108 in the 61–65 age group, 53 in the 66–70 age group, and 51 in the 70–83 age group. One hundred and thirty-three were government employees, 95 respondents were manual laborers, 80 were teachers, 34 were technicians, 27 were doctors, 6 were farmers and 2 were lawyers. Research results show that older consumer’s consumption pattern, consumption perception, and consumption behavior have changed. Some previous descriptions of the characteristics of older Chinese consumers do not match characteristics of today’s older consumers.

Rauthan (2007) identified consumption pattern and buying behaviour of rural consumer in Uttaranchal. Sample size of 300 respondents have been selected with the help of multistage
systematic sampling methods. And for data analysis statistical techniques such as Chi-square test, ANNOVA, average weighted score and T-test was used. Study reveals that both national and international brand are being used by all the respondents in their daily needs. It was observed that the selection of brand is primarily decided within the family. Also retailers or shopkeeper in the selected villages provides information about the new products, offers and gifts to the consumer. In case of durables quality and price plays an important role in the purchase decision. Brand retention is very high among the rural consumers, though they take a long time to decide on a particular brand.

Tan and Lau (2009) examined sustainable consumption patterns of young consumers. Sample size of 270 students randomly selected from the study area. Four research questions are raised in this paper were analysed with the help of likert scale. The results indicated that there were no significant differences between gender and courses pursued with consumers overall sustainable consumption behaviour. The young consumers exhibit a moderate level of sustainable consumption behaviour and concludes that there is no cause of concern for over-consumption behaviour among young consumers. There was no cause for concern of overconsumption among young consumers in Malaysia. The results should be an interest to policy makers and practitioners in Malaysia. This study has contributed towards advancing the literatures on social responsible consumptions.

Ghosh (2010) identified rural-urban consumption patterns in Bangladesh. Study conducted on the secondary data. Simple tabular method was used for the study. Study results show that the monthly average household expenditure was estimated at Tk. 5319 in rural area and Tk. 8533 in urban area. Percentage spending on food items in both rural and urban areas falls sharply though some fluctuations are observed between the period of 1973-74 to 2005 but a major fluctuations are observed in case of rural areas of Bangladesh. In the year of 2005 this spending on food items was 45.2 per cent and 58.6 per cent which were 67.9 per cent and 74.7 per cent in 1973-74 at urban and rural areas respectively. At rural level agriculture contributed 28.7 per cent in 2005 while it was 41.5 per cent in 1983-84. In urban area, this falling rate is very little compared to rural which is only 0.2 percent. Percentage distribution of monthly consumption expenditure on food and beverage in both urban and rural areas of Bangladesh are showing similar trend as national level.

Solanki et al. (2013) analysed consumer buying behaviour towards agriculture inputs in rural area of Bardoli. Sample size of 100 farmers randomly selected from the study area. The statistical analysis carried out in the study is being using MS-Excel and SPSS. The study show
that most of consumers focus on Price, Quality and Credit facility while purchasing agri-inputs. Most of the respondents were purchasing the agri inputs from the cooperative societies of their area. Major reason for purchasing from cooperatives societies included fairness in billing and credit facilities given to the farmers. Study suggest that companies related with agri inputs should focus on price reducing concepts and focus less on packaging.

Karim and Aktar (2015) analysed fertilizer use pattern on agriculture in Salua area of Chougachha upazila, Jessore, Bangladesh. The survey was conducted in 50 families. Simple graphical method was used for the study. Study revealed that maximum farmer’s age was 21-30, which was about 35 per cent approximately. About 34 per cent farmers in Salua area were still uneducated and 36 per cent has completed their primary education. Most of the farmers were poor and their monthly income is about less than 5 thousand which was case of above 45 per cent respondents. Most of the farmers don’t have enough land; they mostly were marginal farmers, some were small scale farmers and few were medium scale farmers. Farmers of the study area practices usual conventional farming, and highly depend on chemical fertilizer for higher crop yield. In most of the family of the study area, agriculture is the main source of income but often the farmer do not get sufficient amount of money on crop yield return because of high cultivation and inputs cost. High price of chemical fertilizer and acute dependency on chemical fertilizer is prime reason of it.

Shih et al. (2015) identified consumers’ buying behavior and consumer satisfaction in beverages industry in Tainan, Taiwan. Sample of 150 households randomly selected from the study area. Descriptive statistic and Pearson correlation coefficient was used as a method of data analysis. Study concluded that younger female likes handmade drinks, older female likes self-prepared drinks and only younger male likes bottle drinks. This study showed that the frequency of the major consumption is 3 to 4 times a week for handmade drinks, the less frequency is self-prepared drinks. Group of self-prepared drinks pays more attentions. Therefore, how to make the healthy and formula drinks are adopted by younger groups will be the key factors to increase the sales and profit in the beverage industry.