

CHAPTER- 3

REVIEW OF RELATED LITERATURE

3.1 Introduction

Review means a critical appraisal of a book a play or other work or a formal assessment of something with the intention of instituting change if necessary. Review of related literature means to referring material related to the research topic. The present chapter includes reviews of past reviews of past dissertation of M.Ed, and Ph.D, articles and internet resources. The tools used for research were mostly interview schedules, and close-ended and open-ended questionnaires. The data collected was analyzed statistically as well as descriptively. The review of related literature is the base for any research. It helps the researcher develop insights into the research area and methodology. The researcher has categorized the reviews into the categories namely reviews related to consumer awareness and consumer behavior, the same is presented below.

3.2 Studies Related with Consumer Awareness:

Dr. Venugopal. P, Vijayakumar P. and Varunkumr M (2012) did their study on “Consumer Awareness and role of Educational Institution” the main Objectives of the study were: To ensure how for the consumer education is accessible, appropriate flexible, adaptable and relevant, to know the need for introducing consumer education system, to examine whether the consumer education incorporated values towards the finite resources of the planet and the environment. The Methodology: Primary data was collected with the Help of a questionnaire and the secondary data was collected from various websites. The major findings were: the educational institutions are found to the best media for getting known about the consumer fight. Government bodies and higher education authorities are sanctioning grants for conducting seminars, conferences and so on. They conclude by saying that consumer awareness cannot avoid consumer exploitation but it can just control it up to some extent.

Basarir, A. and Sheriff, S. (2012) did their study on “Consumer’ awareness of food labeling”: A case study of United Arab Emirates the main objectives of this study were:

To examine consumers awareness for food labeling in United Arab Emirates (UAE), along with identification of the socio economic characteristics and aptitudes which make consumers aware of the subject? Methodology: More than 80% of its residents are selected and surveyed through face to face interviews so respondents from all over the UAE were randomly selected.

The major findings_Results indicated that the majority of respondents’ need the information provided on food labels in addition to that more than half of them would like to see labeled food items on stores shelves. Among the attributes written on the labels, the three most important that were checked by respondents were expiry date, list of ingredients and the country of origin.

Mittal, P., Aggarwal, S. (2012) did a study on “Consumer perception toward branded garments”: The primary research objective of the study is to determine whether the branding of garments influence the perceptions of consumer. Study is divided in 4 major section based on the objectives to obtain accurate and specific results. The primary objective of study is to analyze weather the population of Jaipur does prefer to wear brands or not. Other objectives are as follows:-a) to study the awareness of branded clothes among consumers in Jaipur city only. the major factors responsible for buying branded clothes among consumers in Jaipur city.c) the demographic factors affecting branded clothes buying behavior in Jaipur city only.d) the most popular brand among various age groups in branded clothes market in Jaipur city. Research method: A self-administered questionnaire was used. The questionnaire consisted of four sections and 52 individual statements and/or questions. A non-probability sampling design, more specifically, convenience sample was used to draw the sample. The questionnaires were disseminated amongst the Jaipurites in places like Gaurav Tower, Mcdo nalds near Raj Mandir, Crystal Palm and Lifestyle. The objective of the study was explained to the respondents. The questionnaire was based on the possible problems or questions regarding the process of completing of the questionnaires. After completion, all the questionnaires were personally distributed and collected by the researcher. Conclusion: BRAND enhances the personality of a person. In Jaipur, people associate brand with the quality of product, style and its

design. In return, they expect the branded product to provide them recognition, satisfaction and value for the money invested. Survey depicts that there is a relationship between the consumer's income and the satisfaction derived from a purchased product. People are price sensitive and the final selection or rejection of the good depends on price/budget of the buyer. □ From the brand aware people, comfort and product are key motivators for purchasing branded garments.□ Price is the biggest influencer for decisions on purchasing.□ There exist relationship between Income and satisfaction

Major brands recognized by survey respondents, in different apparel categories are as Follows:

Jeans: Levis, T-shirts: Levis and Pepe Jeans, Formal shirts and pants: Koutons

TNS – BMRB (2010) did their study on “Consumer awareness of the FSA and finance regulation”. The Objectives of the study Respondents were asked to tell what they think are the main responsibilities of the regulator without any prompting. Compensation for consumer, Ensuring only appropriate people or firms can works in financial services, selling practices or preventing misspelling, Consumer education, Consumer information, Ensuring firms have appropriate monetary reserves, Prosecuting firms or individuals for mis deeds, Ensuring that financial firms treat their customer fairly. Methodology the research paper is based primarily on results from an omnibus survey. TNS carried out during January 2010. It interviewed a representative sample of 1998 adults face to face.

Mallikarjun, K. (2009–2010) did a study on “A study on consumer awareness of nandini milk and milk products and impact of promotional activities in creating brand awareness.” Objective of the study were: to understand the extent of consumer awareness KMF brands in Dharwad city, to analyze the brands of KMF used by consumer in Dharwad city, to study the market shares of nandini product in Dharwad city and to study impact of promotional activities’ on creating consumer awareness. Research methodology: data collection method used: Primary and secondary data collected to carry out the research work. Primary data: consumer awareness in kmf dharawad Information was collected directly from the consumers for the project work. The data Collected during the study included the data collected through questionnaire and face-to-face interview with customers. Conclusion: After analyzing the data of the

study, it can be concluded that the Nandini Standard milk, Shubham Milk and Toned milk are having effective awareness and the Double Toned Milk is showing very poor awareness compared to other brand. Radio ads, magazines, and campaigns were felt less informative but television is very successful giving adds to the peoples. Second and third importance was given to availability and taste, Quality, Fat content, thickness and promotional activities are not major factors which prevents them for not being the customers. Awareness campaigns can be made more effective by better participation. Conclusion: Thus this chapter presents various studies related with the topic. This chapter is followed by the next chapter 'Methodology of research.

Dr. Singh, A. K., Mishra, V.N. (2009) did a study on “Consumer awareness in rural India - an empirical study” the main objectives of the study were: to evaluate the changing profile of the rural consumers in India, to study the level of awareness, of rural consumers on various consumer protection measures initiated by the Government of India and other agencies, to evaluate the rural consumers' current knowledge, attitudes, behavior and practices while purchasing goods or availing services, to examine the nature of unfair trade practices in the rural areas, to assess the level of satisfaction of the rural consumers on various products and services available in the rural areas and to draw conclusions from the study and suggest remedial measures for better protection of the rural consumers. Methodology the present study is an empirical research based on both primary and secondary data. It is a blend of both descriptive and analytical methods of study. The secondary data was collected from government publication, books, journals, newspapers and various prominent Voluntary Consumer Organizations working in this area. The information regarding level and satisfaction, awareness, attitude and behavior of rural consumers at individual and household level was gathered through primary surveys. For the purpose an interview schedule was prepared. Besides focus group interaction was also done. The questionnaire was subjected to reliability by pre-testing the constructed tools by administering it to 100 consumers randomly. The questionnaire was modified based on the responses got from the consumers.

Johannes, B., Peattie, K. (2008) did their study on “Consumer ethics research: reframing the debate about consumption for good”. The main Objectives of the study were: Individual factors (moral sensitivity and moral maturity, individual consumer

role norms, resources and model strength / weakness), Adding up to and building a consumer life style, Moral intensity of a consumer task relative strength / significance of a moral connotation dishonesty and / or responsibility issues, Evaluation process by moral and / or consumer decision rules and intention development, Moral intensity of a consumer behavior decision-Honest vs. dishonest- Moral vs. amoral vs. immoral decision, Contextual factors (Social situation and context behavior opportunity, social control) and Modification (structure-ration) of future behavior contexts). The Methodology_Consumer behavior and (Consumer) marketing exist in a close and interdependent relationship, with each shaping the other, and it is logical to view consume ethics and marketing ethics as highly interdependence experimental research. The conclusion

A view of ethical consumption as abnormal and apart from mainstream consumption to create a situation in which business who are increasingly viewed as having social responsibilities serve the needs of consumers who are seen as having none.

Williams LcWA / lc & associates (2007) did their study on “National consumer awareness and perceptions” survey reports the summary of survey findings were Part of the body to which "vascular problem" refers, Have heard of a doctor who specializes in vascular problem, Name of this type of medical specialist, Level of unguided awareness, How they learned of vascular specialist, Vascular surgeon vs. vascular specialist, Thoughts triggered by "vascular surgeon", Factors considered when deciding on a physician, Preferred sources of information about physicians and Procedure / treatments respondents have experienced. Methodology Survey questions were designed to produce both topics - specific information and to provide data that would allow advanced analyses.

Uerisign (2004) studied the “Consumer- awareness and Concerns over view for Merchants”. In his study The Objectives of the study were: the reality of such figures has caused online supports to be wary of how they use their personal information to transact business, second seals reduce the security concerns of online shoppers. Through web commerce grows, online shoppers security concerns are wide spread. Security concerns are causing shoppers to limit spending online; third - party Trust marks alleviate the security concerns of online shoppers. The Conclusion & Finding Consumers are very aware of trust marks and understand what they represent. The

overwhelming majority of consumers feel it) important for sites to include a trust mark. Shoppers not only recognize and value third party trust marks, but the presence of a trust mark can also persuade them to complete the purchase.

Margaret Smith, Iowa State University Mary Swalla Holmes, Iowa interfaith Ministries; Jim Ennis, “Mid west Food Alliance Literature Review of consumer Research, Publication and marketing communications related to pasture raised animal product and production systems” The Objectives of the study were: To identify as appealing by consumers. Food safety in general includes. (Lack of hormones, antibiotics), Humane (Better treatment of animals), Environmental (better management of waste, protection of natural resources), Enhanced nutrients (increased conjugated linoleum acids, higher nutrients content), Social (Support small forms). The conclusions of study were: Specialty cheese sculls primarily on taste, Use caution in making statements about CLA, An education campaign will be essential if the marketing strategy selected is focused on CLA, "Grass - Fed" and "local" or "regional" labels are currently easier for consumers to understand than "Farmstead “and A conflict of interest may exist among scientists attempting to demonstrate health claims for CLA when they are the some people who hold patents for CLA products.

3.3 Studies Related with Consumer Behavior:

Mr. Bello, L. (2008) in his study ‘Consumer behavior’ wrote that understanding of consumer behavior in terms of their needs and wants as well their perception, attitude and personality including motivation and their rate of involvement is vital not only to the marketers whose primary objectives is to make profit but also to the government and its regulatory agencies and society as a whole. The study of consumer behavior remains a corner stone to successful marketing strategy.

Hirekenchanagoudar, R. (2008) did a study on “Consumer behavior towards ready to eat food products.” The specific objectives of the study were:

i. To ascertain the awareness of consumers towards branded ready-to-eat food products. ii. To study the purchase behavior of ready-to-eat food products. iii. To evaluate brand preference of the consumers. iv. To study the factors influencing brand preference. v. To evaluate alternative purchase plans of the consumers. Methodology the present study was undertaken to know the awareness of consumers towards branded ready-to-eat food products, purchase behavior of ready-to-eat food products, brand preference of the consumers, factors influencing brand preference and to study the alternative purchase plans of the consumers

Naseema, C, Nisha, K. M. (2009) did their study on “Consumer awareness and consumer behavior of commerce graduate students”. The main Objectives of the study were: To find out whether any significant difference exists in the mean scores of consumer awareness of the commerce graduate students based on Gender of the students, Types of management of the colleges and locality of the institution. Methodology: Sample Random sampling techniques giving due representation to factors. The Conclusion & findings The relationship between consumer awareness and consumer behavior was found to be significant at 0.01 level for the total sample as well as for the sub-samples of male, female, aided, government, rural and urban students. All the samples showed positive correlation. The percentage overlap ranged from 4.928 to 8.145.

Lähteenmäki L, ASB, Erica van Herpen WUR (2011) did their study on “Romanian consumers’ perceptions and practices regarding food waste Master Thesis”.

Purpose – The amount of food that is discarded at the consumer level is astonishing, making these sectors the single biggest contributor to the total amount of food waste throughout all the food marketing system. The present study investigates Romanian consumers’ perceptions and practices regarding the food waste. Furthermore, it explores the possible factors that can influence the self-reported food waste behavior Design / Methodology / Approach – Two empirical studies have been conducted for the purpose of this paper, a focus group and a web based survey on Romanian consumers’ food waste behavior. The starting point, in designing the food waste model, was the Theory of Planned Behavior. The model was further complemented with factors found to be important in the food waste area. The main methods used to

analyze the quantitative data were the Multiple Regression and the Bootstrapping technique. The first one was used in investigating the predictors of the intentions not to waste food and the predictors of the reported food waste, while the second one was used in assessing the mediating role of the intentions. Main findings – The practice of food waste is rather common among Romanian consumers, they report wasting about a tenth of the food that is brought into the household. The most discarded type of food is bread and other bakery products. Some food waste is perceived to be unavoidable and, in general, consumers perceive that other people behave similar to them in terms of food waste. A total of nine factor were found to significantly influence the food waste, five of them directly and the remaining four through the mediating role of the intentions not to waste food. The most important predictors of the reported food waste are the purchase of too much food, the descriptive norm and the perceived behavioral control. Conclusion of the present study, conducted among Romanian consumers, on their self-reported food waste behavior indicates that there are nine factors that influence either directly or indirectly the food waste. The main three factors refer to the purchase of too much food, the descriptive norm regarding the amount of food discarded and the skills to predict buy and cook exactly the amount of food needed. This study is the first one of its kind conducted on the Romanian consumers, and its main contribution is that it provides the basis for developing campaigns aimed at decreasing the level of food waste generated at the household level. The households are the single biggest contributor sector in the total amount of food waste and changing people's perceptions and practices towards it might really make a difference.

3.4 Report:

The Lord Chancellor and Secretary of State for Justice by Command of Her Majesty (2012) did their study on “Consumer to consumer”. The central thesis of this essay were that the act of consumer decision making might profitably be construed as a process of belief harmonization in which people arrange their preferences and beliefs into a harmonious web of cognitions. But, more than that, in this article I suggested that one fundamental underlying belief that any social judgment or consumer decision must harmonize with is the belief that the self is a wonderful

human being. If self-image does underlie a non-trivial amount of consumer decision making, the consequences might be substantial. Sacrosanct beliefs about the self, for example, may prompt people to make unwise and risky health decisions, such as foregoing a medical test or overspending to acquire a set of possessions that is commensurate with one's lofty view of self. However, the consequences may also be positive ones in that people do acknowledge that one of the reasons why they act in a socially desirable way is to maintain a positive view of self. For example, 73% of Norwegian respondents stated that they were motivated to recycle to see themselves as responsible people.

Consultancy project on “promoting involvement of research Institutions/universities/colleges etc. in consumer protection and Consumer welfare (2005-2006) did their study on “consumer protection and consumer awareness”. The main Objectives of the study were: 1.To sponsor research and evaluation studies in the field of consumer welfare. 2. To identify the practical problems faced by the consumers. 3. To provide solution to the practical problem being faced by the consumer.4.To have necessary inputs for formulation of policy / problem / scheme for the protection and welfare of consumers. 5.To provide grants for publication of the results of research and evaluation studies and other related literatures.6.To sponsor seminars / workshops / conferences etc, on consumer related issues and to sanction grants for organizing such programs. Methodology the project was assigned to IIPA by the department of consumer affairs, government of India on Sept. 28, 2004. In the first year of the project six meetings of the evaluation committee were organized of which in the year under review two meetings were held in the month of July August, 2005.

Ministry of consumer affair, food and public distribution (2012-17) did their study on “Report of the working group on consumer Protection Twelfth plan”. Objectives of the study were: 1.The act provides for establishing three tier consumer dispute redress machinery at the national, state of district levels, 2.It applies to all goods and services, 3.It covers all sectors, whether private, public or any person, 4.The act provides for relief of a specific consumer as appropriate, 5.The act provides for setting up of consumer protection councils at the control state and district level which are advisory bodies to promote and protect the rights of the consumers.

The major Conclusion: Though the overall disposal rate and the performance of the consumer is considered to be impressive still the delay in disposal of cases by the redresser agencies at the district.

3.5 CONCLUSION

Thus this chapter presents various studies related with the topic and implications of the review of related literature to the present study. From the above sections it is evident that lot of work is done in the area of consumer awareness and consumer behavior. The review of related literature helped the researcher decide the objectives, tools and data analysis techniques for the study. The subsequent chapter presents the details of research methodology and procedure of research