

A STUDY ON THE BUYER BEHAVIOUR TOWARDS HOME APPLIANCES IN AMMAN GROUP'S VELLORE

Submitted in partial fulfillment of the requirements for the award of
Master of Business Administration

by

SATHIYAA NARAYANAN.S

RegisterNo.42410055



SCHOOL OF BUSINESS ADMINISTRATION

SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY

(DEEMED TO BE UNIVERSITY)

Accredited with Grade "A" by NAAC I 12B Status by UGC I Approved by AICTE

JEPPIAAR NAGAR, RAJIV GANDHI SALAI, CHENNAI-600119



SATHYABAMA

INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)

Accredited with “A” grade by NAAC I 12B Status by UGC I Approved by
AICTE Jeppiaar Nagar, Rajiv Gandhi Salai, Chennai – 600
119www.sathyabama.ac.in

SCHOOL OF BUSINESS ADMINISTRATION

BONAFAIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of SATHIYAA NARAYANAN 42410055 who done the project entitled “**A STUDY ON BUYER BEHAVIOUR TOWARDS HOME APPLIANCES IN AMMAN GROUP’S VELLORE** ” under my supervision from January 2022 to March2024.

DR. T.PRIYANKA , MBA
InternalGuide

Dr.BHUVANESWARL.G,
Dean–School of Business Administration

Submitted for Vivavoce Examination held on _____

InternalExaminer

External Examiner

DECLARATION

I **SATHIYAA NARAYANAN.S , 42410055** here by declare that the Project Report entitled “ **A STUDY ON BUYER BEHAVIOUR TOWARDS HOME APPLIANCES IN AMMAN GROUP’S VELLORE**” done by me under the guidance of **DR.T.PRIYANKA, MBA** at **SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI** is submitted in partial fulfillment of the requirements for the award of Master of Business Administration degree.

DATE:

PLACE:CHENNAI

SIGNATURE OF THE CANDIDATE

TABLE OF CONTENTS

Chapter	TITLE	Page No.
I.	Acknowledgement	5
	List of tables	6
	List of charts	7
II.	Introduction	9
	1.1 Introduction	9
	1.2 Company Profile	19
	1.3 Objective of the study	21
	1.4 Scope of the study	22
	1.5 Limitation of the study	22
III.	Review of Literature	23
IV.	Research Methodology	38
V.	Data Analysis and Interpretation	42
VI.	Conclusion	94
	6.1 Finding	94
	6.2 Suggestion	96
	6.3 Conclusion	97
VII.	Appendices	98
	7.1 Bibliography	98
	7.2 Questionnaire	101

I. ACKNOWLEDGEMENT

I am pleased to acknowledge my sincere thanks to Board of Management of **SATHYABAMA** for their kind encouragement in doing this project and for completing it successfully. I am grateful to them.

I convey my sincere thanks to **Dr.BHUVANESWARI G.** ,Dean, School of Business Administration and **Dr.PALANI A.** ,Head ,School of Business Administration for providing me necessary support and details at the right time during the progressive reviews.

I would like to express my sincere and deep sense of gratitude to my Project Guide **DR.T. PRIYANKA, MBA** for her valuable guidance, suggestions and constant encouragement paved way for the successful completion of my project work.

I wish to express my thanks to all Teaching and Non-teaching staff members of the School of Business Administration who were helpful in many ways for the completion of the project.

SATHIYAA NARAYANAN.S

LIST OF TABLES

TABLE NO	TITLE	PAGE NO
1.	Gender	42
2.	Age	44
3.	Marital Status	46
4.	Educational Qualification	48
5.	Occupation	50
6.	Number of Dependent	52
7.	Buyer	54
8.	Decision maker of the product purchase	56
9.	Mode of purchase	58
10.	Accompanies for the purchase	60
11.	Purchase occasions	62
12.	Noticing a brand	64
13.	Promotion by celebrities	66
14.	Product knowledge	68
15.	Preference of a brand	70
16.	Mode of purchase	72
17.	Media impact on purchase decision	74
18.	Influencer	76
19.	Satisfaction of products	78
20.	Warranty card	80
21.	Store layout	82
22.	Maintenance and cleanliness of store	84
23.	Preferences	86
24.	Buying frequency	88
25.	Impact of advertisement	90
26	Correlation	92
27	Anova	93

LIST OF CHARTS

CHART NO	TITLE	PAGE NO
1.	Gender	43
2.	Age	45
3.	Marital Status	47
4.	Educational Qualification	49
5.	Occupation	51
6.	Number of Dependent	53
7.	Buyer	55
8.	Decision maker of the product	57
9.	Mode of purchase	59
10.	Accompanies for the purchase	61
11.	Purchase occasions	63
12.	Notice a brand	65
13.	Promotion by celebrities	67
14.	Product knowledge	69
15.	Preference of a brand	71
16.	Mode of purchase	73
17.	Media impact on purchase decision	75
18.	Influencer	77
19.	Satisfaction of products	79
20.	Warranty card	81
21.	Store layout	83
22.	Maintenance and cleanliness of the store	85
23.	Preferences	87

24.	Buying frequency	89
25.	Impact of advertisement	91

II. INTRODUCTION

1.1 Introduction

Buyer behaviour

Buyer Behaviour is the systematic approach consumers follow when entering the purchase process and making buying decisions. The step-by-step consumer decision making process, along with common modes of decision-making is both useful when developing marketing strategies.

According to Blackwell et al (2006) Consumer buying behaviour is itself is a complex, dynamic issue which cannot be defined easily and commonly. Therefore, the concept of consumer buying Behaviour has been defined in different ways by different researchers.

The definition formed by Solomon et al (1995) describes consumer buying behaviour as a process of choosing, purchasing, using and disposing of products or services by the individual and wants. Similar definition of consumer Buying Behaviour is offered by Schiffman and Kanuk (2000) in which they describe it as Behaviour that consumer express when they select and purchase the products or services using their available resources in order to services using their available resources in order to satisfy their needs and desires.

Introduction to Buyer Behaviour

Buyer behaviour has been always of great interest to marketers. The knowledge of consumer behaviour helps the marketer to understand how 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's 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.

Consumer is the study of the processes involved when individuals or groups select, purchase use or dispose of products, services, ideas, or experiences to satisfy needs and desires (Solomon 1995, 7).

In the marketing context, the term consumer refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post-purchase activities. Pre-purchase activity might consist of the growing awareness of a need or want, and a search for and evaluation of information about the products and brands that might satisfy it. Post-purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently-bought items. Each of these has implications for purchase and repurchase and they are amenable in differing degrees to marketer influence (Fox all 1987). Engel, et al. (1986, 5) define consumer behaviour as “those acts of individuals directly involved in obtaining, using, and disposing of economic goods and services, including the decision processes that precede and determine these acts. Simple observation provides limited insight into the complex nature of consumer choice and researchers have increasingly sought the more sophisticated concepts and methods of investigation provided by behavioural sciences in order to understand, predict, and possibly control consumer behaviour more effectively. And guide for future consumer researchers.

Consumer personality factors

There are two factors mainly influencing the consumers for decision making: Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what they are purchasing (Donahue and Gilliland, 1996). Highly risk adverse consumers need to be very certain about what they are buying. Whereas less risk adverse consumers can tolerate some risk and uncertainty in their purchases. The second variable, innovativeness, is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things (Donahue and Gillian, 1996). The shopping motivation literature is abound with various measures of individual characteristics (e.g., innovative, venturesome, cosmopolitan, variety seeking), therefore, innovativeness and risk aversion were included in this study to capture several of these traits. Measures by Donthu and Gilliland (1996) were used to measure innovativeness and risk aversion.

Buyer perception factors

Perception is a mental process, whereby an individual selects data or information from the environment, organizes it and then draws significance or meaning from it.

Perceived fit

Perceived fit is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product .Morrison and Roberts (1998) found that consumer's perception of the fit between a service/product and a channel is very influential in determining whether they will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preferences for the distribution method or service.

Quality

It is our aim to provide the best product for the consumer and we believe that if the products have quality the consumer will pay the price, says Amal Pragmatic, regional business director.

Packaging

Packaging establishes a direct link with the consumers at the point of purchase as it can very well change the perceptions they have for a particular brand. A product has to draw the attention of the consumers through an outstanding packaging design. Earlier packaging was considered only a container to put a product in, but today, research in to the right packaging is beginning at the product development stage itself. Packaging innovation has been at the heart of Dabber's attempt to rap with the urban consumers. It spends large sums annually on packaging research. -“We have been laying emphasis on aesthetics, shelf appeal and convenience for consumer”” says Deepak Manchandra, manager packaging development

Promotion

The greatest challenge faced by companies today is holding and increasing their market share and value. This is always a strenuous exercise and one of the tools for the same is marketing. There is no specific game rule available for using these marketing tools .The reason is: each promotional tool has its own characteristics.

Familiarity with a channel

Consumer's familiarity with a channel is a measure of the general experience they have with purchasing products through specific channels.

Through frequent use consumers should become accustomed to using the channel which reduces their apprehension and anxiety in purchasing products through the channel.

Brand awareness

According to Rossiter and Prey (1987), brand awareness precedes all other steps in the buying process. A brand attitude cannot be performed, unless a consumer is aware of the brand. In memory theory, brand awareness is positioned as a vital first step in building the bundle of associations which are attached to the brand in memory (Stokes, 1985).

Family influence

A family exerts a complex influence on the Behaviours of its members. Prior family influence research has focused on intergenerational rather than intergenerational influence in consumer generationalisation. As has been compellingly demonstrated, parents influence children. Yet, consumption domains clearly exist where sibling efforts may also be exerted.

Shopping motives

Shopping motives are defined as consumer's wants and needs as they relate to outlets at which to shop. Two groups of motives, functional and nonfunctional, have been proposed by Sheath (1983). Functional motives are associated with time, place, and possession needs and refer to rational aspects of channel choice. Whereas non-functional motives related to social and emotional reasons for patronage.

The functional motives included: convenience, price comparison, merchandise assortment. The nonfunctional motives entail: recreation.

The traditional perspectives on consumer research

This section outlines the perspectives that emerged during the traditional-positivist era in consumer research. Thus, a brief discussion on the early models of buyer Behaviour, proposed by economists is presented, followed by a discussion on each of the traditional perspectives in consumer research that emerged thereafter. These are the Behavioural, cognitive, trait, motivational, attitudinal, and situational viewpoints. Overall, the objective of this section is to outline the features and the central arguments of each of these perspectives.

While a detailed analytical review of the paradigms is presented in section two, at this stage it is worth noting, that the traditional perspectives while diverse with respect to the many aspects of consumer Behaviour they investigate, are fundamentally similar in terms of their philosophical and methodological bases for undertaking the examination of consumer issues. That is, they are built on the common foundations of “rationalism” and share allegiance to the principles of a single traditional, positivist-based approach to consumer research.

The rational perspective

The economists were the first to dominate model building, in the area of buying Behaviour. The early economic view considered consumer Behaviour in terms of a single act of purchase itself, and post-purchase reactions. Economic theory holds that purchasing decisions are the result of largely “rational” and conscious economic calculations. Thus, the individual buyer seeks to spend his income on those goods that will deliver the most utility (satisfaction) according to his tastes and relative prices.

The antecedents of this view can be traced back to Adam Smith (1776). Alfred Marshall (1890) consolidated the classical and neoclassical traditions in economics, into a refined theoretical framework which came to be known as the theory of marginal utility. His theoretical work aimed to simplify assumptions and thereby examine the effects of changes in single variables (e.g., price) holding all other variables constant.

While economic models such as the Marshallian theory of “marginal-utility” are useful to the extent that they provide Behavioural hypotheses (e.g., the lower the price of a product the higher the sales), the validity of these hypotheses does not rest on whether all individuals act as

calculating machines in making their purchasing decisions. For example, Eva Muller (1954) reported a study where only one-fourth of the consumers in her sample bought with any substantial degree of deliberation. The Marshallian model ignores the fundamental question of how product and brand preferences are formed. Several studies have identified the impacts of price differentials on consumers' brand preferences; changes in product cues on demand variations; changes in price on demand sensitivity; and scarcity on consumer choice Behaviour amongst many others (Lewis et al. 1995).

The Behavioural perspective

As mentioned above, in contrast to the economic view which underscores the importance of internal mental processes in consumer decision making, the Behavioural perspective emphasizes the role of external environmental factors in the process of learning, which it is argued causes Behaviour. Thus, the Behaviourists approach the consumer, as a "black box" and thereby assume that consumer Behaviour is a conditioned response to external events. The Behavioural perspective therefore focuses on external environmental cues (such as advertising) that stimulate consumer response through learning. The strategic emphasis, of the behavioural modification theories, for example, is to devise a set of expanded behaviour modification techniques (e.g., that can be used to influence, modify, and control consumer behaviour (Peter and Nord 1982).

While a number of researchers have proposed models to study learning principles e.g., Thorndike (1911); Watson and Rayners (1920), this view is represented by two major approaches to learning: classical conditioning and instrumental learning. Classical conditioning occurs when a stimulus that elicits a response is paired with another stimulus that initially does not elicit a response on its own. Over time, this second stimulus causes a similar response because it is associated with the first stimulus. The theory of classical conditioning is rooted in Pavlov's research on digestion in animals. Pavlov induced classically conditioned learning by pairing a neutral stimulus (a bell) with a stimulus known to cause a salivation response in dogs (dried meat powder).

The powder was an unconditioned stimulus (UCS) because it was naturally capable of causing the response. Over time, the bell became a conditioned stimulus (CS) resulting in a conditioned response (CR). Thus, conditioned effects are more likely to occur after the conditioned and

unconditioned stimuli have been paired a number of times. The basic form of classical conditioning demonstrated by Pavlov primarily applies to responses controlled by the autonomic (e.g., salivation) and nervous (e.g., eye blink) systems. That is, it focuses on visual and olfactory cues that induce hunger or thirst. When these cues are consistently paired with conditioned stimuli, such as brand names, consumers may learn to be hungry or thirsty, when later exposed to brand cues. Classical conditioning can have similar effects for more complex reactions. Even a credit card becomes a conditioned cue that triggers greater spending, especially since it is a stimulus that is presented only in situations where consumers are spending money.

People learn that they can make larger purchases when using credit cards and they also have been found to leave larger tips than they do when using cash (Feinberg 1986).

The cognitive perspective

In contrast to behavioural theories of learning, the cognitive perspective stresses the role of information processing in consumer decision making. This perspective views people as problem solvers who actively use information from the world around them to master their environment. However, much debate surrounds the issue of whether or when people are actually aware of these learning processes. On the one hand, there is some evidence for the existence of unconscious procedural knowledge. That is, people apparently do process at least some information in an automatic, passive way, which is a condition that has been termed mindlessness (Langer 1983). Nonetheless, many modern theorists are beginning to regard some instances of conditioning as cognitive processes, especially where expectations are formed about the linkages between stimuli and responses. Studies using masking effects, wherein it is difficult for subjects to teach CS/UCS associations, show substantial reductions in conditioning (Allen and Madden 1985).

Consumer decision making models

The three major comprehensive models for consumer decision making were proposed by Nicosia 1966; Engel et al. 1968; and Howard and Sheath 1969. This attempt to trace the psychological state of individual consumers from the point at which they become aware of the possibility of satisfying a material need by purchasing and consuming a product to their final evaluation of the consequences of having done so. Engel et al., (1986) suggest that high involvement with a product results in an extended problem solving process which starts with problem recognition, followed by an information search, alternative evaluation, purchase, and post purchase activities.

This process is aided by an active information processing sequence involving exposure, attention, comprehension, yielding/acceptance, and retention. The choice determined by the outcome of the information process-aided decision sequence may have satisfying or dissonant outcomes: Festinger (1957) first introduced the theory of cognitive dissonance for the consumer, which influences future purchasing.

Engel and Blackwell (1982) also point out that environmental influences may affect the decision sequence acting on the Consumer Buying Behaviour consumer's motivation and intention, and that unpredictable factors (such as non-availability of the desired brand or insufficient funds) may result in modification of the actual choice made by a consumer. This model assumes that observed consumer Behaviour is preceded by intrapersonal psychological states and events (attitude intention- purchase sequence). Moreover, the model depicts these psychological events as outputs of the processing of information, taking for granted that consumers seek and use information as part of their rational problem solving and decision making processes.

The personality perspective

As noted above, some purchases have more personal relevance than others. While this partly reflects on factors such as price, it also bears on the way in which some products enhance the consumer's self concept i.e., possessions are considered to reflect on a consumer's image of him or herself. Mead (1934) used the role concept in his explanation of the social and individual nature of persons. The dramaturgical perspective on consumer behaviour views people much like actors who play different roles (Goffman 1959). Goffman (1959) introduced the concept a managed situation, the idea that people manage the impression that others have of them by the

way they present themselves. In the presence of others, the actor is seen to organize his activity in order to express an impression that he wishes to convey.

The object of the study of role theory is to increase understanding of role enactment of individuals in social settings, so as to understand and predict behaviour. Marketing's interest in the study of personality derives from the possibility that, in spite their uniqueness as individuals, members of groups and aggregates may possess a given trait or type in common with each other e.g., extraversion (Eysenck and Eysenck 1975); such groupings (typologies) might then become the basis of separate market segments and justify special marketing action. Personality in general is understood as a concept which accounts for the apparent consistencies and regularities of behaviour over time and across a variety of situations (Pervin 1984).

The motivational perspective and psychographics

The possibility of using measures of personality to guide marketing action, for example in segmenting markets psychographically, tailoring new brands to the susceptibilities of innovative consumers, and repositioning mature brands, has encouraged a large volume of research. Few significant relationships, which would be of interest to marketing managers resulted from the research which concentrated upon the search for links between aspects of consumer choice (such as brand selection) and highly specific personality traits (such as sociability).

The attitudinal perspective

Attitudes are predispositions felt by buyers before they enter the buying process. The buying process itself is a learning experience and can lead to a change in attitudes (Politz 1958). Thus, attitudes do not automatically guarantee all types of behaviour. They are really the product of social forces interacting with the individual's unique temperament and abilities. Thus, as discussed above, social influences determine some but not all of the behavioural variations in people. Two individuals subject to the same influences are not likely to have identical attitudes, although these attitudes will probably converge at more points than those of two strangers selected at random. Most researchers agree that an attitude has three components: affect, behaviour, and cognition

The situational influence perspective

A situation is defined by factors over and above the characteristics of a person and product. For example, as explained below, situational effects may be behavioural (e.g., entertaining friends), experiential, or perceptual (e.g., being depressed or being pressed for time) (Kakkar and Lutz 1981). According to the behavioural influence perspective of low involvement decision situations, consumer decision making is a learned response to environmental cues, as when a person decides to buy something on impulse that is prompted as a “surprise special” in a store.

For example, stress can impair information processing and problem solving abilities. In addition, time poverty can impact buying decisions. An individual’s priorities determine his or her time style

The positivist perspective

The traditional positivist approach is established on the premise that consumers are largely rational, stable, and knowable entities. The positivist philosophical stance is characterized by an emphasis on scientific observation and testing. The objective of this type of research is therefore, to observe empirical facts and to establish generalizable laws that can use to predict and control behaviour. The outcome of the positivist is directed toward advancing the overall goals of marketing practice. The positivist perspective therefore assumes that a single reality exists; events in the world can be objectively measured; and the causes of behaviour can be identified, manipulated, and predicted.

The non-positivist perspectives

In contrast to the traditional perspectives, the interpretive and postmodern perspectives of consumer behaviour attribute consumers with the capacity to “proactively” assign meaning to and represent their environments rather than just passively respond to them (Hirschman 1986; Calder and Tybout 1987). The interpretive perspective for example suggests that behaviour is channeled by the content and structure of consumers’ subjective meaning systems (Holbrook 1995). The focus of inquiry of the interpretive and postmodern perspectives therefore becomes, consumers’ “subjective” meanings and language or discourses⁷

1.2 Company profile

AMMAN GROUP'S are a renowned chain of dealer of consumer electronics and home appliances in Tamil Nadu, India. The company was started in year 1978 and has 6 showrooms across Vellore in Tamil Nadu and one in Kanchipuram. The company's Founder "K. SivaKumar and presently by K. Sivaraman.

Type: Proprietary Concern

Founded: 1978

Founder: SivaKumar. K

Headquarters: Vellore, Tamil nadu

Industry: Retail

Products: Consumer Durables

Branches :

It has branches in Vellore. The total known branches are more than 3, and one more in Kanchipuram. It has branches almost in one town.

Expansion

The chain is planning to expand its sales network to 10 showrooms across Tamil Nadu by year 2025 under an investment plan of 10 core rupees. It reported a turnover of 15 cores of rupees in year 2022. Through this expansion AMMAN GROUPS would get the name of largest retailer in Tamil Nadu.

SAP implementation

The company chose to implement my SAP ERP 2025 across its 4 showrooms to integrate availability of information which will help in optimizing its supply chain with faster turnaround of its inventory and enhanced visibility of profits.

Amman Group's to expand sales network

Entering the next phase of its growth plans, leading consumer electronics and home appliances dealer Amman groups will extend its footprint beyond Tamil Nadu this year or next year.

The Vellore- headquartered consumer chain plans to expand its sales network to 10 stores Tamil nadu by December 2025, K. Sivaraman and K. Rampabhu managing director of Amman Groups.

In line with the growth phase ahead, Amman groups is currently implementing a my SAP ERP solution across its showroom chain to optimize its supply chain and inventory delivery, as well as integrate its human capital management, finance and supply chain function with front-end billing this is expected to enhance operational efficiency by facilitating integrated delivery of information.

Home products expo

AMMAN GROUPS dealer for consumer durables have proposed to conduct 'home product deepavali expo- 2023' at Townhall,Vellore.

During this grand exhibition-cum-sale, Amman appliances will sell the consumer durables and home appliances with attractive discounts, consumer offers, financial options, gifts etc. In this grand expo, Amman appliances , displays the world class product of world class product of world class manufacturers like, Preethi, Premier, Prestige, L.G, Samsung, Sony, whirlpool, IFB, Oneida, Philips, hailer, Godrej , Panasonic.

Amman groups run dealership of consumer durables and have a wide presence in Vellore, Tamil nadu.

1.3 OBJECTIVES OF STUDY

- 1) To assess the behaviour level of the consumer shopping at Amman Group.
- 2) To find out the factors which influence the consumption of home appliances products at amman groups.
- 3) To identify effective advertising sources which are influencing customer purchasing behaviour.
- 4) To find out how the consumer spend their time and income on the purchasing of the products at home appliances.
- 5) To identify what type of Strategies are suitable for the Appliances to reach the targeted customers.

1.4 SCOPE OF STUDY

- This report will help to understand the buyer behavior towards purchasing home appliances
- It opens the various factors which can effect the purchase decision.
- This report provides a frame of mind of people, what are the expectations of consumer and much level these expectations met.
- This report will be helpful for retailers and companies so that they can understand the consumer behavior and can satisfy the consumer in a more better manner.
- To know whether they recommend to other or not.

1.5 LIMITATION OF THE STUDY

- Time has been a major constraint throughout the study as it has been only for duration of 1 month.
- As this survey was restricted to Chennai this cannot be stated as an in depth research on this subject.
- The buyer behavior varies according to different products.
- The buying process starts when the buyer recognizes a problem or need.
- Consumers rarely apply the same steps in the same way for every product and service purchase.

III. REVIEW OF LITERATURE

Books

Bhatt Monika, “Consumer Behavior”, S.Chand And Company Ltd, New Delhi, 2003 Page No-165.

Markets need to know what are consumers like and dislikes. In simple explanation, these like and dislike or we can say favourable or unfavourable attitudes. Attitudes can also be defined as “learned predispositions to respond to an object or class of object in a consistently favourable or unfavourable ways”. Attitudes towards brands are consumers learned tendencies to evaluate brands in concisely evaluation done by consumer for choosing a particular product.

Dr.V.Balu, “Marketing Research and Consumer Behavior”, Sir Venkateswara publications, Chennai, 2004 Page No-83.

Attitudes refer to the inner mind of a person in relation to objects, events, people that can exist in the person’s psychological world. An individual’s behaviour is also a function of attitudes, An attitude is also a cognitive element; it always remains inside a person. Everyone’s attitudes, in business organization, employees have attitudes related to world environment, jobs security or uncertainly, prestige of the product or department and plant location etc. The individual’s attitudes toward this factor are indicative of his apathy or enthusiasm toward the actives and objectives of the organization.

G. Man Schiff, “Conceptual Issue in Consumer Behavior”, prentice – Hall of India Private Limited, New Delhi, 2005 Page No-125.

Consumer research assesses attitudes by asking question or making inference from behavior. For example, if a researcher determines from questioning a consumer that she consistently buys Almay hypoallergenic skin care products and even recommends that of friends, the researcher is likely to infer that the consumer possesses a positive attitude toward Almay products.

Loudon, “Marketing and consumer Behavior”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002 Page No-131.

The attitudes are affected by attributed and beliefs. In an attitudes mesurancemeni exercise, the first is to select relevant attributes of the object under investigation. For a public distribution system they may be quality of grains, prices, outlet working timings, and assurance of availability. It is clearly impossible to measure every at tribute of the process object under considerations. The investigator should find out the relevant ones only. It is better to measure only those attributes which can be related to actions by the respondents.

Halder Biplab, “Consumer Behavior Building Marketing” , Vrinda Publivation Ltd, New Delhi, 2007, Page No-209.

The attitudes to defend their ego and self images against treats and short comings. Products promoted as very macho may be viewed favourably by men who are insincere in their masculinity, or individuals who feel threatened in social situations may form favorable attitudes towards products and brands that promise successor at least safety in such situation. These individuals would be likely to have favorable attitudes toward popular brands and styles of clothes and use personal care products such deodorants, shampoo, mouthwash, any given attitudes can perform multiple functions.

Raju, “Consumer Behavior Concepts, Applications and Cases”, Vikas Publishing House private Company Limited, New Delhi, 2005, Page No-129.

In consumer Behavior, attitude is defined as an enduring predisposition of a consumer to behave in a consistently favorable or unfavorable manner with respect to a given object. This predisposition is not in born but is learned by the consumer deepening on his or her cognition process. The popular and general meaning of the word attitude was that it is a posture or an orientation in which an object, including the abstract mind, is placed.

J. Bitta Della, “Consumer Behavior in Indian context”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2004, Page No-183.

The preceding section not only discussed the functions of attitudes but also provided us with an initial understanding of how and why attitudes develop. All attitudes ultimately develop from human needs and the voiles people place upon object that satisfy those perceived needs. This section discusses sours that make us aware of needs, their importance to us, and how our attitudes develop toward objects that satisfy needs. People come into contact with object with objects in their everyday environment.

Keegan, “Consumer Services”, Sterling Publishers Private Limited, New Delhi, 2000, Page No-209.

Some attitude serves primarily as a means of organizing beliefs about objects or actives such as brands and shopping. This attitude may be accurate or inaccurate with respect to objective reality, but the attitude will often determine sub and sequent brands rather than the reality consumers are not ho marketers attempt to change their attitude. Instead they frequently infer the attitudes’ intent and respond to the communication in light of a presumed selling instant.

Kanuk Lazar Leslie, “Consumer Behavior”, Prentice-Hall of India Private Limited, New Delhi, 2005, Page No-89.

The attitudes motivated by a desire to understand the relationship between attitudes and behaviour. Psychologists have sought to construct that capture the underlying dimensions of an attitude. To this end, the focus has been on specifying the composition of an attitude to better explain or predict behavior. The following section examines several important attitude models, the trying-to-consumer model, and the attitude-toward-the-add-modals.

Dr. Assae Henry, “Consumer Behavior”, Biztantra Private Limited, New Delhi, 2005, Page No-123.

Attitudes towards brands are based on the schema of AT&T as being stodgy and old-fashioned had led many younger consumers to choose other long-distance providers consumers now ever, are more likely to have a schema of the company associated with reliability, security and good service. Because these attributed constitute the evaluation of the company and to brand belief evaluations and thus to intended behavior.

Newspapers

Kumar Ramona, “Where aptitude and attitude matter” The Hindu, Chennai, June 14, 2012, Page No-7.

Attitude is the way one looks towards the things, circumstances and the people one encounters. In short it reflects what a person is inside. If that reflection exhibits positive outlook then it is positive attitude and vice versa. A comprehensive assessment of all these aspect, when taken seriously and fussed, will make a candidate eligible for a management degree. But the million

dollar question to be answered here is whether it is curtly happening in the real academic scenario.

Nath Jyothi, “Make The Best Of Your Self-Appraisal”, The Hindu, June Chennai 20,2012,Page No-8.

Self appraisal is an opportunity to impose the higher-ups about your work, hence be positive about the whole exercise. Demonstrate your sincerity by not hesitating to own up failure while calming credit for achievements. Show your willingness to improve your efficiency in future. Comprehensive picture your self-appraisal should reflect all aspect of your work, including your unused strength s and the opportunities you need to put them to proper use.

Hema. G, “Dealing with Absenteeism” The Hindu, Dec, 7, 2012, Page No-4.

Is it an attitudes issues yes, there are people who are initially enthused to invest a good number of hours and days to deliver efficient work. As time passes by, they slip into an attitude issue where they tend to take their work, team and the boss for graphed. Such people follow a pattern of a download graph that indicates the paradigm shift in their motivation. Apart from getting deep into their comfort zones, they also become an example for their followers.

Gopalakrishnan Hama, “We have a lifecycle approach to taient development”, The Hindu, June, 27, 2012, page No-8.

In employees, taking a lifecycle approach to development. It stars right from indication and on boarding. We provide bridge development programmers to help employees succeed in new responsibilities. The employees have access to vast and diverse knowledge resource to go for self

paces learning and they are encouraged to participate in peer learning and they are encouraged to coaching.

Anand, “Motivating teams involved in customer service”, the Hindu, Jun, 11, 2012, page No-8.

There is only common thing between most successful customer services teams – a meeting in the morning to remind each other of their goals for the day and spread the positive energy. Some teams establish slogans that they shout every morning in these meeting to gain the required motivation to meet customers of various kinds. Thus, you get a chance to make things’ better while keeping the key people motivation.

Dadwal, “Attitudes are more important than skills” The Hindu, Jan, 18, 2012, page No-8.

After a successful career in the United States, in July 2012, Dr. Srivastava joined hands with Fortis Healthcare to provide the best possible surgery for India patients. Though the Fortis International center for Robotic surgery, he organized world-class surgeons from every surgical specialty to come on a rotational basis to Fortis Medical centers throughout India and train local India surgeons to proficiency.

Sridhar, “Dealing with male Chauvinists” The Hindu, Jan, 18, 2012, Page No-9.

Male chauvinism is not a thing of the past yet. There are still quite a few men who seem to believe in the supremacy of the male species. And dole out that infuriatingly superior attitude to women colleagues in the workplace. There is nothing more irksome for women than having to deal with simpletons who believe that gender can make a difference to the intelligence or capability of a person.

Krishnan Gopal, “CMS looks for leadership potential in employees”, The Hindu, Jan, 18, 2012, Page No-8.

CMS Info System was formed with transfer of business from CMS Computers. CMS offers arrange of services from managed IT services, system integration, transaction print and card service, IT training to cash management businesses. CMS has the distinction of being a pioneer and market share leader in cash management, transaction printing and financial card management.

Hama, “Management Education”, The Hindu, July, 11, 2012, Page No-11.

The education of business of management has now become a business management education. Students who do not have the right aptitude and attitudes towards business management become un-employable. It is not a decision that should be taken lightly. But the student is proved to be serious about a management degree and is found to have the right aptitude and attitude towards it.

Ravindran, “Reprehensible Behavior at Barelays, admits Diamond” The Hindu, London, July 5, 2012, Page No-14.

Former Barelay’s chief executive Bob Diamond criticized ‘reprehensible behaviour over a rate-fixing scandal in a tense appearance before British law-makers Wednesday, the day after he quit

the bank. Clearly there were mistakes, clearly there was behaviour that was reprehensible, and Diamond told the British parliament's Treasury selected committee. "The attitude of Barclays three years ago when this was recognised was, let's get to the problem".

Santosh Ataru, "Getting ideas across", The Hindu, London, July 6, 2012, Page No-14.

Make the word sales an invaluable part of your skill set. Why? To introduce a new idea or process in your organization, you need to sell it to your colleagues and superiors. After all, this change costs money and it isn't absolutely guaranteed to work. If you want to instantly stand out, win the top executives trust and get things done, then you are chiefly dependent on your sales skills. So, be ready to sell. Ensure that you are adjusting your communication style, attitude and approach as preferred by your manager.

Anshan, "part-time employment for students in USA", The Hindu, June, 6, 2012, Page No-2.

On-campus employment is defined as employment inside the university's premises and for work done in departments and university services such as at the bookstore, cafeteria, dining service, library, gymnasium and academic departments that have a need for grader, teaching assistant or an administrative assistant. These are mostly seasonal jobs and last for the duration of the semester and a student may have to find another oncampous position at the end of the semester.

Magazines

Datar, ``Goods and Services Tax'', Business Today, Bangalore, Jan 23, 2011, Page No-28

The implementation of the goods and services tax(GST) is still mired in controversy and the union government, in attempting to accommodate the objections of the states, has completely distorted this levy. If the basic objective is to generate more revenue for the states through a tax on services and for the central government through a tax up to the point of retail, then it is far better to streamline and improve the existing system.

Aarti, "Visiting PM rolls out the red carpet", Business Today, Delhi, Dec7, 2003, Page NO-36.

He pointed out that his government was keen on acting shell companies that benefited uninsured in this regard. The financial services commission set up by Mauritius as a result signed an agreement with semi to monitor and counter any manipulation of the DTAA. He praised india's introduction of the limitation of benefit clause that restricted benefit of the treaty to qualified residence in either of the countries.

Bhakti, "Panel Discussion", Business Today, Bangalore, Dec7, 2003, Page No-104.

This combination, supported by an increased focus on data mining, offers the opportunity for highly targeted marketing of other financial services, including insurance. We are likely to see more focused marketing activity and an increased proportion of business from banc assurance. In the long term, the emergence of joint holding entities between insurance companies and banks cannot be ruled out. It has been said that alternative distribution will play an important role in expanding the reach of life insurance in india.

Namrata Dadwai, "Honey, I Shrank the House", Business Today, Delhi, Jan23, 2011, Page No-36

There are fully- furnished flats and also come with a range of services, which could include a cleaning crew, a cook, laundry services and a car with a chauffeur. Though this increases the price, the rental income from such apartments is high. These can be leased to companies or those staying for night to six months. ``serviced apartments are a good investment as you earn and also benefit from capital appreciation``.

Bhattacharya, “Salary Hikes to Get Better”, Business Today, New Delhi, Jan23, 2011, Page No-115.

Banking, financial services and insurance, clubbed as BFSI, will remain stable. The average increase in hiring will be 10-18 per cent across sector. Information technology (IT) and IT-enabled services, Which have a higher hiring base, will continues to hire the most. The sector that will do better in terms of increments are likely to be IT and ITES, infrastucture, FMCG and telecom, he says.

Sanker Ravi. “No Need for New Bank”, Business Today , Mumbai, May,1,2011,Page No-13.

I have found these network to be effective in creating new contact and getting advice on specific problems, says sirisha reddy, a research student, but what I like the most about PLNs on the web is that they don't cost a bomb or talk a lifetime to build. For information technologist suresh babu, the peer network on the internet plays an important role in keeping on the latest developments in the industry.

Sanker Ravi, “No Need for New Banks”, Business Today, Mumbai, May, 1, 2011, Page No-13.

The Indian banking sector is now a vibrant mix of nationalized banks, old and new private sector banks and foreign banks, supported by non-banking finance companies, or NBFCs, and microfinance institution, or MFIs. They provide competitive and comprehensive services to the corporate and retail consumer segments. Some life-cycle challenges do remain, primarily in the area of providing sustainable credit and other services to marginal players.

Kumar Krishnan, ``Mistakes to avoid while showing your skills'', The Hindu Opportunities, Chennai, Jan 25, 2012, Page No-2.

In an endeavour to grow in the organization, you often cross limits to showcase your skills. It would be an unpardonable sin if such attempts actually proved to be counterproductive and hinder your chances of growth. Here are some ideas that should help you in avoiding such situations. Most of us assume that we need to outshine our colleagues to stay on top and to attain the attention of the key stakeholders in the organization.

Kumar Ashok, ``Communication tips for women'', The Hindu Opportunities, channel, Dec, 21, 2011, Page No-1.

Effective communication services skills play a major role in career prospects, but owing to their differing communication styles, men and women elicit different communication style. Women tend to show greater consideration for the opinion of others and this is frequently mistaken for lack of assertiveness. Moreover women complain of being interrupted in speech and criticized for being emotional in their approach.

Krishna Mohan, ``Mistakes to avoid while showing your skills'', The Hindu Opportunities, Chennai, Jan, 25, 2012, Page No-2.

Most of us assume that we need to outshine our colleagues to stay on top and to attain the attention of the key stakeholders in the organization. The truth is that is that leaders prefer people who can collaborate and succeed, more than those who compete and succeed. Remember the fact that more than doing it all by yourself as you go up the ladder. Hence, it will add to your advantage if you can work with people initially and then get work done by them.

Website

http://.1000ventures.com/business_guide/crosscuttings/attitude

Attitude is first thing people Pick up on in face-to-face communication. Just as laughing, yawning, and crying are infectious. Attitude is infectious. Before you say a word your attitudes can infect the people who see you with the same behavior. Somehow just by looking or feeling, you can be infected by another person's attitude, and vice versa. When you are operating from inside a really useful attitude. Such as enthusiasm, curiosity, and humility, your body language tends to take care of it and sends out unmistakable signals of openness. Attitude motivation is about how people think and feel.

<http://.greatoffer.bizjournals.com>

Attitude and Our Sub-Conscious Minds. Constant exposure to outside. Negative influences eventually pennames our sub-conscious minds, for example, endless bad news stories in the media, lyrics espousing a very negative and defeatist outlook in some music, friends with a negative outlook. These issues highlight the power of our sub-conscious minds. The maxim:

'whatever you fill your head with, you become' shows how constant exposure to any_ influence penetrates through the conscious area of our minds into the sub-conscious area. This is where our belie. And attitudes develop and are held.

<http://collaborate.so/attitudes.com>

The analysis in the media of why the UK erupted in street violence last week has offered us a buffet of reasoning across the political spectrum. We've been offered: greed, gangs, recession, unemployment, bad parenting, cultural disintegration, harsh policing, lax policing, slack sentencing, attitudes, and social norms.

<http://attitudemagstyle.blogspot.in>

Attitude can be examined through explicit (direct) and implicit (indirect) measures. Explicit measures tend to rely on self-reports or easily observed behaviors. Implicit measures are not consciously directed and are assumed to be automatic; Whitley and Kite (2010) describe how people can be intrinsically or extrinsically motivated by finding it socially desirable to appear to have certain attitudes about a situation. With this occurring validity can be low for explicit measures of attitudes and these circumstances need to be accounted for. To account for this, measures can be done anonymously so that people will more likely answer truthfully.

<http://psychology.about.com/od/socialpsychology/a/attitudes.htm>

Attitudes form directly as a result of experience. They may emerge due to direct personal experience, or they may result from observation. Social roles and social norms can have a strong influence on attitudes. Social roles relate to how people are expected to behave in a particular role or context. Social norms involve society's rules for what behaviors are considered appropriate. Attitudes can be learned in a variety of ways.

<http://Attitudes-and-Beliefs-Influence-Your-Birth>

Attitudes are beliefs a person has about themselves, interests, certain topics, life events and experiences. For example, maybe an expectant mom thinks the birth process is messy and as a result may not want to touch or hold her newborn because its covered with amniotic fluid or a new mother doesn't want to breastfeed because she believes its unattractive and a 'turn-off' for her partner. Yet another mother is elated over her water birth experience in her home. Attitudes and beliefs define behaviors.

<http://.blackwellpublishing.com/fob/TFB3.pdf>

Attitudes are propensities, or tendencies, to react in a favorable or unfavorable way toward an object. The object could be almost anything in the world around us. Attitudes reject a person's likes and dislike toward other persons, objects, events, and activities in their environment. It makes sense to study and know about attitudes because strong attitudes will very likely affect a person's behavior. Attitudes toward supervision, pay, beats, promotion, or anything that might trigger positive or negative reaction. As a result, employee satisfaction and attitudes represent one of the key areas for measuring organizational effectiveness.

<http://buzzle.com/articles/types-of-attitudes>

Humans are constantly thinking, feeling or doing something or the other. These three main components are what humans are occupied with all the time and that is what forms their attitudes. Being humans, we tend to have different attitudes that may or may not change with time. An attitude is nothing but a point of view one holds for other people, situations, event, object, places, phenomena, or beings. It is essentially like an evaluative statement that is either positive or negative depending on the degree of like or dislike for the matter in question. An

attitude reflects how one thinks, feels and behaves in a given situation. There are different types of attitudes that are subject to change during the course of life.

<http://encyclopedia.com/topic/Attitudes.aspx>

Despite the central position of attitudes in social psychology and personality and, the concept has been plagued with a good deal of ambiguity. As the student pores over and ponders the many definition of attitude to be found in the literature, he finds it difficult to grasp in precisely what ways they are conceptually similar to, or different from, one another. Even more important, it is difficult to assess what difference these variations in conceptual definitions make. Most of the definitions of attitude seem to be more or less interchangeable insofar as attitude measurement and hypothesis testing are concerned.

<http://.chinadaily.com.cn/cndy/2012>

The result of an opinion poll sponsored by china daily and the Japanese nonprofit it think tank Geneon NPO, which were released in Tokyo on Wednesday, serve as a barometer for people to gauge the dynamics of China Japan relations. Given that this year marks the 40th anniversary of the normalization of China Japan ties, the findings of the polls, which were conducted simultaneously this year in China and Japan, could serve as a useful reference for decision-makers to recalibrate their interaction and cooperation.

IV. Research methodology

Methodology is defined as the specification of methods and procedures for acquiring the information needed. It is a plan for frame-work for doing the study and collecting the data study with the help of research methodology.

Research design

A research design specifies the methods and procedures of conducting a particular study. It is a map of blue print according to which the research is to be conducted. It is considered as the framework or plan for a study that guides as well as help the data collection and analysis of data. The research design may be

- Exploratory
- Descriptive and
- Experimental

Now the total study is of Descriptive type because each and every item is clearly described

Sampling Design

Sampling is a process of obtaining the information about an entire population by examination only a part of it. For the purpose of this study the researcher has used the stratified random sampling method. The total population is divided into group and the samples are collected randomly from this group.

- The researcher used convenience sampling.

Sampling Area

Data is obtained and conducted to the customers of AMMAN GROUPS.

Collection of the Study

Both the primary data and the secondary data are taken into account for the purpose of the study

Primary Data

Primary data is the data collected for the first time through field survey. Such data are collected with specific set of objectives to assess the current status of any variable studied.

- Questionnaire method
- Personal interaction

A questionnaire is a form prepared and distributed to secure response to certain questions. Here a well-structured questionnaire has been prepared with all the important details regarding the issues relating to the performance appraisal process and appraisal criteria. It has both closed ended and open-ended questions.

The open- ended questions are used to collect data such as

- Name of the customer

The scale used for closed ended questions are

- Likert Like Scale

Highly satisfied, Satisfied, Neither satisfied, Dissatisfied, Highly dissatisfied.

- Multiple choice single response scale are used for

Gender, Age, Income, ect.

- Dichotomous

Yes, No

- Ordinal scale
- Endorsement scale

Almost, always, Frequently, Sometimes, Never.

Excellent, Good, Neutral, Poor.

Secondary Data

These are the data, which are previously gathered by the researchers and authors. These are more readily available and often help refined the research questions various sources like internet, journals, and magazines etc.,

Statistical Tools

The statistical tools used for analyzing the data collected are

1. Percentage method
2. Analysis of variance (ANOVA).
3. Correlation

Percentage Analysis

Percentage refers to a special kind of ratio. Percentages are used in marketing comparison between two or more series of data. Percentage is used to described relative terms the distribution of two or more series of data

$$\text{Percentage of the respondent} = \frac{\text{NUMBER OF THE RESPONDENT}}{\text{TOTAL NUMBER OF RESPONDENT}} \times 100$$

Analysis of variance (ANOVA)

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits the aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, but the random factors do not. Analysts use the analysis of the variance test to determine the result independent variables have on the dependent variable amid a regression study.

Correlation

Correlation is a statistical tool that helps to measure and analyze the degree of relationship between two variables. Correlation analysis deals with the association between two or more variables. The degree of relationship between the variables under consideration is measure through the correlation analysis.

The measure of correlation called the correlation coefficient the degree of relationship is expressed by coefficient which range from correlation ($-1 \leq r \leq +1$). The direction of change is indicated by a sign. The correlation analysis enable us to have an idea about the degree & direction of the relationship between the two variables under study.

Data presentation

The data were presented using,

- Column Chart.

Hypothesis

Educational Qualification

(H0):

There is no significant association between educational qualification and awareness of the product.

(H1):

There is a significant association between educational qualification and awareness of the product.

V. DATA ANALYSIS AND INTERPRETATION

Gender of the Respondents

Either of the two sexes [male and female], especially when considered with reference to social and cultural differences rather than biological ones. The term is also used more broadly to denote a range of identities that do not correspond to established ideas of male and female.

Table No.1

Gender of the Respondents

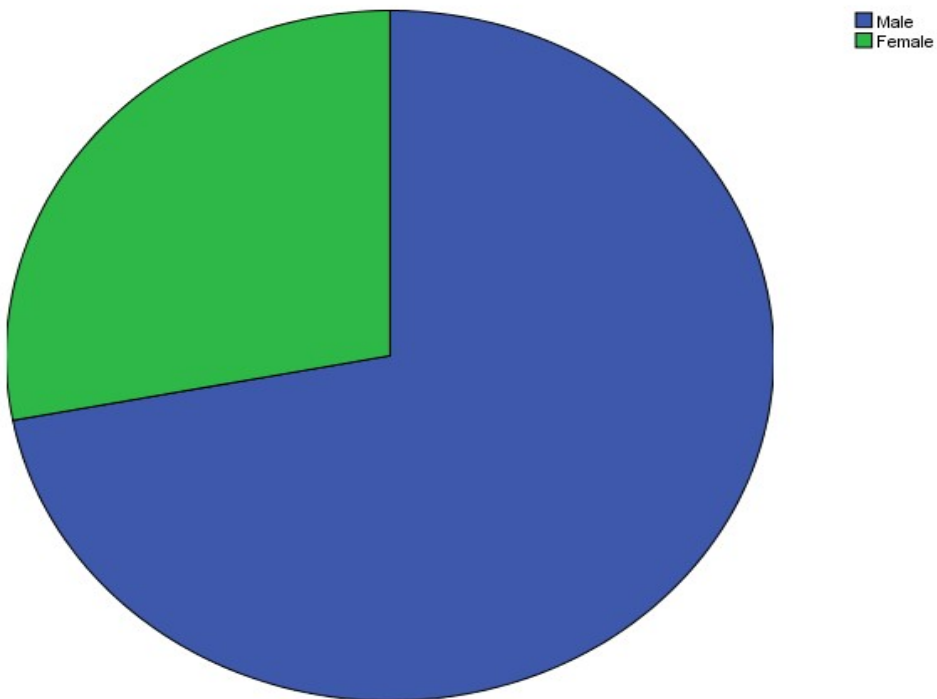
Gender	No. of the Respon	Percentage
Male	36	72
Female	14	28
Total	50	100

Source - Primary data

Interpretation

From the above table it is interpreted that 75 percent of the respondent are male, and 28 percent of the respondent are female. The majority of the respondent is male.

Chart No.1
Gender of the Respondents



Age

A period of the human life measured by years from birth usually marked by a certain stage or degree of mental or physical development and involving legal responsibility and capacity.

Table No. 2

Age of the Respondents

Age	No. of the Respondent	Percentage
Less than 25	14	28
25-35	17	34
35-45	18	36
45-55	1	2
Above 65	0	0
Total	50	100

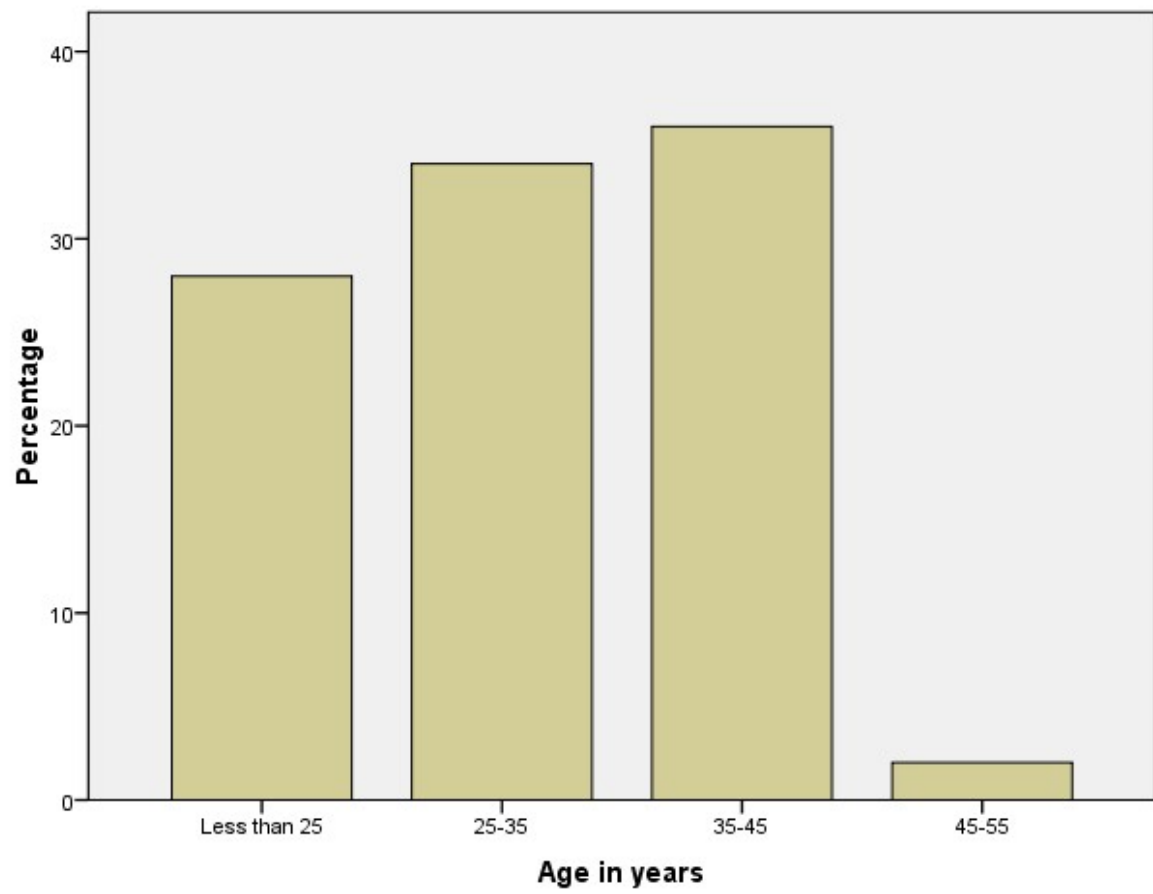
Source – Primary Data

Interpretation

From the above table it is interpreted that 28 percent of the respondent are below 25years, 34 percent of the respondent are 25-35, 36 percent of the respondent are in the age group of 35-45 years, 2 percent of the respondents are in the age group of 45-55years, zero percent of the respondent are above 65years.

Chart No. 2

Age of the Respondents



Marital status

One's situation with regard to whether one is single, married, separated, divorced, or widowed. The state of being married or not married used on official forms to ask if a person is, married, single, divorced, or widowed.

Table No.3
Marital status of the Respondents

Marital Status	No. of the Respondents	Percentage
Married	27	54
Unmarried	23	46
Total	50	100

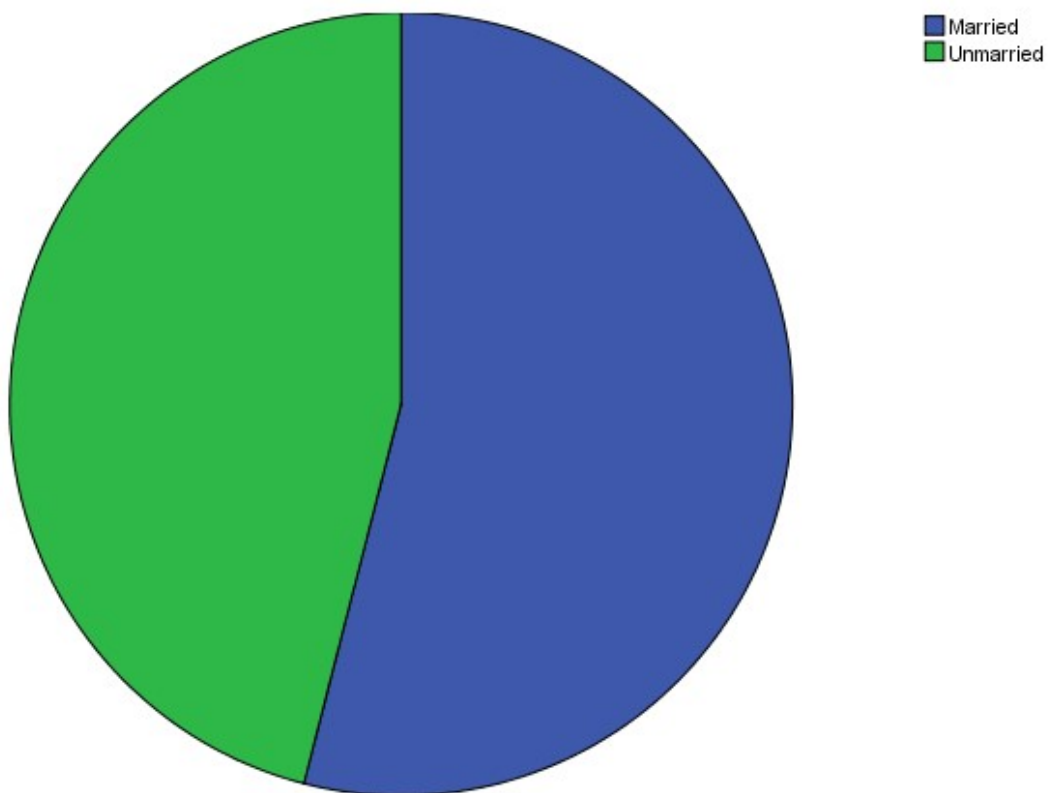
Source: primary data

Interpretation

From the above table it is interpreted that 54 percent of the respondent are married, and the 46 percent of the respondents are unmarried. The majority of the respondents are married.

Chart No. 3

Marital status of the Respondents



Educational qualification

Education is a complex topic for survey measurement and the individual educational attainment is only a narrow snapshot of possible measures relating to an individual's educational experience. It is however a pervasive concept in social science theories and accordingly one of the most used

Table No. 4

Educational qualification

Educational Qualification	No. of the Respondents	Percentage
UG	13	26
PG	7	14
Diploma	3	6
Technical	1	2
Others	26	52
Total	50	100

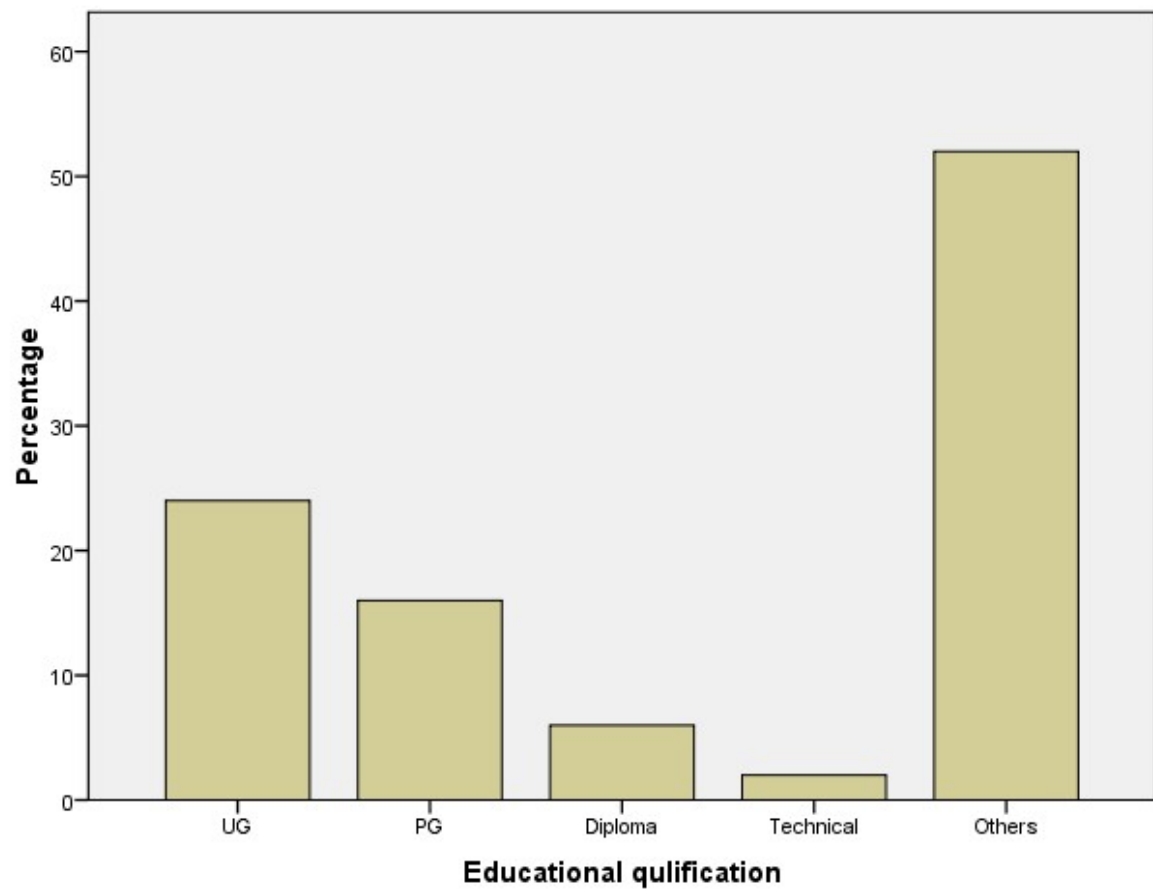
Source: primary data

Interpretation

From the above table it is interpreted that 26 percent of the respondent are UG, 14 percent of the respondent are PG, 6 percentage of respondent are diploma, 2 percent of the respondent are technical, and 52 percent of respondent are in the others category.

Chart No. 4

Educational qualification



Occupation

Occupation is a list that a person might use for general task, or functions, and responsibilities of a position. It may often include to whom the position reports, specifications such as the qualifications or skills needed by the person in the job, and a salary range.

Table No. 5

Occupation of the Respondents

Occupation	No. of the Respondents	Percentage
Privet employee	25	50
Government employ	4	8
Self Employed	17	34
Student	2	4
Homemaker	2	4
Total	50	100

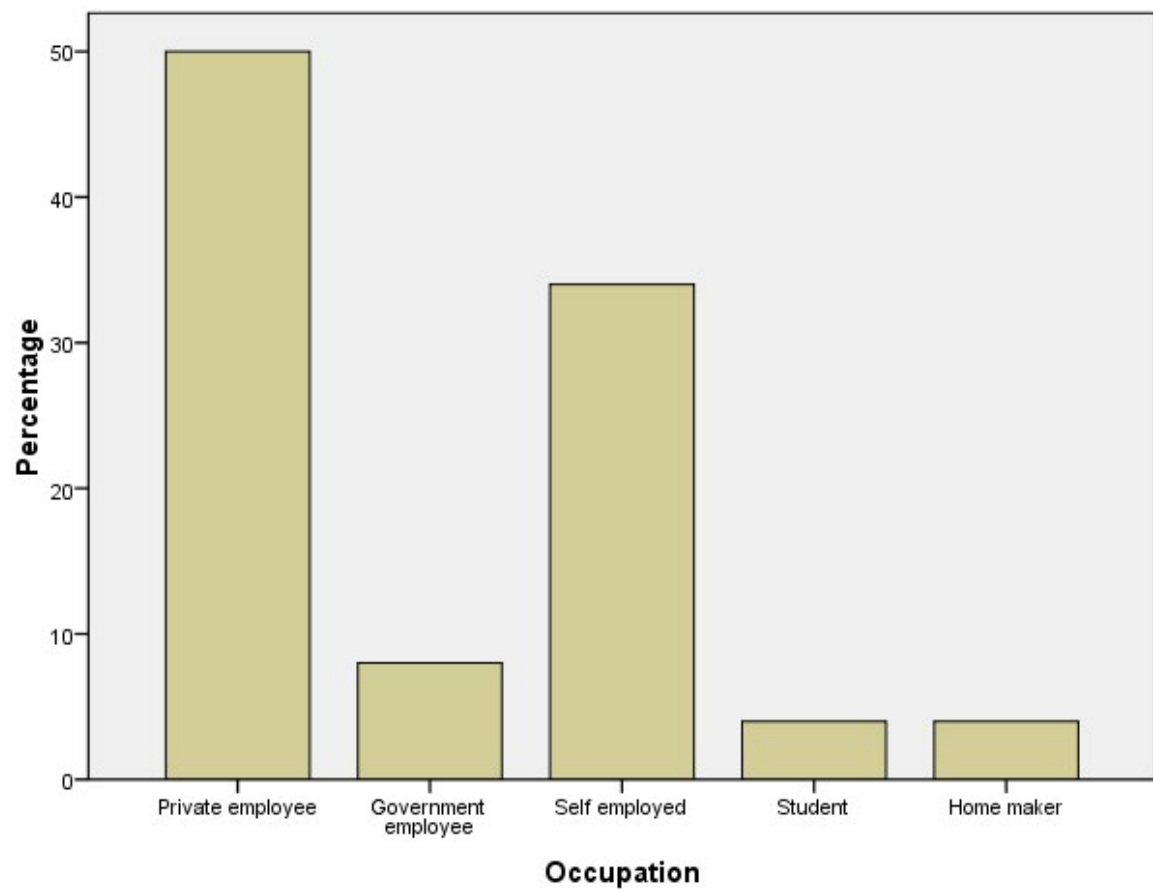
Source: Primary data

Interpretation

From the above table it is interpreted that 50 percent of respondent are private employee, 8 percent of respondent are government employee, 34 percent of respondent are self employed, 4 percent of respondent are student, and 4 percent of respondent are homemaker. The majority of the respondents are privet employe.

Chart No. 5

Occupation of the Respondent



Number of dependent

The various benefits will be dependent on length of service. Requiring someone or something for financial or other support

Table No. 6

Number of dependent

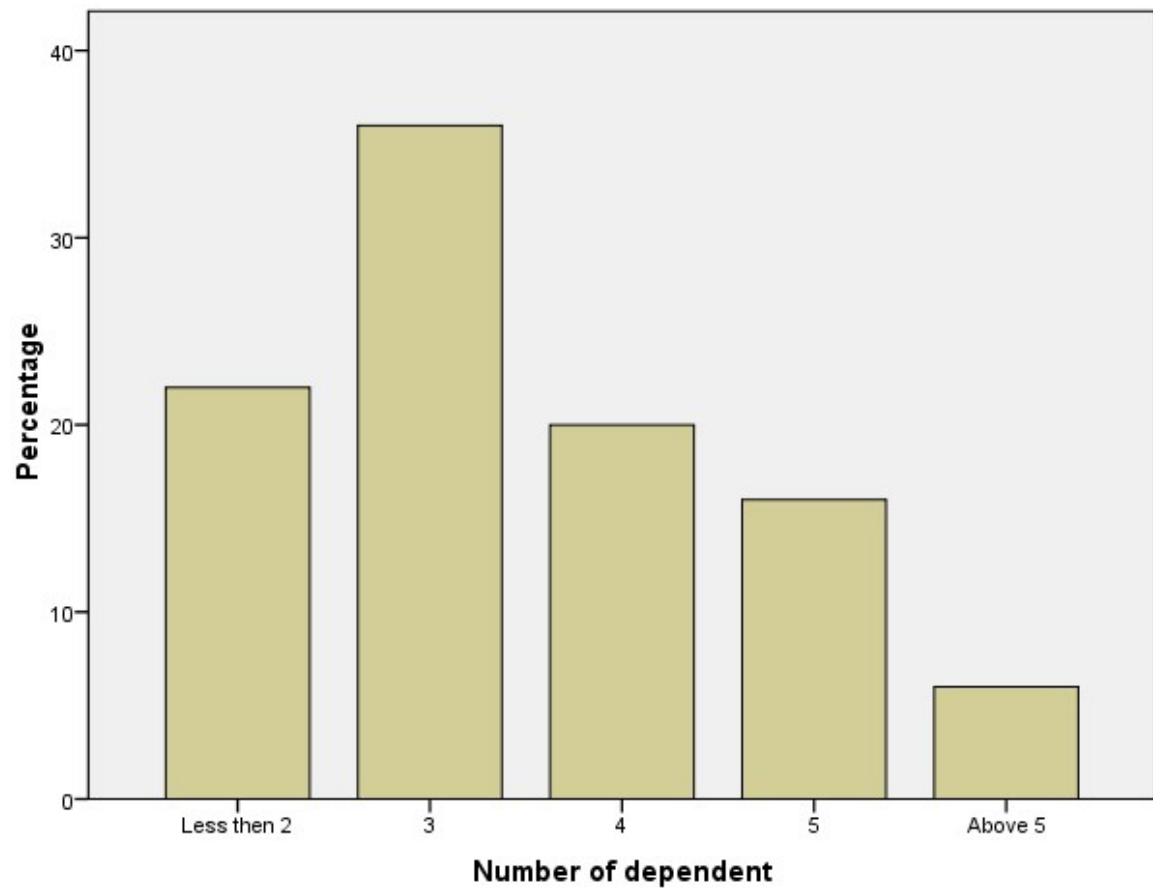
Dependent	No. of the Respondent	Percentage
Less than 2	11	22
3	11	22
4	15	28
5	7	16
Above 5	6	12
Total	50	100

Source: primary data

Interpretation

From the above table it is interpreted that 22 percent of respondent have less than 2 dependent, 22 percent of the respondent have 3 dependent, 28 percent of respondent have 4 dependent, 16 percent of respondent have 5 dependent, and 12 percent of respondent have above 5 dependent.

Chart No. 6
Number of dependent



Buyer

A person who makes a purchase. A person employed to select and purchase stock or materials for a large retail or manufacturing business.

Table No. 7
Respondents buys Product and Service

Buyer	No. of the Respondents	Percentage
Male	28	56
Female	22	44
Total	50	100

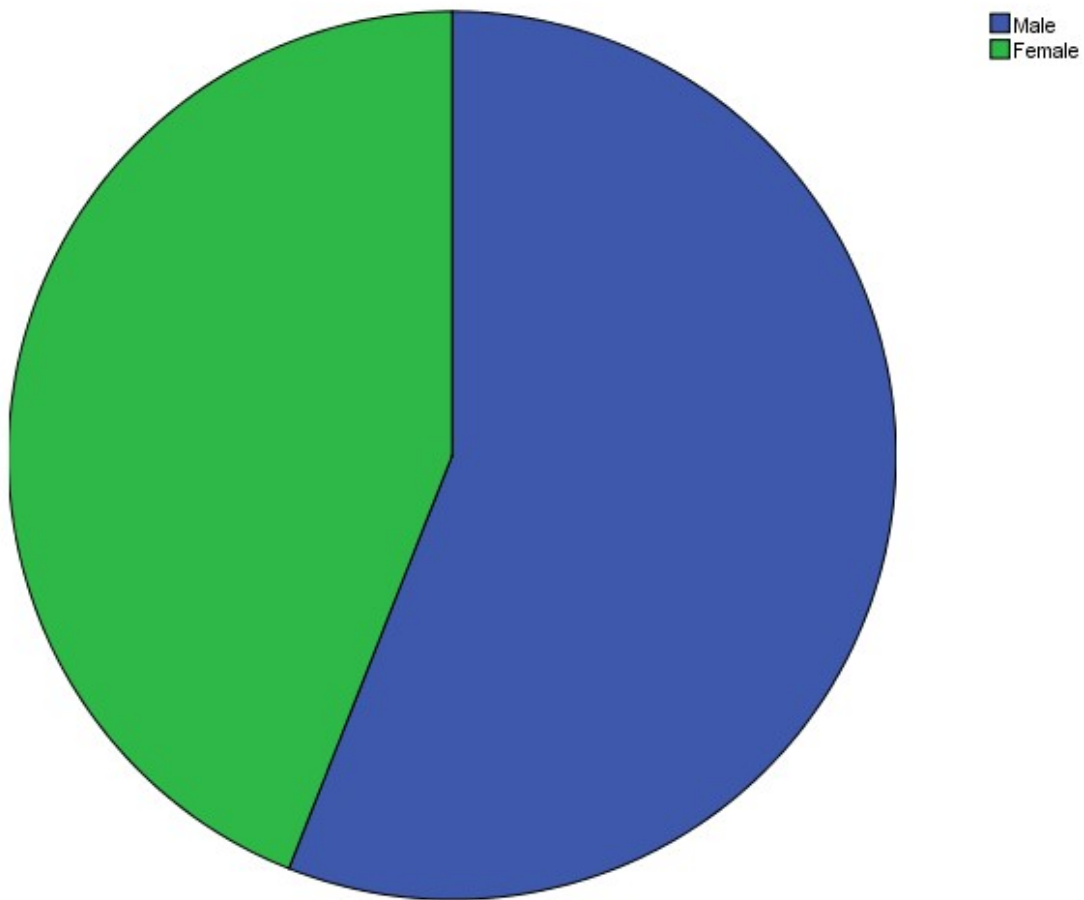
Source: Primary data

Interpretation

From the above table it is interpreted 54 respondent were male who buys product and service and 46 percent respondent were female who buys product and service. The majority of the respondents are male.

Chart No. 7

Respondents buys Product and Service



Decision maker

A person who makes important decisions. A person who decides things, especially at a high level in an organization.

Table No. 8
Decision maker of the product purchase

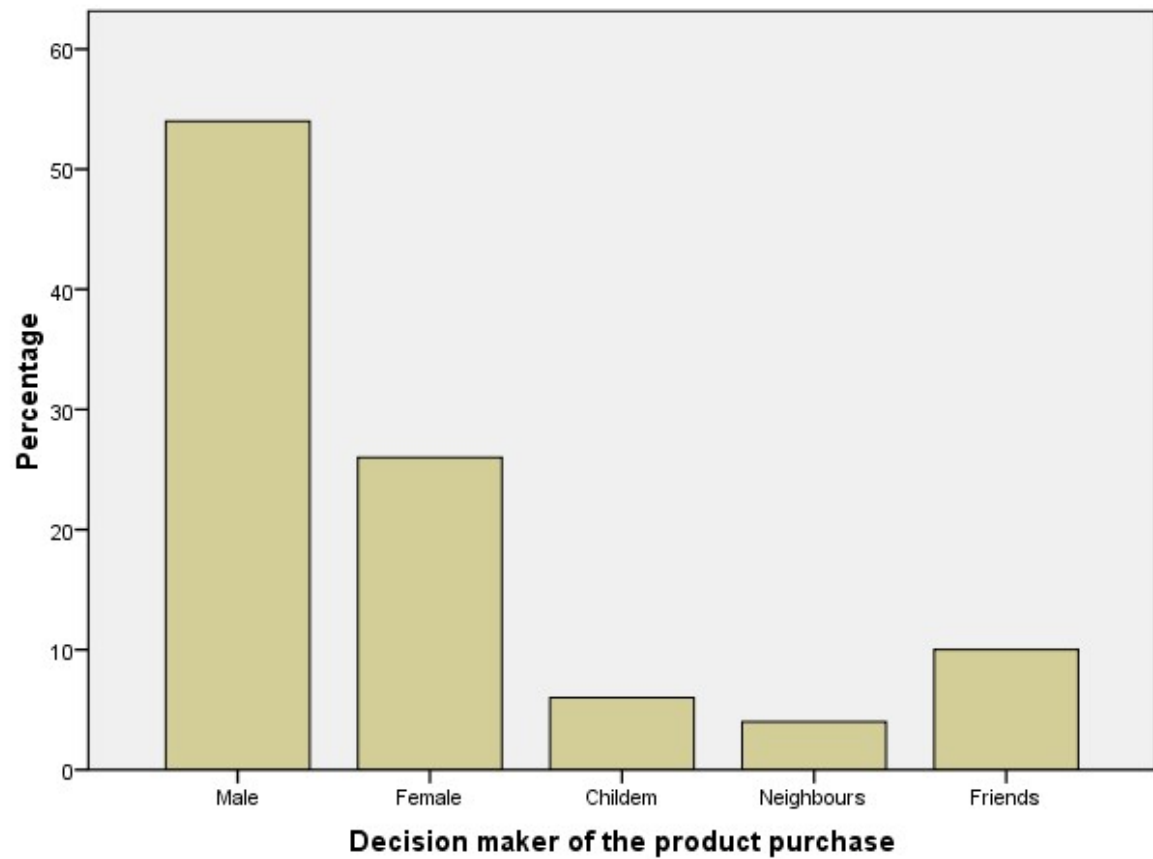
Decision making	No. of the Respondents	Percentage
Male	26	52
Female	14	28
Children	4	8
Neighbors	1	2
Friends	5	10
Total	50	100

Source: Primary data

Interpretation

From the above table it is interpreted 54 percent of respondent are male who make the decision to buy the product, 26 percent respondent are female who make the decision to buy the product, 6 percent respondent are children who make the decision to buy the product, 4 percent respondent are neighbors who make decision to buy the product and 10 percentage respondents are friends who make the decision to buy the product. The majority of the respondent are male who make the decision to buy the product.

Chart No. 8
Decision maker of the product purchase



Customer Convinces

6 ways to convince customer to buy. You'll sell more if you talk about product using language your customer understands. 1) Knowing the difference between a benefit and a feature. 2) Use vivid but plain language 3) Avoid bias and jargon. 4) Keep the list of benefits short. 5) Emphasize what's unique to your firm.

Table No. 9

Customer Convinces

Customers convince	No. of the Respondents	Percentage
Online	5	10
Convenience store	14	28
Showrooms	17	34
Discount	2	4
Special	12	24
Total	50	100

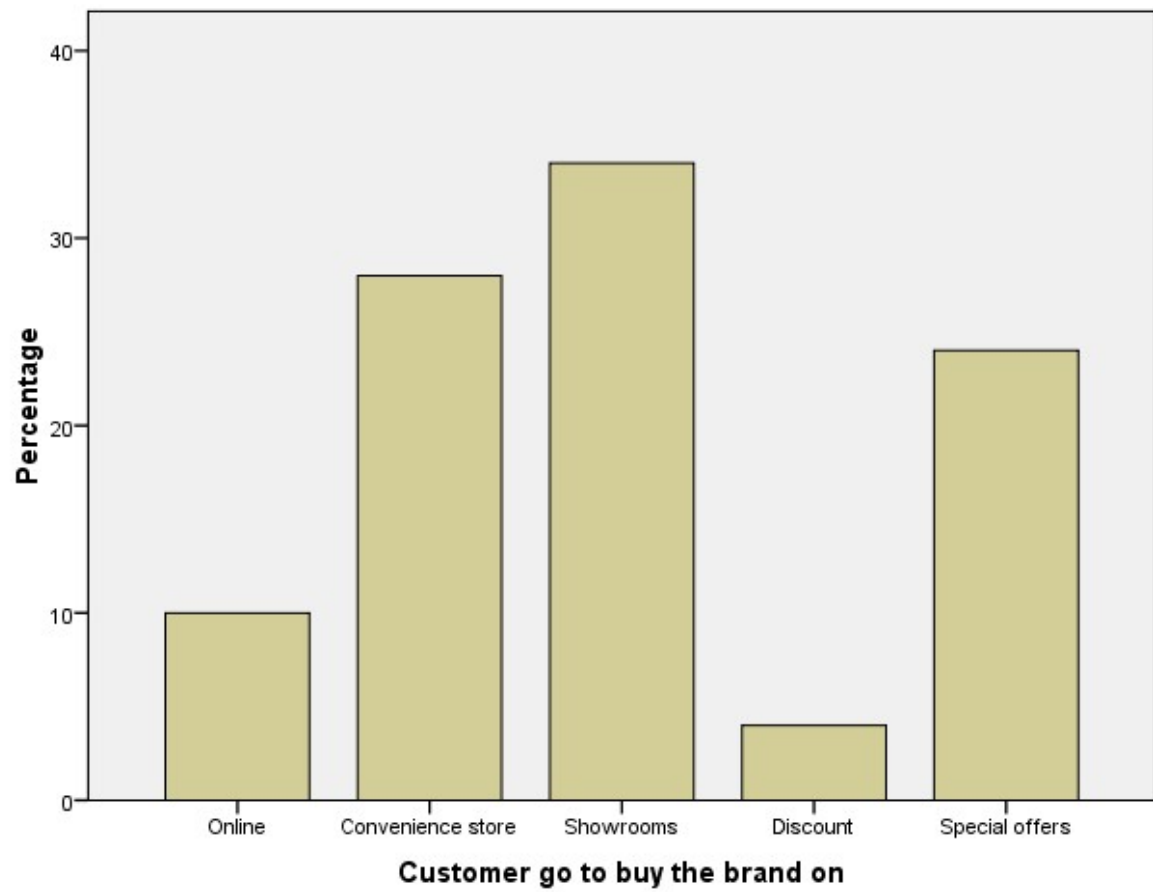
Source: Primary data

Interpretation

From the above table it is interpreted 10 percent of the respondent buy online, 28 percent of respondent buy in convenience store, 34 percent respondent buy in showrooms, 4 percent respondent buy in discount and 24 percent respondent buy in special offers.

Chart No. 9

Customer Convinces



Purchase accompanies

Impulse purchasing is an important phenomenon for researchers in consumer behavior and retailing. A multitude of empirical evidence has been collected in an effort to measure the prevalence of purchases made on impulse.

Table No. 10

Accompanies for the purchase

Purchase accompanies	No. of the Respondents	Percentage
Friends	15	30
Family	23	46
Spouse	2	4
Alone	9	18
Others	1	2
Total	50	100

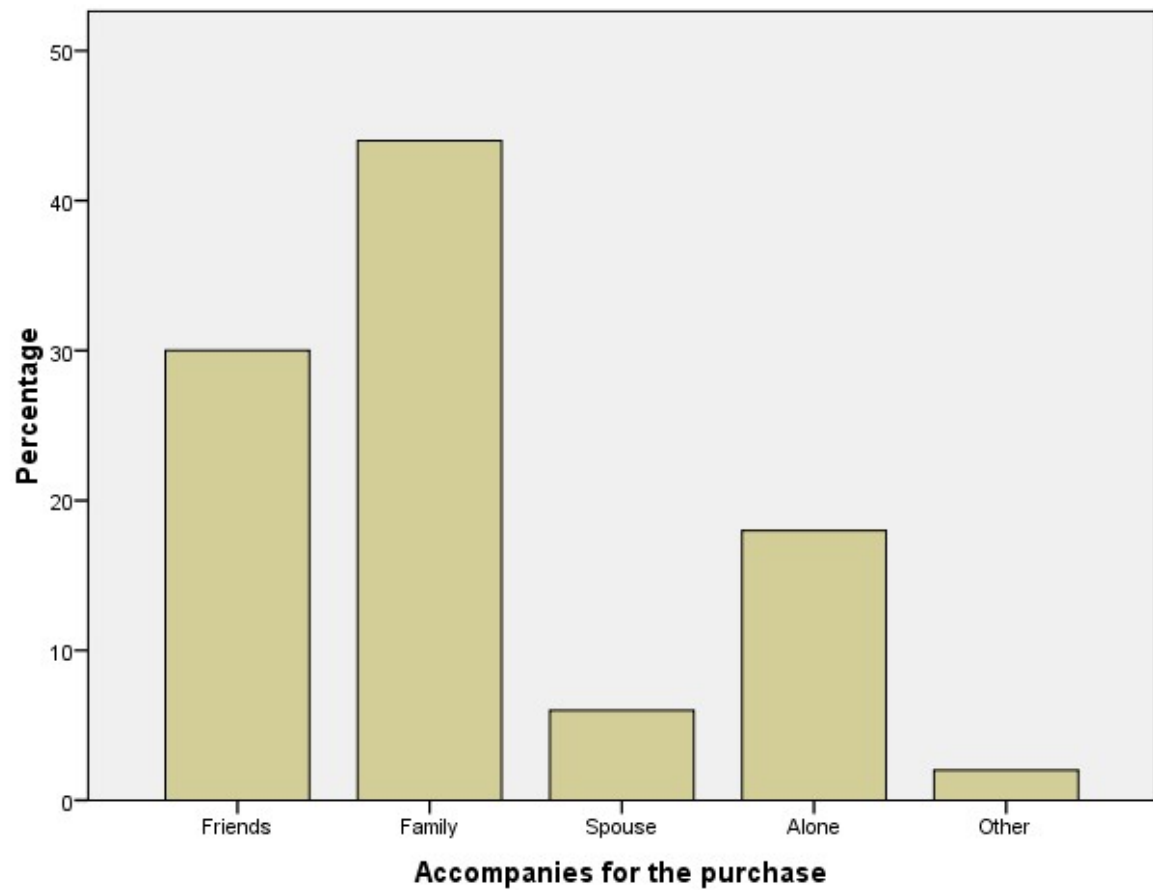
Source: Primary data

Interpretation

From the above table it is interpreted 30 percent of respondent are friends who accompanies for the purchase, 44 percent of respondent are with family, 6 percent of respondent are with spouse, 18 percent of respondent are alone, 2 percent of respondent are with other.

Chart No. 10

Accompanies for the purchase



Purchase on occasions

Occasion segmentation is dividing the market into groups on the basis of the different occasions when the buyers plan to buy the product or actually buy the product or use the product. Some products are perceived to be apt for a particular time or day or event.

Table No.11
Occasions that influence to make purchase

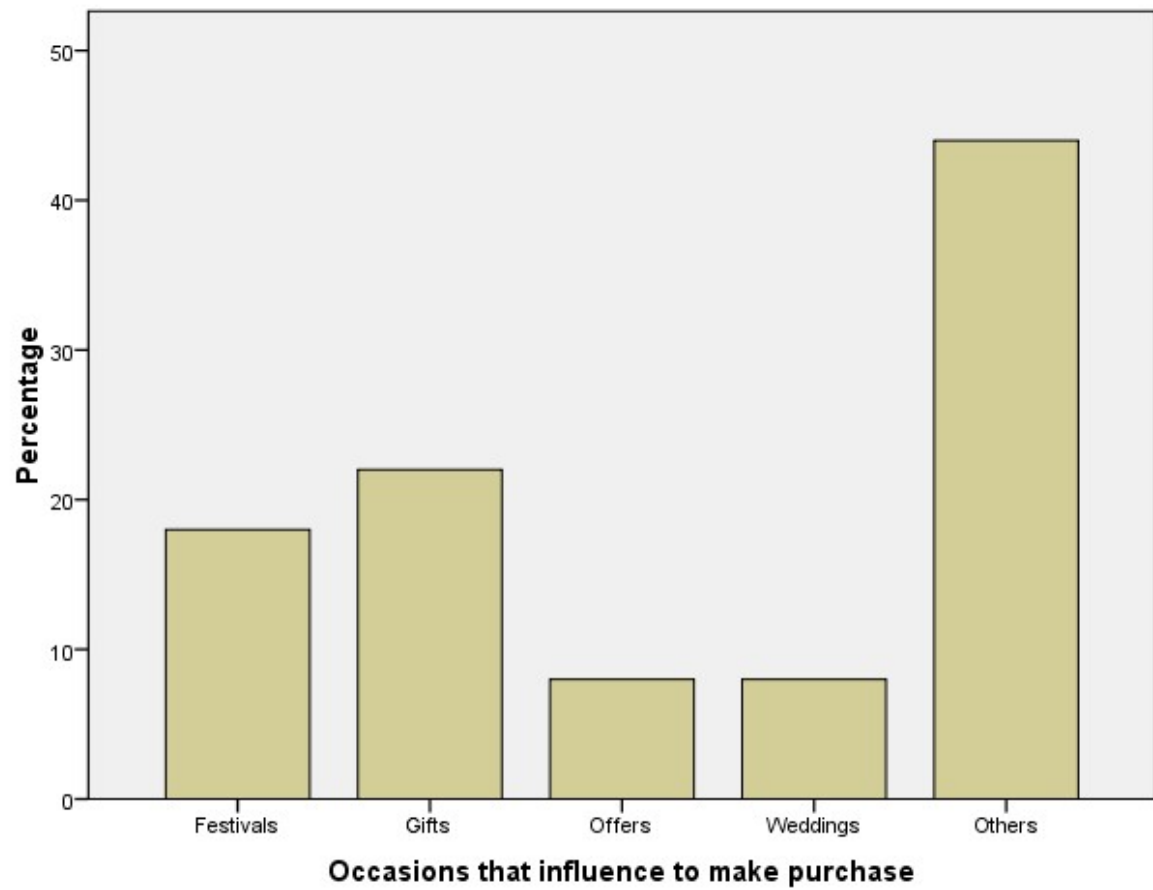
Purchase on Occasions	No. of the Respondents	Percentage
Festivals	9	18
Gifts	10	20
Offers	4	8
Weddings	4	8
Others	23	46
Total	50	100

Source: primary data

Interpretation

From the above table it is interpreted that 18 percent of the respondent purchase on festivals occasions, 20 percent of the respondent purchase on gifts, 8 percent of respondent purchase on offers, 8 percent of respondent purchase on weddings and 46 percent of the respondent purchase on other occasions.

Chart No. 11
Occasions that influence to make purchase



Notice on brand

Brand notice is the degree to which your brand is thought about or noticed when a customer is in a buying situation. Strong brands have high brand salience and weak brands have little or none. This helps explain to some degree why big brands are big and small brands are small: if no one think about you at the moment of buying truth, your brand is going to be relegated to the dustbin of small and unnoticed brands.

Table no. 12
Notice on brand

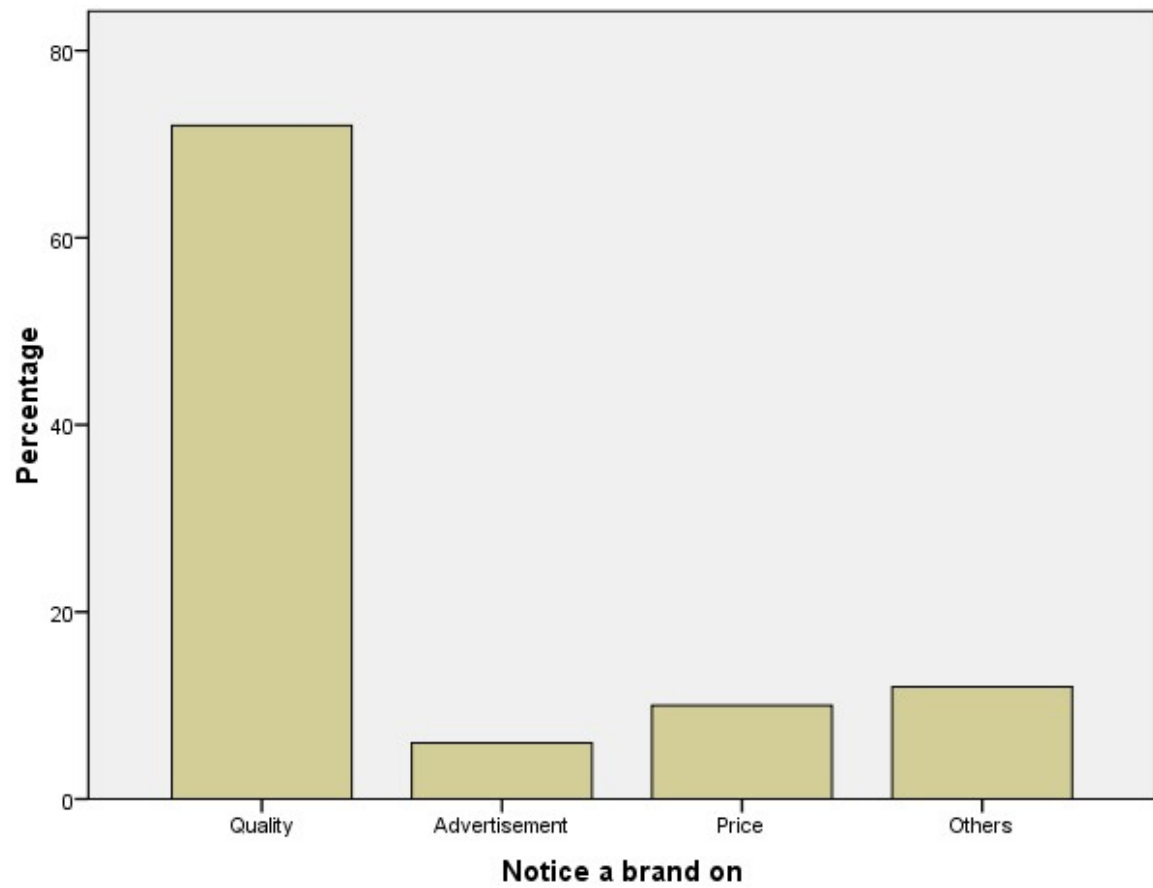
Notice on brand	No. of the Respondent	Percentage
Quality	36	72
Advertisement	3	6
Endorsing celebrity	0	0
Price	6	12
Others	5	10
Total	50	100

Source : Primary data

Interpretation

From the above table it is interpreted 72 percent of the respondent are noticed quality, 6 percent of respondent are noticed advertisement, zero percent of respondent are noticed on celebrity, 12 percent of the respondent noticed on price, 10 percent of the respondent noticed on others. The most of the respondents said quality of the product.

Chart No. 12
Notice on brand



Brand ambassador

A brand ambassador is a person who is hired by an organization or company to represent a brand in a positive light and by doing so help to increase brand awareness and sales, especially a celebrity, who is paid to endorse or promote a particular company's products or services.

Table No.13

Brand ambassador

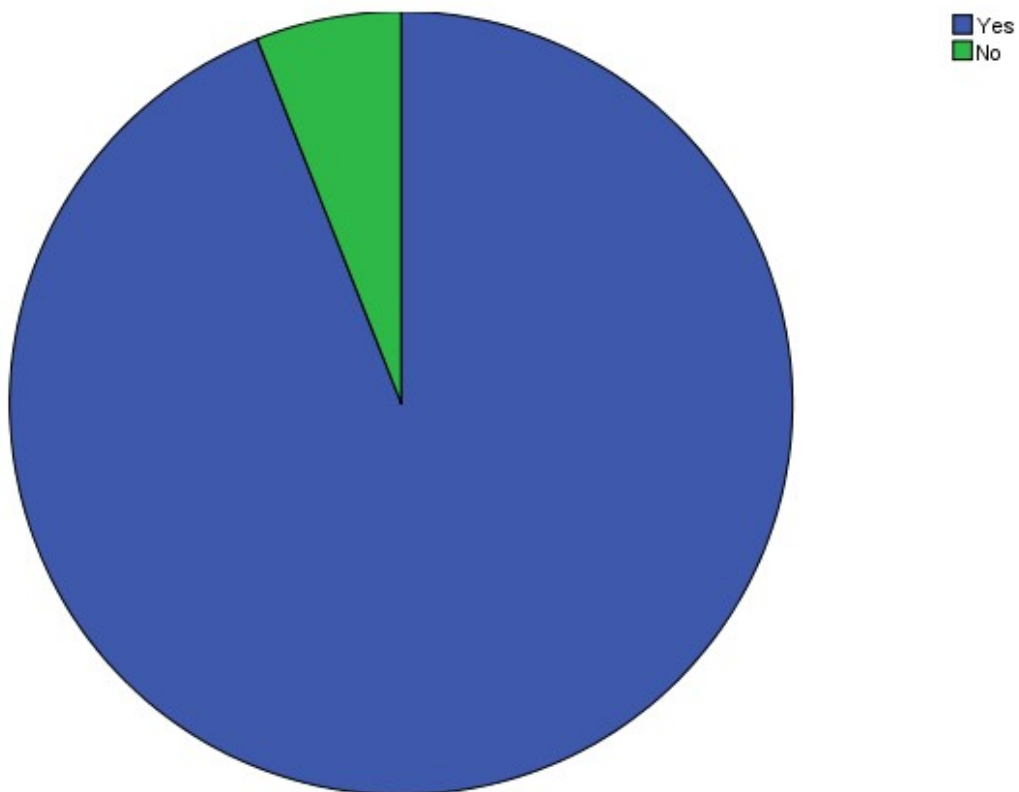
Brand ambassad	No. of the Respondents	Percentage
Yes	47	94
No	3	6
Total	50	100

Source: Primary Data

Interpretation

From the above table it is interpreted that 94 percent of the respondents have said yes, 6 percent of the respondent have said no. the majority of the respondent have told yes.

Chart No.13
Brand ambassador



Product knowledge

A business sales representative is an example of an individual that is typically expected to acquire considerable product knowledge about the good and services that they are responsible for selling to consumers.

Table No.14
Product knowledge

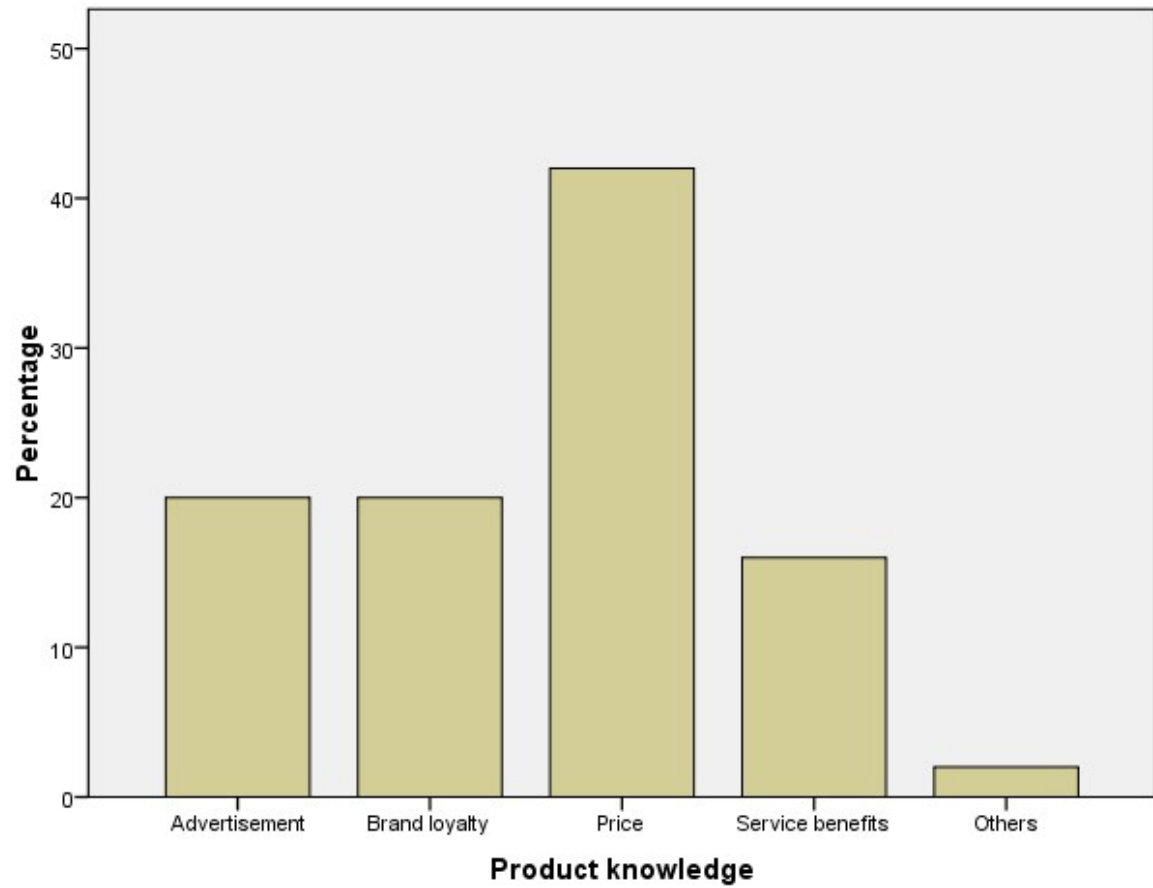
Product knowledge	No. of the Respondents	Percentage
Advertisement	9	8
Brand loyalty	9	18
Price	22	44
Service benefits	8	16
Others	2	4
Total	50	100

Sources: Primary Data

Interpretation

From the above table it is interpreted that 8 percent of the respondent have said advertisement, 18 percent of the respondent have said brand loyalty, 44 percent of respondent said price, 16 percent of respondent said service benefits and 4 percent of respondent said others.

Chart No.14
Product knowledge



Preference brand

Brand preference is when you choose a special company's product or service when you have equally priced and available options. Brand preference is a reflection of customer loyalty, successful marketing tactics, and brand strengths.

Table No. 15

Preference of particular brand

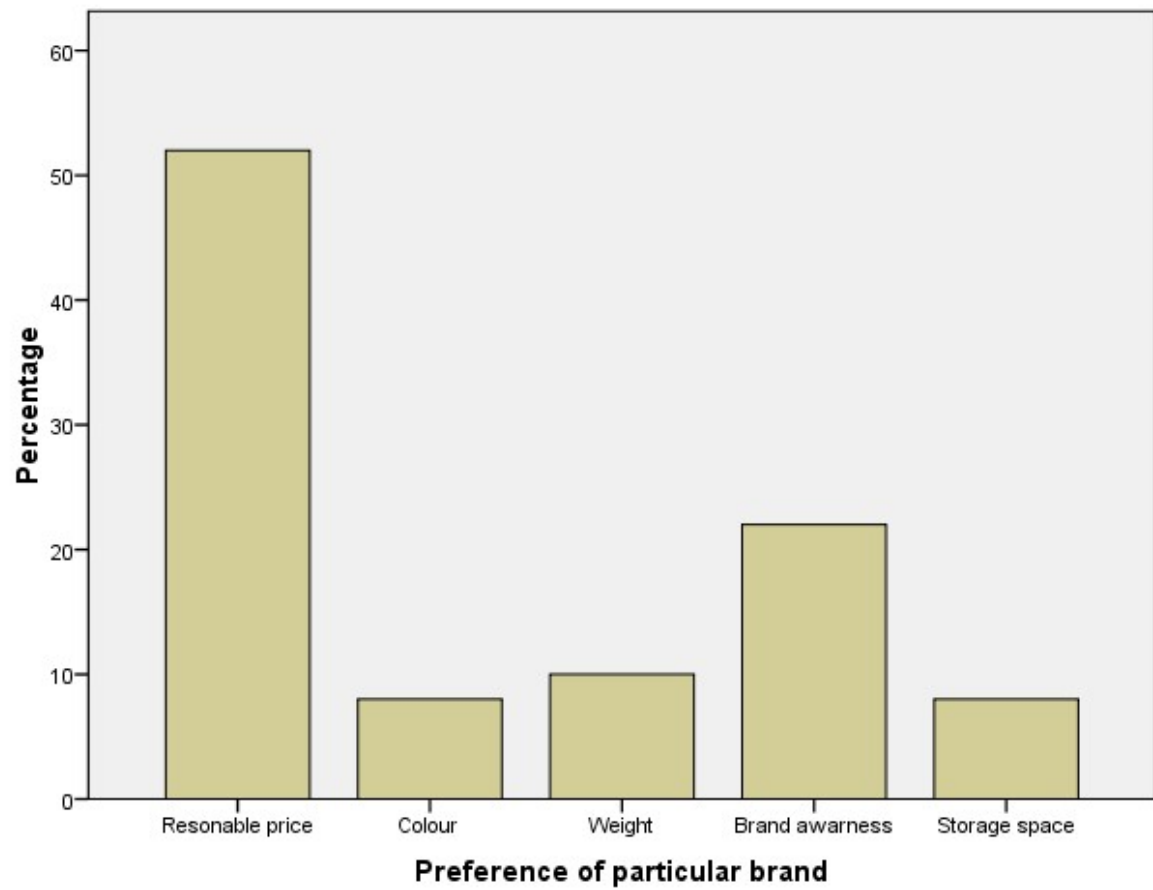
Preference brand	No. of the Respondents	Percentage
Reasonable price	26	52
Color	4	8
Weight	4	8
Brand awareness	11	22
Storage space	5	10
Total	50	100

Source: Primary Data

Interpretation

From the above table it is interpreted that 52 percent of the respondent have said reasonable price, 8 percent of the respondent have said color, 8 percent of respondent said weight, 22 percent of respondent said brand awareness and 10percent of respondent said storage space. The majority of the respondents said reasonable price for the above statement.

Chart no. 15
Preference of particular brand



Mode of payment

When you list your item with pay as a payment method, your buyers can securely pay you online with a credit card, debit card, credit card EMI, cash card or online bank transfers. For pay mode of payment. Buyers pay from the item listing page and payment is deposited directly into your pay account.

Table No.16

Mode of payment

Mode of purchase	No. of References	Percentage
Cash	34	68
Credit	11	22
Installment	2	4
Hire purchase	1	2
Cheque	2	4
Total	50	100

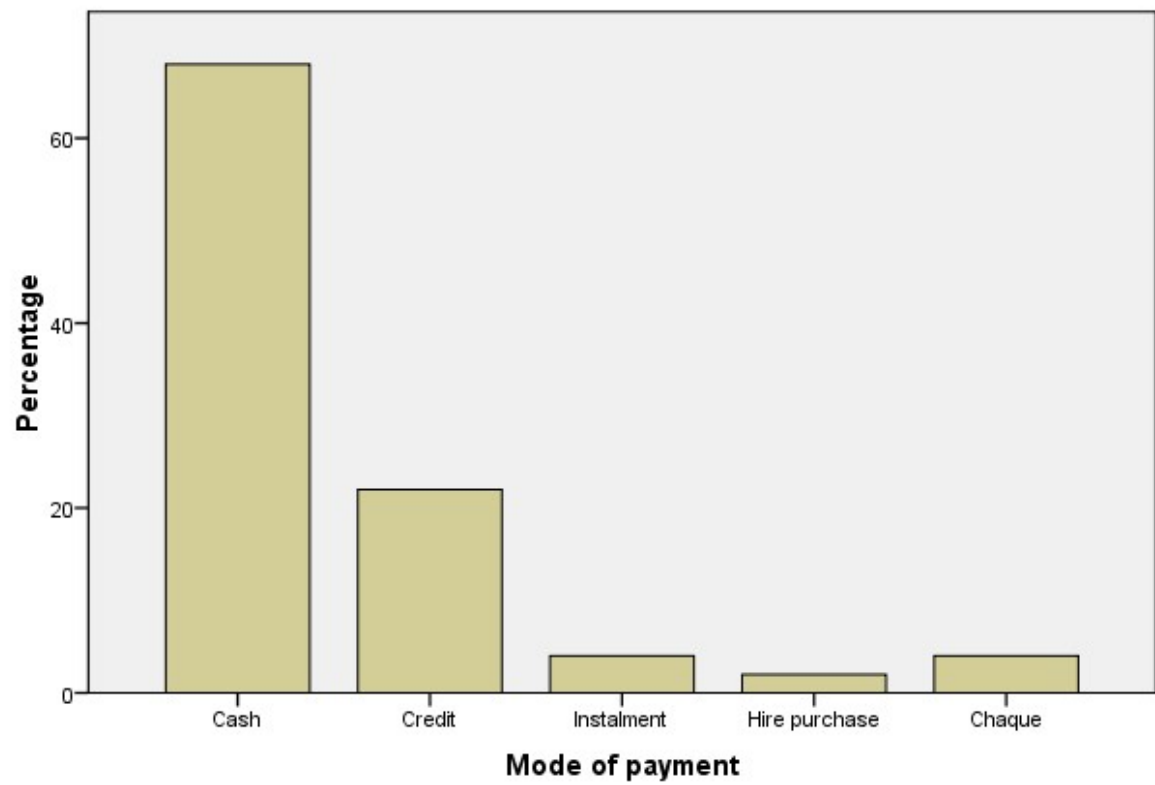
Source: Primary Data

Interpretation

From the above table it is interpreted that 68 percent of the respondents pay through cash, 22 percent of the respondent pay through credit, 4 percent of the respondent pay through installment, 2 percent of the respondent pay through hire purchase, 4 percent of respondent pay through cheque.

Chart No.16

Mode of payment



Media impact on purchase

Social media have provided new opportunities to consumers to engage in social interaction on the internet. Consumers use media, such as online communities, to generate content and to network with other users.

Table No. 17

Media impact on purchase

Media impact on purchase	No. of the Respondents	Percentage
Television	12	24
Radio	4	8
Newspaper	3	6
Internet	0	0
Others	31	62
Total	50	100

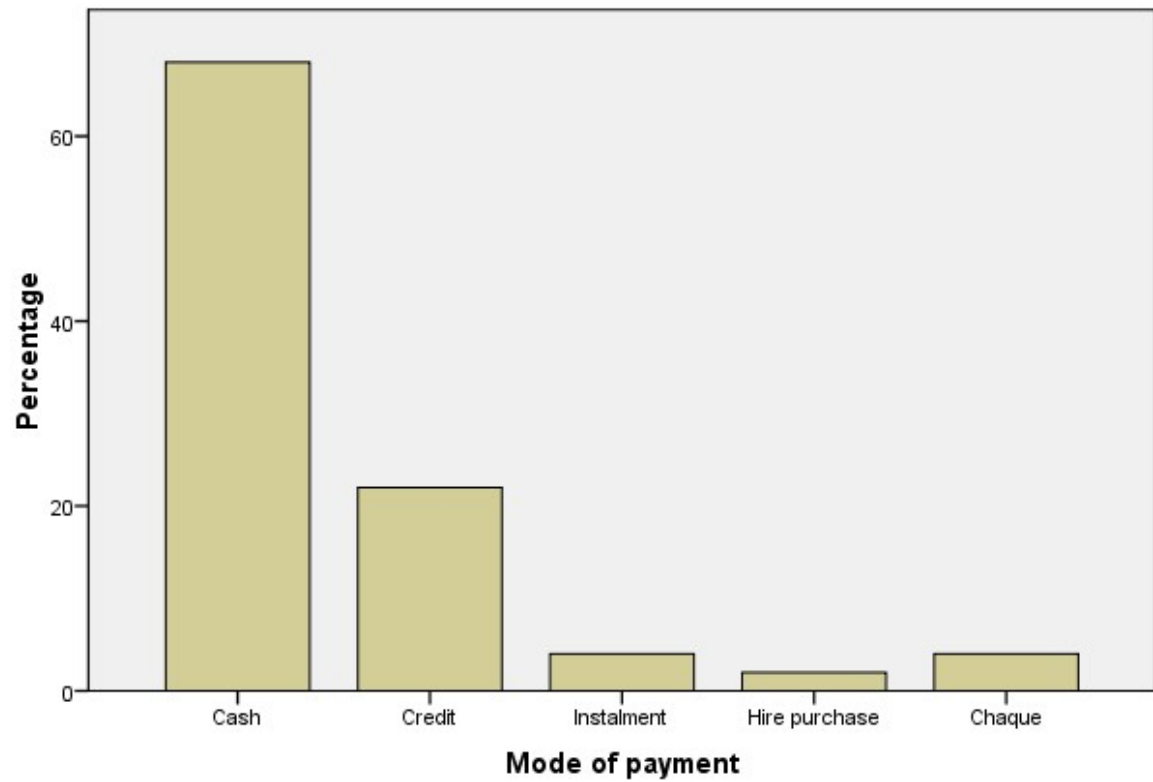
Source: Primary Data

Interpretation

From the above table it is interpreted that 24 percent of the respondent said television as an impact on purchase, 8 percent of the respondent said radio, 6 percent of respondent said newspaper, 0 percent of the respondent said internet, 62 percent said others. Majority of the respondent said other as an impact on purchase.

Chart No. 17

Media impact on purchase



Influencer

Marketing a person or group that has the ability to influence the behavior or opinions of others; the influencer is the individual whose effect on the purchase decision is in some way significant or authoritative.

Table No. 18

Influencer

Influencer	No. of the Respondents	Percentage
Children	13	26
Spouse	2	4
Relatives	14	28
Friends	9	18
Others	12	24
Total	50	100

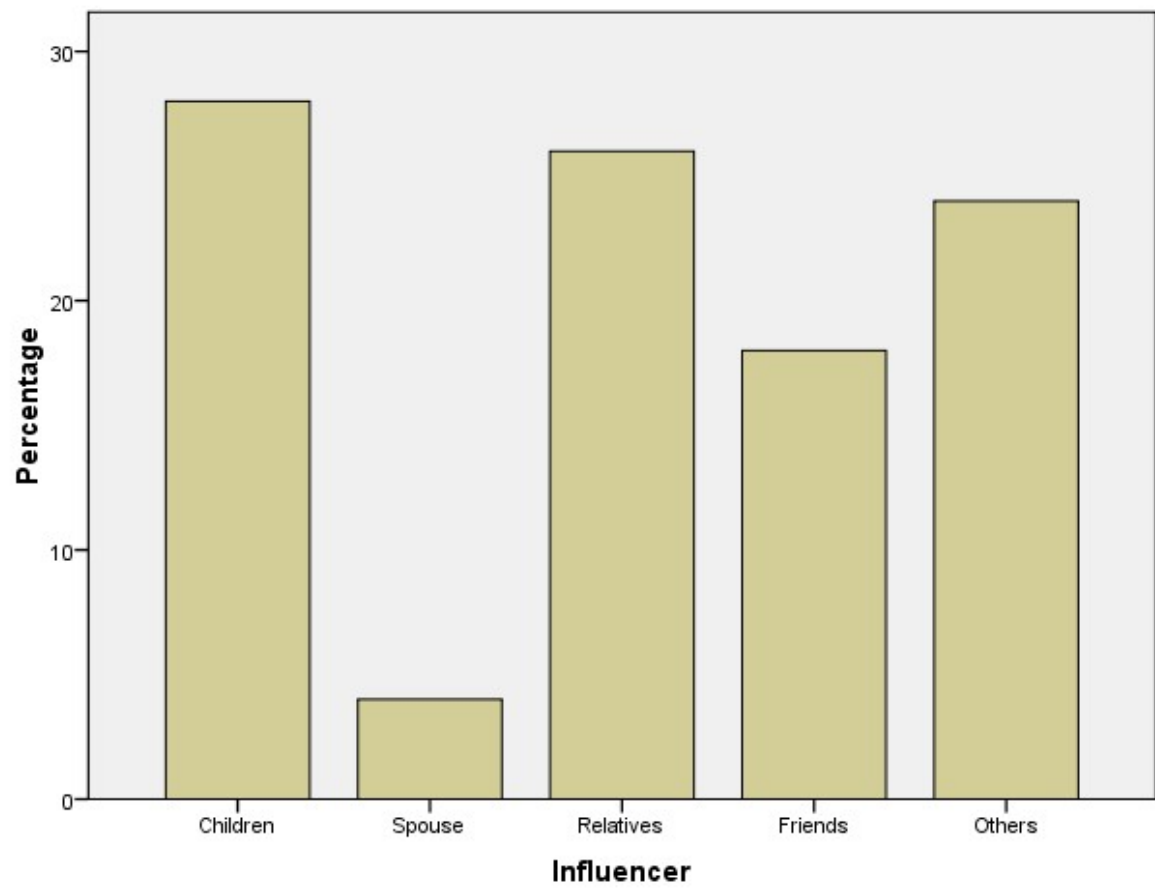
Source: Primary Data

Interpretation

From the above table it is interpreted that 26 percent of the respondent are influenced by children, 4 percent of the respondent are influenced by spouse, 28 percent of the respondent are influenced by relatives, 18 percent of the respondent are influenced by friends, 24 percent of the respondent are influenced by others.

Chart No. 18

Influencer



Satisfaction

Satisfaction is the way people show their emotions and feelings(mood) and how they feel about their direction and options for the future. It is having a favorable attitude of one's life as a whole rather than an assessment of current feelings

Table No.19

Satisfaction on products

Satisfaction	No. of the Respondents	Percentage
Highly satisfied	35	70
Satisfied	7	14
Moderate	5	10
Dissatisfied	1	2
Highly dissatisfied	2	4
Total	50	100

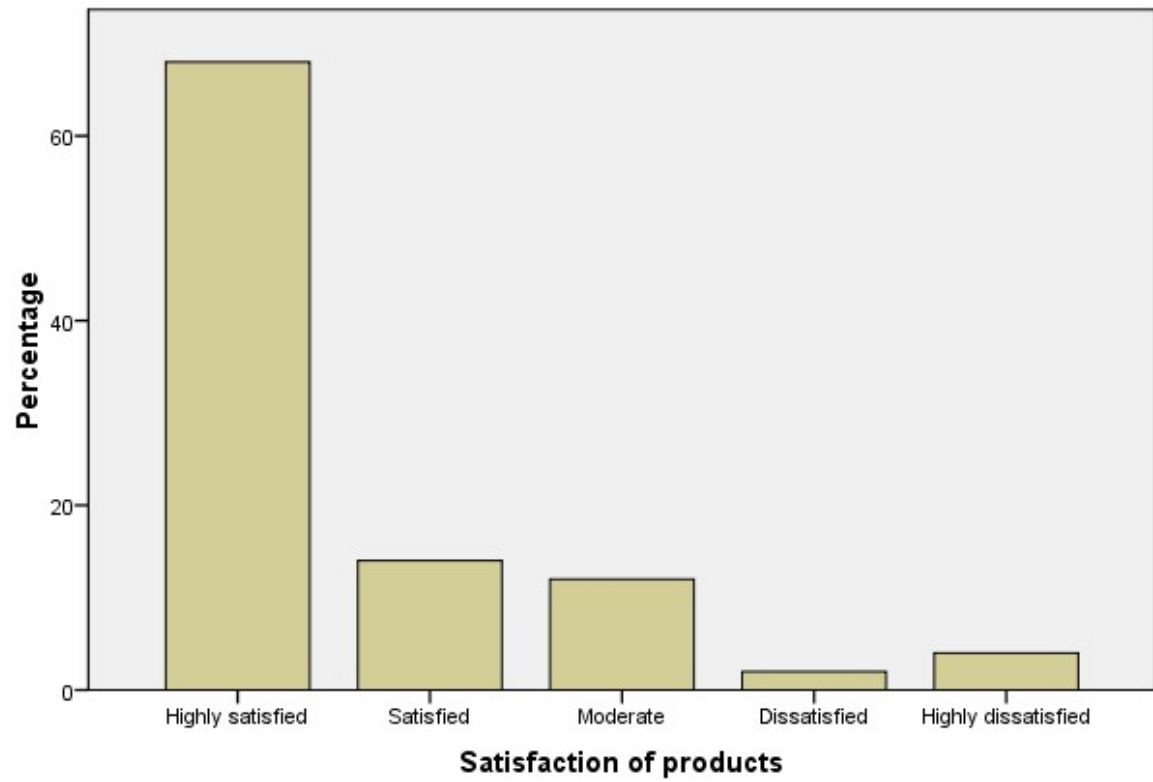
Source: Primary Data

Interpretation:

From the above table it is interpreted that 70 percent of the respondent are highly satisfied on product, 14 percent of the respondent are satisfied, 10 percent of the respondent are moderate, 2 percent of the respondent are dissatisfied, 4 percent of the respondent are highly dissatisfied. The majority of the respondents are highly satisfied.

Chart No.19

Satisfaction of products



Warranty card

In contract law, a warranty has various meaning but generally means a guarantee or promise which provides assurance by one party that specific facts or conditions are true or will happen.

Table No.20

Warranty card

Warranty card	No. of the Respondents	Percentage
Yes	47	94
No	3	6
Total	50	100

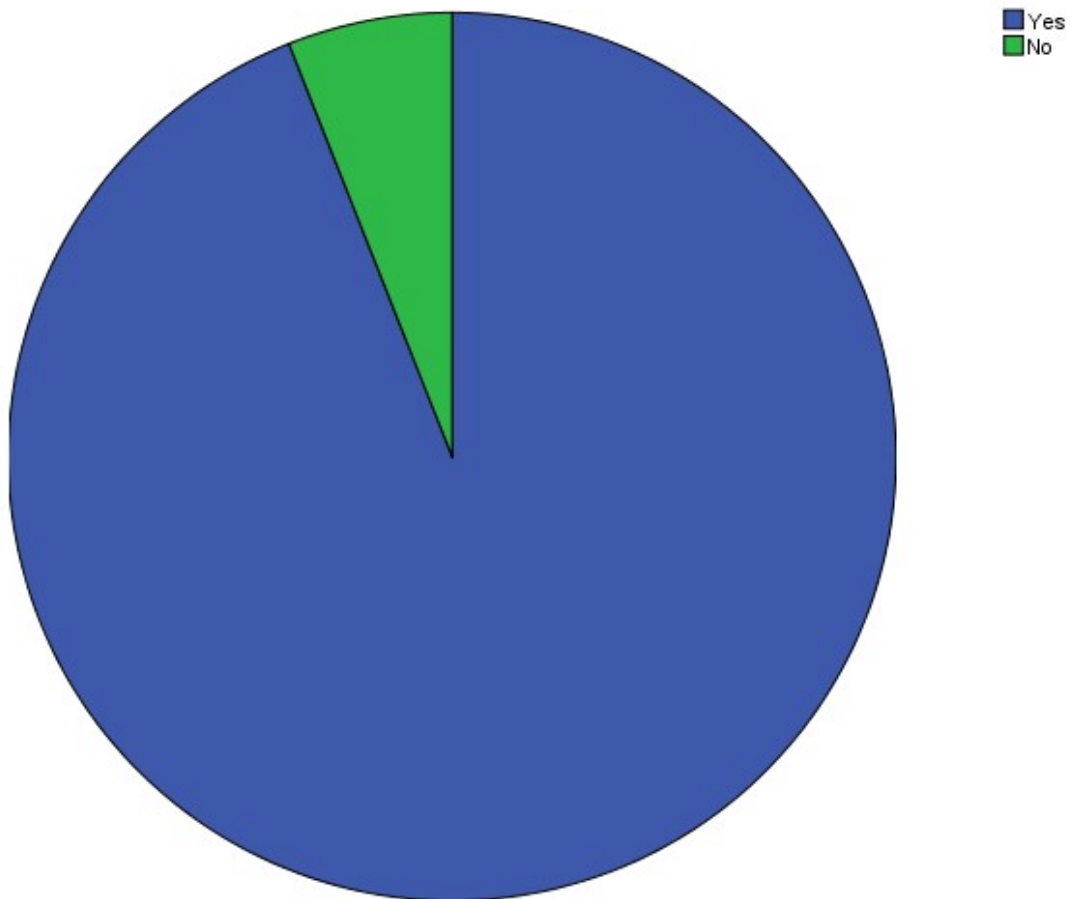
Source: Primary Data

Interpretation

From the above table it is interpreted that 94 percent of the respondent have said yes to the issue of warranty card, 6 percent of the respondent have said no. The majority of the respondents have told that they have issued warranty card.

Chart No. 20

Warranty card



Store layout

The store environment is the ultimate immersive embodiment of the brand and as such it needs to deliver a strong connection with shoppers. Our collaborative environmental design approach takes shoppers on a brand journey that is visually captivating while reinforcing the brand promise.

Table No. 21

Store layout

Store layout	No. of the Respondents	Percentage
Strongly agree	45	90
Somewhat agree	2	4
Neutral	2	4
Somewhat disagree	1	2
Strongly disagree	0	0
Total	50	100

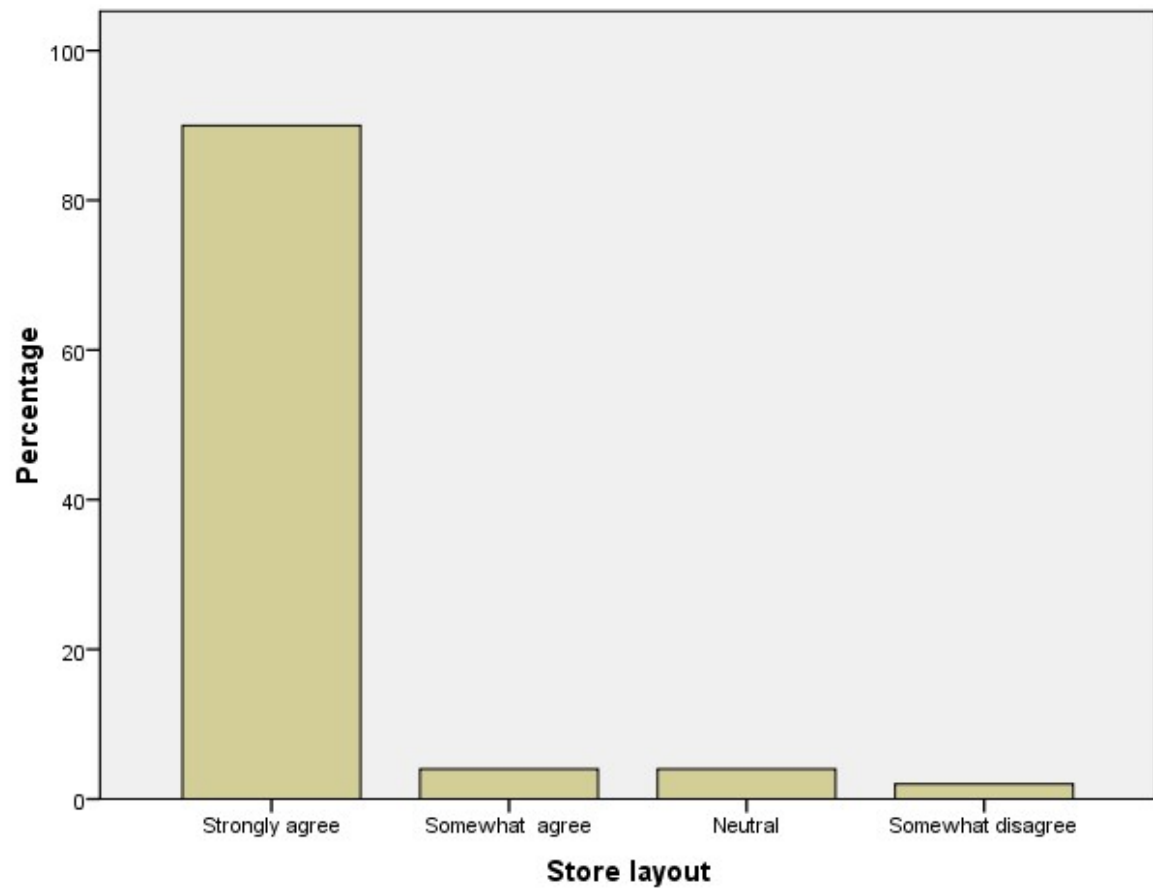
Source: primary Data

Interpretation

From the above table it is interpreted that 90 percent of the respondents strongly agree, 2 percent of the respondent somewhat agree, 4 percent of the respondent are neutral, 2 percent of respondent Some What disagree, none of the respondent strongly disagree the store layout. The majority of the respondent are strongly agree to the above statement.

Chart No.21

Store layout



Maintenance and Cleanliness

In emphasizing an ongoing procedure or set of habits for the purpose of maintenance and prevention, the concept of cleanliness differs from purity, which is a physical moral, or ritual state of freedom from pollutants.

Table No. 22

Maintenance and Cleanliness

Maintenance and cleanliness	No. of the Respondents	Percentage
Strongly agree	46	92
Somewhat agree	3	6
Neutral	1	2
Somewhat disagree	0	0
Strongly disagree	0	0
Total	50	100

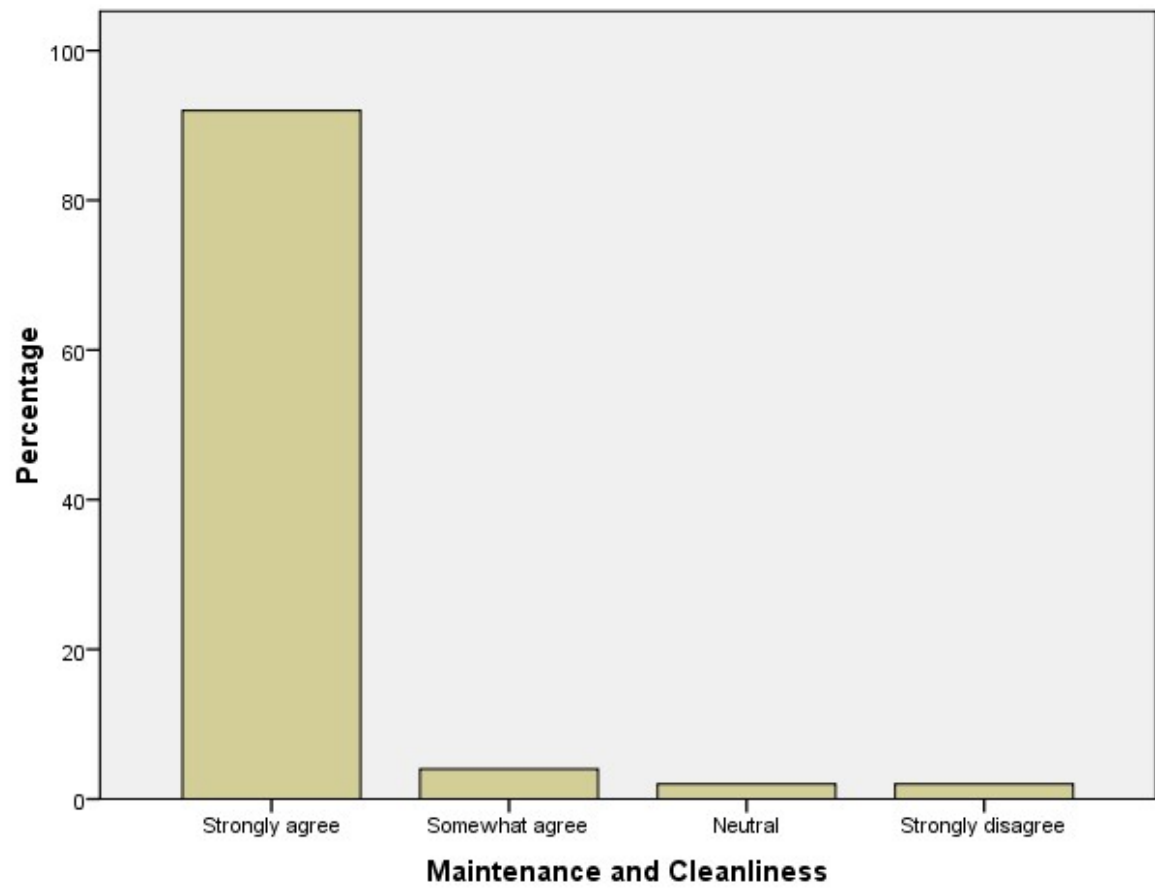
Source: Primary Data

Interpretation

From the above table it is interpreted that 90 percent of the respondents strongly agree to the maintenance and cleaning, 6 percent of the respondent are Somewhat agree, 2 percent of respondents are neutral, 0 percent of the respondents are Somewhat disagree, 0 percent of the respondent are strongly disagree. None of the respondents are disagree with the above statement. Majority of the respondent are strongly agree to the maintenance and cleanliness.

Chart No.22

Maintenance and cleanliness



Product selection

The process of product selection that people do in their personal lives is strikingly similar to the process of product development that people encounter in their professional lives. Simultaneously and continuously trade-off attributes to optimize the products value.

Table No.23

Product Selection

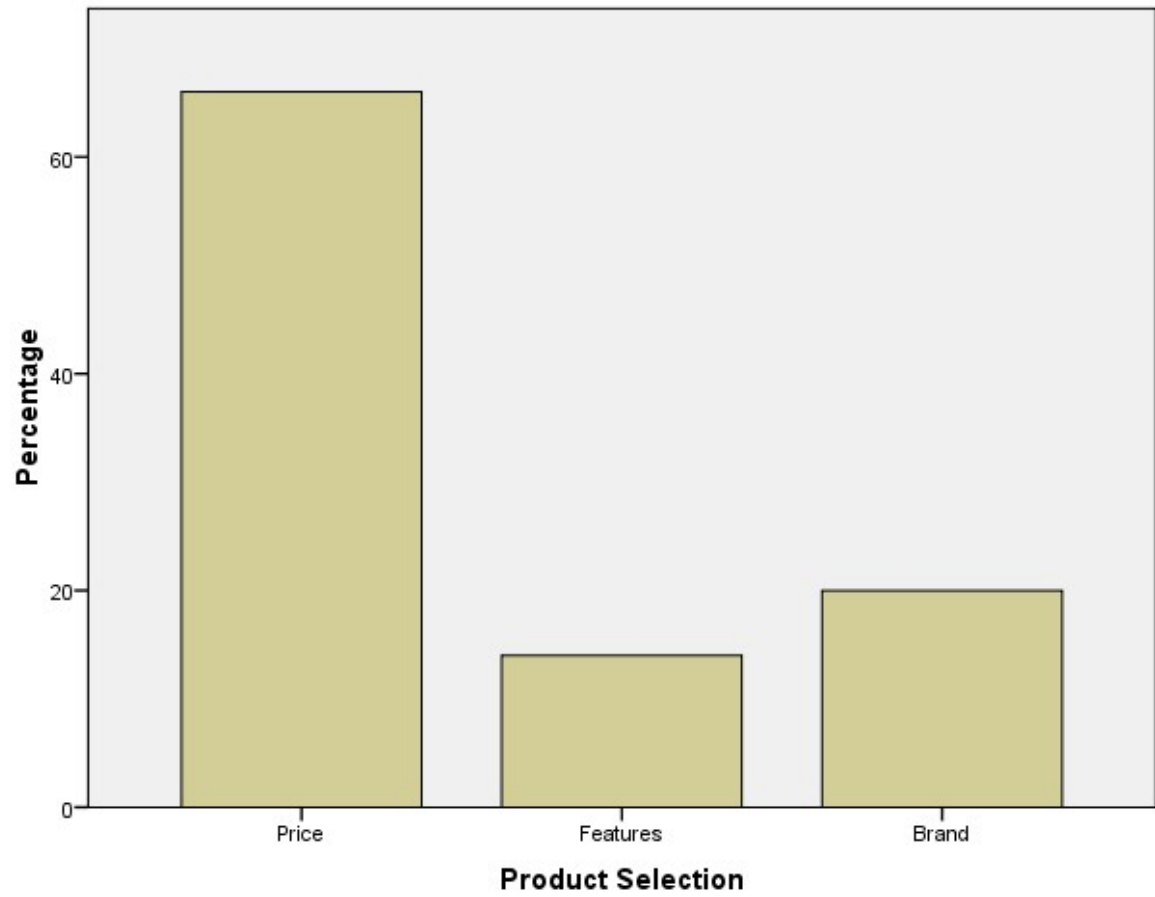
Product selection	No. of the Respondents	Percentage
Price	33	66
Advertisement	0	0
Features	7	14
Packaging	0	0
Brand	10	20
Total	50	100

Source: Primary Data

Interpretation

From the above table it is interpreted that 66 percent of the respondents said price to select product, 0 percent of the respondent said advertisement of the product, 14 percent of the respondent said features of the product, 0 percent of the respondent said packaging of the product, 20 percent of the respondent said brand of the product. The majority of the respondent said price to select product.

Chart No. 23
Product Selection



Buying frequency

Frequency is defined as the number of times that a customer has made a purchase from you. It is an integral part of the trilogy called Recency, frequency, monetary (RFM) analysis that is used analysis that is used to predict customer response in direct marketing promotions.

Table No.24

Buying frequency

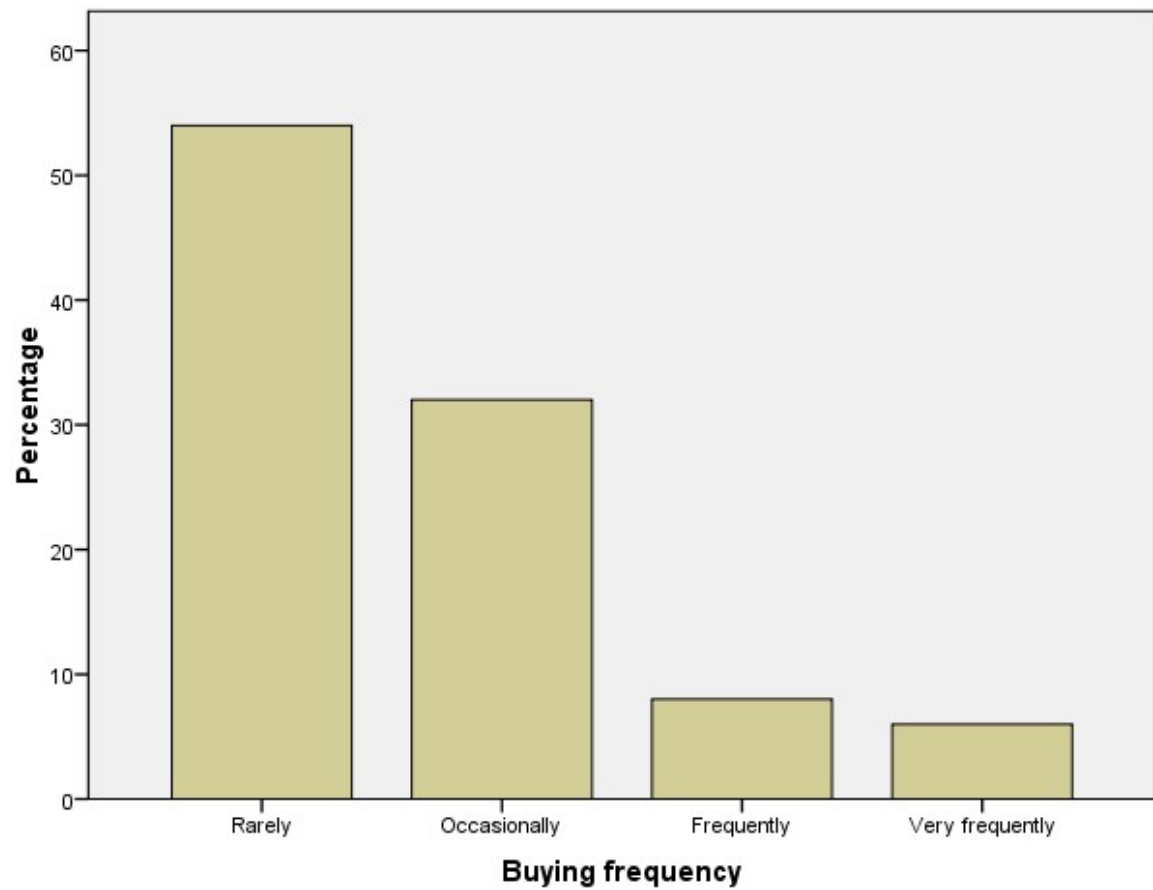
Buying frequency	No. of the Respondents	Percentage
Rarely	27	54
Occasionally	16	32
Frequently	4	8
Very frequently	3	6
Do not shop	0	0
Total	50	100

Source: Primary Data

Interpretation

From the above table it is interpreted that 54 percent of the respondents have purchased the products Rarely, 32 percent of the respondent have purchased occasionally, 8 percent of the respondent have purchased frequently, 6 percent of the respondent have purchased very frequently, 6 percent of the respondent have purchased very frequently, 0 percent of the respondent do not shop. The majority of the respondent rarely buys the product.

Chart No.24
Buying frequency



Perception on quality

Perceived quality can be defined as the customers perception of the overall quality or superiority of a product or service with respect to its intended purpose, relative to alternatives. Perceived quality is, first, a perception by customers.

Table No.25

Perception on quality advertisement

Perception on quality	No. of the Respondents	Percentage
Yes	49	98
no	1	2
Total	50	100

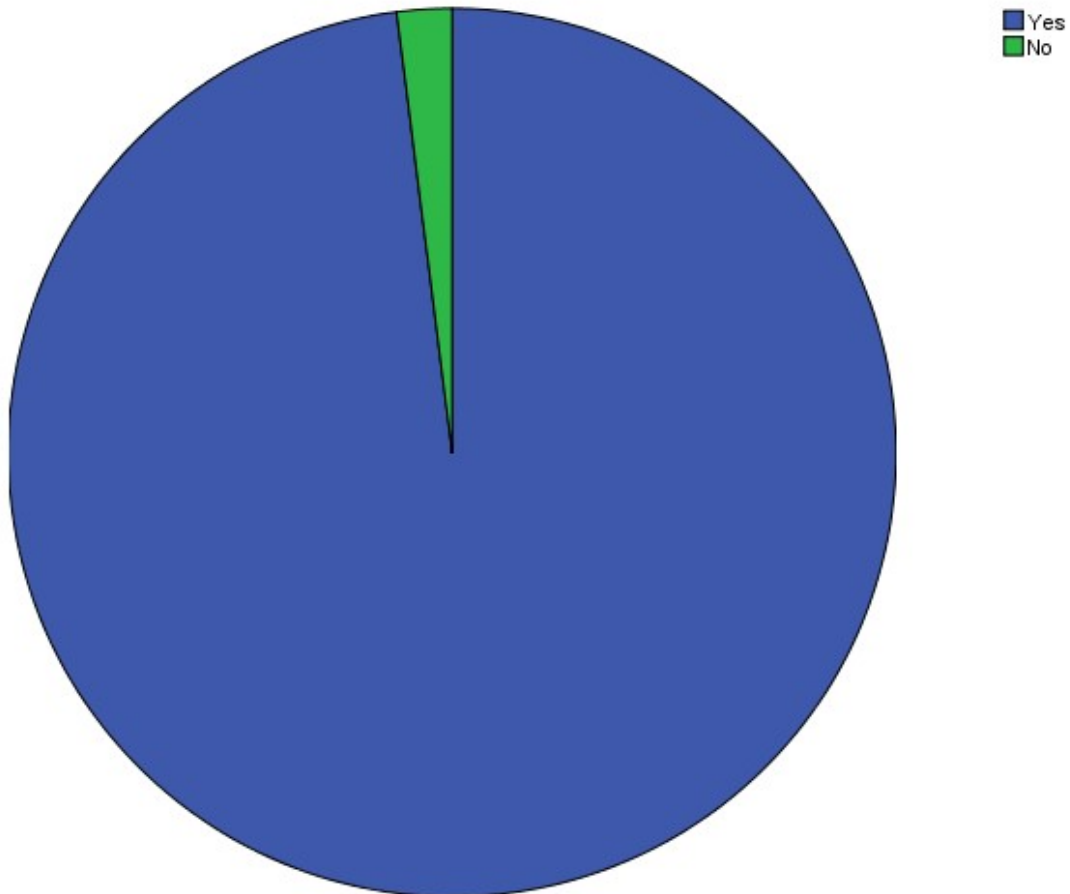
Source: Primary Data

Interpretation

From the above table it is interpreted that 98 percent of the respondent have said yes to the quality advertisement, 2 percent of the respondent have said no. the majority of the respondents have told yes for the above statement.

Chart No.25

Perception on quality advertisement



Correlation Test

Correlation is a statistical tool that helps to measure and analyze the degree of relationship between two variables. Correlation analysis deals with the association between two or more variables. The degree of relationship between the variables under consideration is measure through the correlation analysis.

Correlations

Correlation		Educational qulification	how do you know about this product
Educational qualification	Pearson Correlation	1	.379**
	Sig. (2-tailed)		.007
	N	50	50
Knowledge of the product	Pearson Correlation	.379**	1
	Sig. (2-tailed)	.007	
	N	50	50

**. Correlation is significant at the 0.01 level (2-tailed).

Source: Primary Data

Interpretation

From the above table we interpret that the correlation value is .379** which is close to 300 to 400 which lies between 0 to +1 hence it is proved that it is a positive relationship between Educational qualification and knowledge of the product.

Analysis of variance (ANOVA)

Analysis of variance (ANOVA) is an analysis tool used in statistics that splits the aggregate variability found inside a data set into two parts: systematic factors and random factors. The systematic factors have a statistical influence on the given data set, but the random factors do not. Analysts use the analysis of the variance test to determine the result independent variables have on the dependent variable amid a regression study.

ANOVA

Knowledge of the product

	Sum of Squares	DF	Mean Square	F	Sig.
Between Groups	9.987	3	3.329	3.479	.023
Within Groups	44.013	46	.957		
Total	54.000	49			

Source: Primary Data

Interpretation

From the above table pearson significant value is 0.05 and the significant value is .023, which is less than 0.05 hence it is proved that there is a difference between age of the respondent and knowledge of the product.

VI. CONCLUSION

6.1 FINDINGS

1. 72 percent of the respondents are male. The majority of the respondents are male.
2. 34 percent of the respondents are from the age group 35-45 years. The most of the age group is from 35-45.
3. 54 percent of the respondents are married. The majority of the respondents are married.
4. 52 percent of the respondents are other category of qualification. The majority of the respondents are other category of qualification.
5. 50 percent of the respondents are private employee. The majority of the respondents are private employee.
6. 28 percent of the respondents have 4 dependent. The most of the dependent are 4.
7. 56 percent of the respondents are male who buy a product. The majority of the respondents are male who buy a product.
8. 52 percent of the respondents are male who makes decision. The majority of the respondents are male who makes a decision.
9. 34 percent of the respondents said showrooms to buy the brand. The most of respondent said showroom to buy the brand.
10. 46 percent of the respondent said family as there accompanies for their purchase. The most of the respondent said family as there accompanies.
11. 46 percent of the respondent said other occasion for purchase. The most of the respondent said other occasion for purchase.
12. 72 percent of the respondent said noticed quality. The majority of the respondent said quality of the product.
13. 94 percent of the respondent said advertised by the celebrities is good quality. The majority of the respondent said advertised by celebrities is good quality.
14. 44 percent of the respondent has product knowledge base on price. The most of the respondent has product knowledge base on price.
15. 52 percent of the respondent preference of product brand base on reasonable base on reasonable price. The majority of the respondent preference of product brand base on reasonable price.

16. 68 percent of the respondent mode of payment through cash. The majority of the respondent mode of payment through cash.
17. 62 percent of the respondent has impact on purchase. The majority of the respondent has impact on purchase.
18. 28 percent of the respondent has influenced by relatives. The most of the respondent has influenced by relatives.
19. 70 percent of the respondents are highly satisfied on product. The majority of the respondents are highly satisfied on product.
20. 94 percent of the respondent has said yes for the issue of warranty card. The majority of the respondent has said yes for the issue of warranty card.
21. 90 percent of the respondents strongly agree to the store layout. The majority of the respondents strongly agree to the store layout.
22. 92 percent of the respondents strongly agree to the maintenance and cleanliness of the store. The majority of the respondents strongly agree to the maintenance and cleanliness of the store.
23. 66 percent of the respondents select the product base on price. The majority of the respondents select the product base on price.
24. 54 percent of the respondents have purchased the product rarely. The majority of the respondents have purchased the product rarely.
25. 98 percent of the respondents said quality advertisement changes perception about the product. The majority of the respondents said quality advertisement changes perception about the product.

6.2 SUGGESTIONS

1. The company must go for some more promotional activities rather than TV, advertisement, hoarding and news papers.
2. The company may adopt policy of discounts cards and gifts to customers while purchasing the products.
3. The company has to conduct the periodical meetings with customers and take their valuable suggestions.
4. Innovative packaging can give a company an advantage over competitors.
5. Innovative efforts must be launched to improve the position through better marketing strategies.
6. The store staff should be trained adequately so as to convince the potential buyers, because his performance on jobs has great impact on sale of a product.
7. Most of the customers belong to age group of 35 - 45 years. So, company has to concentrate more on those people to enhance the sales.

Moreover, the company has to concentrate more on the customers of age group of 25 – 35 years to enhance the sales.

6.3 CONCLUSION

My project study on” buyer behavior at AMMAN GROUPS” just concluded with effect. I glad to have undergone this project because it taught me more important things and also got me to explore my own interest. It could identify that a high level of buyer behavior is an important drive with regarding to influencing purchasing behavior. A few analysis with regards to the desirability for the brand indicated that there was a difference in the levels of the desire according to ethnicity.

This organization has a super work culture great mind and very high quality products. I learned a lot of about retain processing and analysis. The work I could complete here was very satisfaction. From the survey it all concluded that people are satisfied with the home appliances especially due to its quality.

Some customer has complimented about the service of the staff where it should be important but it all concluded that all most customer are well aware attributes of the home appliances.

At last this project has given me a new insights and motivation.

VII. APPENDICES

7.1 BIBLIOGRAPHY

Books

1. Bhatt Monika, “Consumer Behavior”, S.Chand And Company Ltd, New Delhi, 2003 Page No-165.
2. Dr.V.Balu, “Marketing Research and Consumer Behavior”, Sir Venkateswara publications, Chennai, 2004 Page No-83.
3. G. Man Schiff, “Conceptual Issue in Consumer Behavior”, prentice – Hall of India Private Limited, New Delhi, 2005 Page No-125.
4. Loudon, “Marketing and consumer Behavior”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2002 Page No-131.
5. Halder Biplab, “Consumer Behavior Building Marketing”, Vrinda Publivation Ltd, New Delhi, 2007, Page No-209.
6. Raju, “Consumer Behavior Concepts, Applications and Cases”, Vikas Publishing House private Company Limited, New Delhi, 2005, Page No-129.
7. J. Bitta Della, “Consumer Behavior in Indian context”, Tata McGraw-Hill Publishing Company Limited, New Delhi, 2004, Page No-183.
8. Keegan, “Consumer Services”, Sterling Publishers Private Limited, New Delhi, 2000, Page No-209.
9. Kanuk Lazar Leslie, “Consumer Behavior”, Prentice-Hall of India Private Limited, New Delhi, 2005, Page No-89.
10. Dr. Assae Henry, “Consumer Behavior”, Biztantra Private Limited, New Delhi, 2005, Page No-123.

Newspapers

1. Kumar Ramona, "Where aptitude and attitude matter" The Hindu, Chennai, June 14, 2012, Page No-7.
2. Nath Jyothi , " Make The Best Of Your Self-Appraisal", The Hindu, June Chennai 20,2012,Page No-8.
3. Hema.G, "Dealing with Absenteeism", The Hindu, Dec, 7, 2012, Page No-4.
4. Gopalakrishnan Hama, "We have a lifecycle approach to talent development", The Hindu, June, 27,2012, page No-8.
5. Anand, "Motivating teams involved in customer service", the Hindu, Jun, 11, 2012, page No-8.
6. Dadwal, "Attitudes are more important than skills" The Hindu, Jan, 18, 2012, page No-8.
7. Chanania Payal, "Women's dressing in the 'modern' Workplace", The Hindu, Jan25, 2012, Page No-4.
8. Nath Jyothi, "Perfectionism needs to be used wisely", The Hindu, Jan, 18, 2012, Page No-3.
9. Sridhar Bindu, "Socializing with the boss", The Hindu, Feb, 8, 2012, Page No-1.
10. Sridhar, "Dealing with male Chauvinists" The Hindu, Jan, 18, 2012, Page No-9.
11. Krishnan Gopal, "CMS looks for leadership potential in employees", The Hindu, Jan, 18,2012, Page No-8.

Magazines

1. Datar, "Goods and Services Tax", Business Today, Bangalore, Jan 23, 2011, Page No-28
2. AArti, "Visiting PM rolls out the red carpet", Business Today, Delhi, Dec7,2003, Page NO-36.

3. Bhakti, ``Panel Discussion'', Business Today, Bangalore, Dec7, 2003, Page No-104.
4. Namrata Dadwai, ``Honey, I Shrank the House'', Business Today, Delhi, Jan23, 2011, Page No-36
5. Bhattacharya, ``Salary Hikes to Get Better'', Business Today, New Delhi, Jan23,2011, Page No-115.
6. Sanker Ravi .``No Need for New Bank'', Business Today , Mumbai, May,1,2011,Page No-13.
7. Sanker Ravi,``No Need for New Banks'', Business Today, Mumbai, May, 1, 2011, Page No-13.
8. Kumar Krishnan, ``Mistakes to avoid while showing your skills'', The Hindu Opportunities, Chennai, Jan 25, 2012, Page No-2.
9. Kumar Ashok, ``Communication tips for women'', The Hindu Opportunities, channel, Dec, 21, 2011, Page No-1.
10. Krishna Mohan, ``Mistakes to avoid while showing your skills'', The Hindu Opportunities, Chennai, Jan, 25, 2012, Page No-2.

Website

1. http://.1000ventures.com/business_guide/crosscuttings/attitude
2. <http://.greatoffer.bizjournals.com>
3. <http://collaborate.so/attitudes.com>
4. <http://attitudemagstyle.blogspot.in>
5. <http://psychology.about.com/od/socialpsychology/a/attitudes.htm>

6. <http://Attitudes-and-Beliefs-Influence-Your-Birth>
7. <http://.blackwellpublishing.com/fob/TFB3.pdf>
8. <http://buzzle.com/articles/types-of-attitudes>
9. <http://encyclopedia.com/topic/Attitudes.aspx>
10. <http://.chinadaily.com.cn/cndy/2012>

7.2 QUESTIONNAIRE

1. Name (optional) :
2. Gender:
 - a) Male
 - b) Female
3. Age:
 - a) Less than 25
 - b) 25-35
 - c) 35-45
 - d) 45-55
 - e) Above 65
4. Marital:

- a) Married b) Unmarried

5. Educational qualification:

- a) UG b) PG c) Diploma d) Technical e) Others

6. Occupation:

- a) Private Employee b) Government Employee c) Self Employed
d) Student e) Home Maker

7. Number of Dependent:

- a) Less than 2 b) 3 c) 4 d) 5 e) Above 5

8. Who buys your products and service

- a) Male b) Female

9. Who makes the decision to buy the products

- a) Male b) Female c) Children d) Neighbours e) Friends

10. Where do customer go to buy the brand

- a) Online b) Convenience store c) Showrooms d) Discount e) Special offers

11. Who accompanies you for the purchase

- a) Friends b) Family c) Spouse d) Alone e) Other

12. On which occasions do you make purchase

- a) Festivals b) Gifts c) Offers d) Weddings e) Others

13. What makes you notice a brand

- a) Quality b) Advertisement c) Endorsing celebrity d) Price
- e) Others

14. Do you believe products specifically advertised by the celebrities are of good quality

- a) Yes b) No

15. If you have not used the product, how do you know about this product

- a) Advertisement b) Brand loyalty c) price d) Service benefits
- e) Others

16. Why do you prefer a particular brand of home appliance

- a) Reasonable price b) Colour c) Weight d) Brand awareness
- e) Storage space

17. Mode of purchase

- a) Cash b) Credit c) Instalment d) Hire purchase
- e) Cheque

18. What kind of media advertisement makes an impact on your purchase decision

- a) Television b) Radio c) Newspaper d) Internet e) Others

19. Who is your Influencer

- a) Children b) Spouse c) Relatives d) Friends e) Others

20. Are you satisfied with the quality ,price, design of your products

- a) Highly satisfied b) satisfied c) Moderate d) Dissatisfied
- e) Highly dissatisfied

21. Have you been offered any warranty card with your products.
a) Yes b) No
22. The store layout at this store is easy for the customer to find out what they need
a) Strongly agree b) Somewhat agree c) Neutral
d) Somewhat disagree e) strongly disagree
23. Maintenance and cleanliness of the store is very good
a) Strongly agree b) somewhat agree c) Neutral d) Somewhat disagree
e) Strongly disagree
24. What do you look first when you buy a products
a) Price b) Advertisement c) Features d) Packaging e) Brand
25. How often do you buy products
a) Rarely b)occasionally c) Frequently d) Very frequently e) Do not shop
26. Do quality advertisement change your perception about the products
a) Yes b) No