

CONSUMER BEHAVIOUR IN MIZORAM

AN EMPIRICAL STUDY

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By

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DECLARATION

I, Laldinliana, do hereby declare that the thesis entitled, “Consumer Behaviour in Mizoram: An Empirical Study” being submitted to Mizoram University for the degree of Doctor of Philosophy in Commerce, is a record of research work carried out by me, and that the contents of this thesis do not conform basis of award of any previous degree to me or to the best of my knowledge, to anybody else, and that the thesis has not been submitted by me for any research degree in any other University or Institute.

Date :
Place: Aizawl

LALDINLIANA

CERTIFICATE

This is to certify that the thesis entitled “Consumer Behaviour in Mizoram: An Empirical Study” submitted to the Mizoram University for the degree of Doctor of Philosophy in Commerce, is a record of research work carried out by Shri Laldinliana under my supervision.

He has fulfilled all the requirements laid down in the Ph.D regulations of Mizoram University. The thesis is the result of his investigation into the subject. Neither the thesis as a whole nor any part of it was ever submitted to any other University for any research degree.

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PREFACE

Gone are the days when the Mizoram households had to settle for a simple lifestyle. Parents groomed their children with *Keokarpin* hair oils; clad them with local tailor-sewn shirts and pants with clothes bought from the tailor himself; mothers had to settle with the only available brand of tinned mustard oil for her cooking. By watching the ever-so-hazy *Doordarshan* TV programmes in Hindi on black and white TV sets, the Mizo households were monotonously subjected to advertisements like *washing powder Nirma* and *Lifebuoy kaha hai, thandurust raha hai* soap. Some locations were blessed with reception of occasional English transmissions from Bangladesh. Radio was the only electronic media popular with the Mizos which makes sense for the Mizos with no proficiency in Hindi, that too airing few hours a day. The one-page local newspapers did not carry many details about products and advertisements; perhaps, the commerce of advertisements was not that significant for the readers and the business community. The customers had very few brand options as they were in sellers' markets. Almost all shops carry identical products, coming from the neighbouring State of Assam and neighbouring countries such as Myanmar and Thailand. Durable products like colour TV, video players and two-wheelers were owned by very few families who were financially privileged.

The advent of the new millennium brought with it a flood of multiple choice goods and services, from indigenous and MNCs sources alike, propagated by the revolution of fast-paced media penetrating virtually every household in Mizoram. Entry of choice in the form of consumer goods, both durable and nondurable has painted a colourful depiction in the otherwise grey-scaled commercial scenario of the Mizoram State. The presence and effect of options and fashion was felt even

in rural areas of Mizoram and have been intensified and magnified with a steady inclination. Opening of exclusive showrooms for international brands like *Reebok*, *Adidas*, *Puma* and *Nike* denote the existence of market for such premium priced fashion wear. The recent Korean pop culture influence increases the sale of hair fixers and styling gels to help emulate and maintain their hair styles. Recent mushrooming of new shops for mobile phones indicates the changing lifestyle of Mizos even in rural areas. Computer shops displaying up-to-date computer sets with the latest peripherals are now a common sight in urban Mizoram. General stores evolved into stacked supermarkets, carrying fast moving consumer products of Indian and foreign make, of countless varieties. Famous brands like *Wellhome* brought their fine range of housecare products to the remote State of Mizoram. Custom-made kitchen appliances and layouts can be readily bought from such stores like *Abigail*.

Such is the complexity of choice and options luring the Mizoram households unlike the yesteryears. How many times throughout the day do the modern Mizos make product decisions? What should they wear? What should they eat? How should they think? How far the rural customer is different from her urban counterpart? Today's fashion in Aizawl will be the fad in Thingsulthliah. It is not uncommon to see teenaged girls in a peripheral village running excitedly to buy a gift for her valentine on Valentine's Day! These herald the pacing evolution of dynamic changes in both urban and rural Mizoram. We can see many cellular towers even in remote villages, but, ironically, at the same time, the rural housewife finds it difficult to manage her kitchen responsibilities without LPG stove. Some of the rural households are fortunate to have enough disposable income to go for LCD TV but they don't have access to electricity which

compelled them to go for solar powered TV sets served by Direct-To-Home subscription. As Mizoram has international borders, the Mizo families find it easy to procure a Korean CD from nearby shop on the pavement to spend their weekends. At the same time, the family finds it hard to get a medicine of *gentamycin* eyedrops even from the leading drug stores. Such paradoxical situations in Mizo society are not uncommon. It is expected that the present study would enable the business community, prospective entrepreneurs, and policy makers in the government and nongovernment organisations to understand the ground realities and identify the grey areas where the marketers and governments are underperforming.

The thesis is divided into seven chapters.

Chapter One depicts the problem of enquiry and the design adopted thereof.

Chapter Two presents an overview of the State of Mizoram in terms of geography, demography, history, culture, political and administrative, commerce and trade, and economy and infrastructure.

Chapter Three deals with the socioeconomic characteristics of household customers and the type of durable products owned by them.

Chapter Four analyses the external influences in terms of sociocultural and marketing efforts of the firms on the household customer. It further identifies the factors influencing the purchase of nondurable and durable products.

Chapter Five attempts to deal with some aspects relating to the consumer decision making, and the postdecision behaviour of the household customers in Mizoram.

Chapter Six traces out the media scenario in Mizoram and the media consumption habits of the customers.

Lastly, the thesis concludes with the summary of the findings and suggestions in *Chapter Seven*.

The Questionnaire used in the customer survey is given in the *Annexure 1*, followed by Chi Square Table (*Annexure 2*), T-Table (*Annexure 3*) and Pearson Product Critical Value (*Annexure 4*). The circulation of newspapers and magazines published from different districts of Mizoram and the subscriber base of cable TV are presented in *Annexure 5*, followed by Bibliography.

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ABBREVIATIONS

3G	Third Generation
a.m.	ante meridiem
ABC	Audit Bureau of Circulation
ACMA	Automotive Component Manufacturers Association
ACR	Association of Consumer Research
ADC	Autonomous District Council
AIG	American Insurance Group
AIR	All India Radio
ASEB	Assam State Electricity Board
BMP	Behavioural Perspective Model
BRO	Border Road Organisation
BSNL	Bharat Sanchar Nigam Limited
C	Celcius/ Centigrade
CAGR	Compounded Annual Growth Rate
CBO	Community Based Organisation
CII	Confederation of Indian Industry
DDK	Doordarshan Kendra
df	Degree of Freedom
DINKs	Double Income No Kids
DISK	Double Income Single Kid
DSPT	Direct Satellite Phone Terminal
DTH	Direct To Home
DTP	Dailies to Thousand People
EMI	Equated Monthly Installment
EVDO	Evolution-Data Optimized or Evolution-Data
FM	Frequency Modulation
GMT	Greenwich Mean Time
GPRS	General Packet Radio Service
GSDP	Gross State Domestic Product
H ₀	Null Hypothesis
H ₁	Alternative Hypothesis
HP	Hewlett Packard
HUL	Hindustan Unilever Limited
IAY	Indira Awaz Yojana
IBM	International Business Machines
IDB	Information Display Board
IDBI	Industrial Development Bank of India
LCD	Liquid Crystal Display
LED	Light Emitting Diodes
LPG	Liquid Petroleum Gas
LPS	Liandailova Pachuau and Sons

MAMCO	Mizoram Agricultural Marketing Corporation Ltd
MCAB	Mizoram Cooperative Apex Bank
MHIP	Mizo Hmeichhe Insuihkhawm Pawl
MIDC	Mizoram Industrial Development Corporation
MIFCO	Mizoram Food and Allied Industries Corporation
MIZOFED	Mizoram State Cooperative Marketing and Consumers Federation
MJA	Mizoram Journalists' Association
MNC	Multi National Companies
MNF	Mizo National Front
MRB	Mizoram Rural Bank
MRP	Maximum Retail Prices
MUP	Mizo Upa Pawl
NABARD	National Bank for Agriculture and Rural Development
NEDFi	North Eastern Development Finance Corporation Ltd
NEEPCO	North Eastern Electric Power Corporation
NGO	Non Governmental Organisations
NHPC	National Hydro Power Corporation
NIC	Network Interface Card
NREGA	National Rural Employment Guarantee Act
ONGC	Oil & Natural Gas Corporation of India
p.m.	post meridiem
PMGSY	Pradhan Mantri Gram Sadak Yojana
PWD	Public Works Department
SBI	State Bank of India
SCERT	State Council for Educational Research and Training
SGSY	Swarnjayanti Gram Swarozgar Yojana
SIAM	Society of Indian Automobile Manufacturers
SIBDI	Small Industries Development Bank of India
SIRD	State Institute of Rural Development
SMS	Short Text Message
TPB	Theory of Planned Behaviour
TRA	Theory of Reasoned Action
TSC	Total Sanitation Campaign
TV	Television
UPA	United Progressive Alliance
USO	Universal Service Obligation
VC	Village Council
VPT	Village Public Telephone
WIMAX	Worldwide Interoperability for Microwave Access
WLL	Wireless in Local Looping
WOM	Word-of-mouth
ZIDCO	Zoram Industrial Development Corporation Ltd

Chapter 1 INTRODUCTION

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Chapter 1

INTRODUCTION

1.1 CONSUMER BEHAVIOUR

The consumer behaviour as a scientific discipline has evolved in the latter part of the twentieth century. Robertson and Kassarijian (1991), the editors of the *Handbook of Consumer Behaviour* published by Prentice Hall College Class traced back the initial foundation of research in the field of consumer behaviour to economics and motivation research. Consumer behaviour establishes itself as a scientific field of study in the 1960s. The books entitled, *Consumer Behaviour and Marketing Management* co-authored by Myers and Reynolds in the year 1967 and *Consumer Behaviour* by Engel, Kollat and Blackwell in the year 1968 were one of the first books published in the field of consumer behaviour. Up this time, consumer behaviour researches were done as a part of Applied Psychology.¹ But the traditional textbooks on consumer behaviour still have their focus on marketing aspects and are mainly influenced by psychological oriented research, including research on cognition, learning and motivation (Becker, 2003). But rather recently, there have been other approaches available incorporating biological, sociological and anthropological theories (Desmond, 2008). A group of researchers' informal meeting at Ohio State University led to the formation of the Association of Consumer Research (ACR), an organisation composed of those interested in consumer behaviour research to advance and disseminate knowledge in this field. The first conference was held in 1970 and began annual conferences since then (Becker, 2003).

The concept of consumer behaviour is of prime importance in marketing. It is imperative to understand consumer buying behaviour as it plays a vital role in

creating an impression on commerce as a whole (Brian J Corbitt, 2003). According to Schiffman and Kanuk (2008), consumer behaviour can be defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they will expect will satisfy their needs. To elaborate further, consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchase, and how they dispose of it. This view brought out that consumer behaviour is more than just buying of goods/services, the process starts much before the products have been acquired or bought. A process of buying starts internally in the minds of the consumer, which leads to the search for alternatives among the products that can be acquired with their relative advantages and disadvantages. This peripheral search follows a process of decision-making for purchase. Importance should be given to post-purchase behaviour as it is an indication whether the product is valued or not. Thus, it can be said that consumer behaviour encompasses the psychological aspects of marketing (Mooij, 2003).

The term *consumer behaviour* describes two different types of consuming entities: the personal consumer and the organisational consumer. The personal consumer buys goods and services for his or her own use, for use of the household, or as a gift for a friend. In each of these contexts, the products are bought for final use by individuals, who are referred to as *end users* or ultimate consumers. The second category of consumer – the organisational consumer – includes profit and not-for-profit businesses, government agencies (local, state,

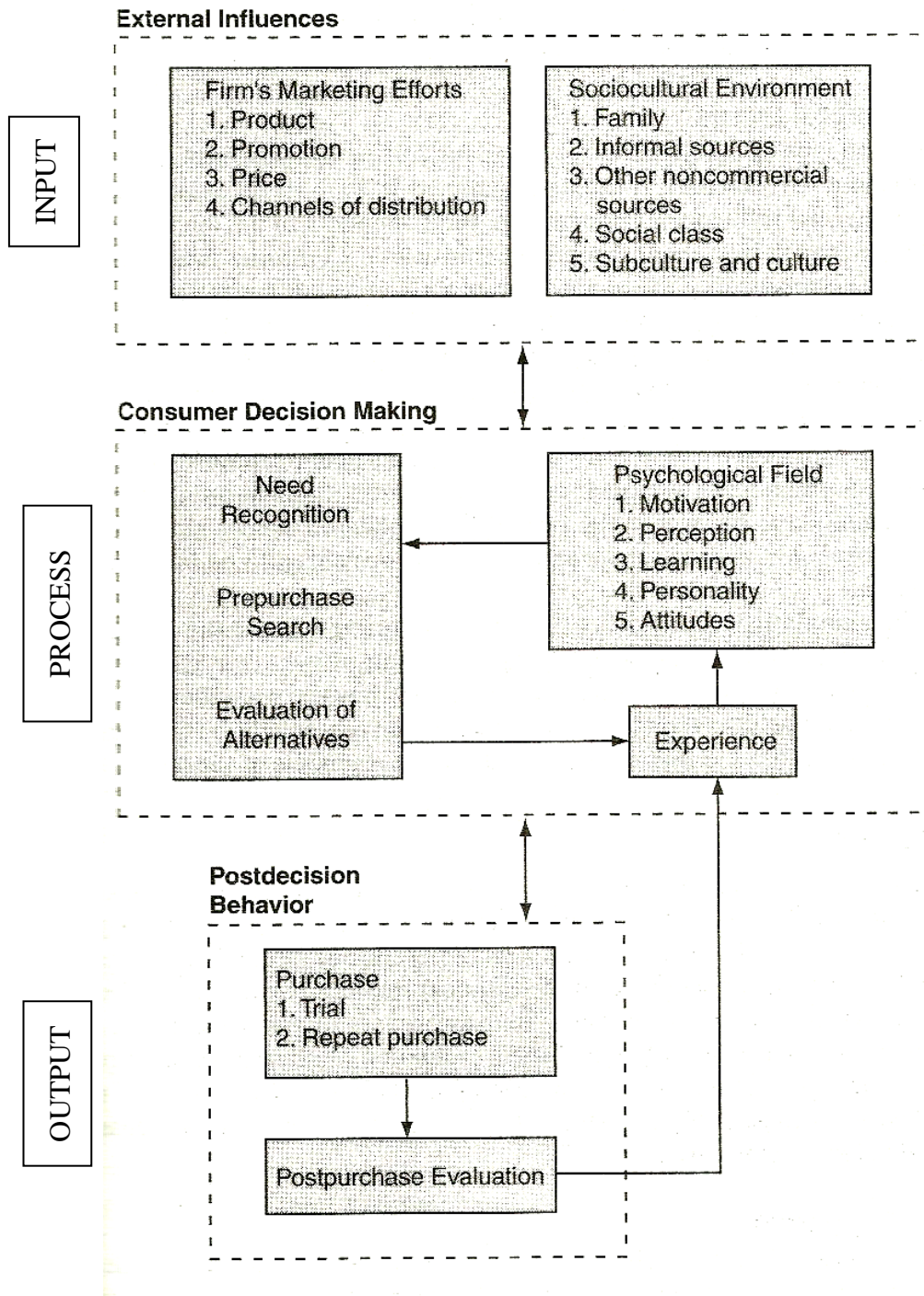
and national), and institutions (e.g. schools, hospitals and prisons), all of which must buy products, equipment, and services in order to run their organisations (Schiffman and Kanuk, 2008). This study will focus on the individual consumer, who purchases for his or her own personal use or for household use or both. As rightly pointed out by Schiffman and Kanuk (2008), end-use consumption is perhaps the most pervasive of all types of consumer behaviour, for it involves every individual, of every age and background, in the role of either buyer or user, or both.

As noted earlier, consumer behaviour was a relatively new field of study in 1960s. Marketing theorists borrowed heavily from concepts developed in other disciplines such as *psychology* (the study of the individual), *sociology* (the study of groups), *social psychology* (the study of how an individual operates in groups), *anthropology* (the influence of society on the individual), and *economics* to form the basis of this new marketing discipline. Many early theories concerning consumer behaviour were based on economic theory, on the notion that individuals act rationally to maximize their benefits (satisfactions) in the purchase of goods and services. Latter research discovered that consumers are just as likely to purchase impulsively and to be influenced not only by family and friends, by advertisers and the role models, but also by mood, situation, and emotion. All of these factors combined to form a comprehensive model of consumer behaviour that reflects both the cognitive and emotional aspects of consumer decision making (Schiffman and Kanuk, 2008).

1.1.1 A simplified model of consumer decision making

This section presents an overview model of consumer decision making that reflects the *cognitive* (or *problem-solving*) *consumer* and, to some degree, the *emotional consumer*. This model is designed by Schiffman and Kanuk (2008) which would tie together many of the ideas on consumer decision making and consumer behaviour discussed throughout this present study. This model does not presume to provide an exhaustive picture of the complexities of consumer decision making. Rather, it is designed by Schiffman and Kanuk (2008) to synthesise and coordinate relevant concepts into a significant whole. The model, presented in Exhibit 1.1, has three major components: input, process, and output.

Exhibit 1.1
A simplified model of consumer decision making



Source: Schiffman LG and Kanuk LL (2008), *Consumer Behaviour*, Pearson Prentice Hall, p.36

1.1.1.1 Input

The *input* component of consumer decision making model draws on external influences that serve as sources of information about a particular product and influence a consumer's product-related values, attitudes, and behaviour. Chief among these input factors are the *marketing mix activities* of organisations that attempt to communicate the benefits of their products and services to potential consumers and the non-marketing *sociocultural influences*, which, when internalised, affect the consumer's purchase decisions.

Marketing inputs: The firm's marketing activities are a direct attempt to reach, inform, and persuade consumers to buy and use its products. These inputs to the consumer's decision making process take the form of specific marketing mix strategies that consist of the product itself (including its package, size, and guarantees); mass media advertising, direct marketing, personal selling, and other promotional efforts; pricing policy; and the selection of distribution channels to move the product from the manufacturer to the consumer. Ultimately, as suggested by Schiffman and Kanuk (2008), the impact of a firm's marketing efforts in large measure is governed by the consumer's perception of these efforts. Thus, marketers do well to remain diligently alert to consumer perceptions by sponsoring consumer research, rather than to rely on the *intended* impact of their marketing messages.

Sociocultural inputs: The second type of input, the *sociocultural environment*, also exerts a major influence on the consumer. Sociocultural inputs consist of a wide range of noncommercial influences. The influences of social class, culture, and sub-culture, although less tangible, are important input factors that are internalised and affect how consumers evaluate and ultimately adopt (or

reject) products. The unwritten codes of conduct communicated by culture subtly indicate which consumption behaviour should be considered “right” or “wrong” at a particular point of time. For example, Japanese mothers maintain much more control over their children’s consumption than American mothers, because in the United States, children are socialised to be individualistic (*to stand out*), whereas in Japan children are socialised to be integrated with others (*to stand in*).

1.1.1.2 Process

The *process* component of the model is concerned with how consumers make decisions. To understand this process, we must consider the influence of psychological concepts. The *psychological field* represents the internal influences (motivation, perception, learning, personality, and attitudes) that affect consumers’ decision making processes (what they need or want, their awareness of various product choices, their information-gathering activities, and their evaluation of alternatives). As pictured in the *process* component of the overviewed decision model (Exhibit 1.1), the act of making a consumer decision consists of three stages: *need recognition*, *prepurchase search*, and *evaluation of alternatives*.

Need recognition: The recognition of a need is likely to occur when a consumer is faced with a “problem.” Among consumers, there seem to be two different need or problem recognition styles. Some consumers are *actual state* types, who perceive that they have a problem when a product fails to perform satisfactorily. On the other hand, other consumers are *desired state* types for whom the desire for something new may trigger the decision process (Bruner II GC, 1987).

Prepurchase search: This stage begins when a consumer perceives a need that might be satisfied by the purchase and consumption of a product. The recollection of past experiences might provide the consumer with adequate information to make the present choice. In contrast, when the consumer has had no prior experience, he or she may have to engage in an extensive search of the outside environment for useful information on which to base a choice.

The consumer normally searches his or her memory (the *psychological field* depicted in the model) before seeking external sources of information regarding a given consumption-related need. Past experience is considered an internal source of information. The greater the relevant past experience, the less external information the consumer is likely to need to reach a decision. Many consumer decisions are based on a combination of past experience (internal sources) and marketing and noncommercial information (external sources). The degree of perceived risk can also influence this stage of decision process. In high-risk situations, consumers are likely to engage in complex and extensive information search and evaluation; in low-risk situations, they are likely to use very simple or limited search and evaluation tactics. The act of shopping is an important form of external information.

Evaluation of alternatives: When evaluating potential alternatives, consumers tend to use two types of information: a “list” of brands from which they plan to make their selection and the criteria they will use to evaluate each brand.

1.1.1.3 Output

This part of the model concerns two closely associated types of post decision activity: *purchase behaviour* and *postpurchase evaluation*. The objective

of both activities is to increase the consumer's satisfaction with his or her purchase.

Purchase behaviour: Consumers make three types of purchase: *trial purchase, repeat purchase, and long term commitment purchase*. Unlike trial, in which the consumer uses the product on a small scale and without any commitment, a repeat purchase usually signifies that the product meets with the consumer's approval and that he or she is willing to use it again and in larger quantities.

Postpurchase evaluation: As consumers use a product, particularly during a trial purchase, they evaluate the performance in light of their own expectations. There are three possible outcomes of these evaluations: (a) actual performance matches expectations, leading to a neutral feeling; (b) performance exceeds expectations, causing what is known as *positive disconfirmation of expectations* (which leads to satisfaction); and (c) performance is below expectations, causing *negative disconfirmation of expectations* and dissatisfaction.

1.2 DEFINITION OF KEYWORDS

Consumer may be defined as one that consumes, especially one that acquires goods or services for direct use or ownership rather than for resale or use in production and manufacturing.

Customer, on the other hand, may be defined as one who purchases goods or services, not necessarily for his/her own use or consumption. One who purchases for others, resale etc. are customers but cannot be called consumers. However, in this study, the word *consumer* is used interchangeably with words like the *customer, buyer, etc.* The researcher has avoided dealing nuances and treats these terms as similar throughout the thesis.

Households The term 'family' was first defined by Census of India in 1872 as comprising of those who lived together and ordinarily cooked at the same hearth including their servants and visitors. In 1881 Census, it was defined as comprising of all those persons who actually slept in the house or compound on the night of 17th February, 1881. From 1891 till 1941, the term 'family' was used in place of 'household.' From 1951 Census onward again the concept of household was used in Indian Censuses. In 1971 Census a household was defined as 'a group of persons who commonly live together and would take their meals from a common kitchen unless the exigencies of work prevented any of them from doing so.' Although families sometimes are referred to as households, not all households are families (Schiffman and Kanuk, 2008). For example, a household might include individuals who are not related by blood, marriage, or adoptions, such as unmarried couples, family friends, roommates, or boarders. However, within the context of the present study, households and families are treated as synonymous.

Urban and Rural areas²

Urban areas may be defined as

- a) All places with a municipality, corporation or cantonment or notified town area;
- b) All other places which satisfied the following criteria:
 - i. A minimum population of 5,000;
 - ii. At least 75% of the male working population are non-agricultural;
 - iii. Density of population of at least 400 per square km.

Rural areas may be defined as all those areas which do not qualify as urban areas within the Indian Union. The researcher has followed the above criteria while selecting the sample places for conducting his study.

Nondurables and Durables³

Nondurables are tangible goods normally consumed in one or few uses. Because these goods are consumed quickly and purchased frequently, the appropriate strategy is to make them available in many locations, charge only small mark-ups and advertise heavily to induce trial and build preference.

Durables are tangible goods that normally survive many uses. Durable products normally require more personal selling and service, command a higher margin, and require more seller guarantees.

1.3 REVIEW OF LITERATURE

An intensive review of literature is undertaken to familiarise the researcher with the various aspects of consumer behaviour, to identify the research problem, to evolve appropriate methodology and to formulate a conceptual framework for the study. Some important international research works are reviewed hereunder to highlight their findings:

Thorstein Veblen (1899) suggested that conspicuous consumption was used by people to signal wealth and, by inference power and status. Thus, the utility of prestige products may be to display wealth and power and one could consider that highly visible prestige brands would dominate the conspicuous segment of the consumers.

Dichter (1960) was instrumental in advancing the view that consumer choice may be driven by noncognitive and unconscious motives. Certain goods

and services have been known to possess emotional value in excess of their functional utility.

Darden and Ashton (1975) observed that an understanding of consumers' characteristics and the media they consume most heavily are valuable when directing selected promotional themes to target markets.

Russel W Belk (1975) highlighted the role of situation as one of the stimuli responsible for evoking certain behaviours. Further, literature review has shown evidence that, while the effect of consumer characteristics cannot be ignored, consumer behaviour is largely context-driven. The clearest means of defining consumer situations resides in the objective features which characterise a locus in time and space. Such elements include both antecedent conditions for the internal states the participant brings to the situation and the physical elements he attends there. These features lend themselves to direct behaviour taxonomy without the need to infer internal responses of the individual to the situation. While objectively defined situations are only one component of the necessary perspectives for researching situations, the objective situation is the common thread which is required of any study of situations, if it is to add to our ability to explain, predict, or alter consumer behaviour

Schaninger and Donald (1981) found that consumers' inherent characteristics, product characteristics and consumption situations are all vital in determining consumer behaviour. Numerous choice models have been developed by marketers based on the understanding of consumer characteristics to identify specific shopping patterns. For instance, the amount of information search was found to be a function of the consumer's self esteem and trait anxiety. Cognitive personality traits were shown to act as moderator variables on the relationships

between depth of search in a set of Information Display Board (IDB) tasks and such "product-specific psychological" variables as confidence, danger-risk, and perceived decision complexity. High cognitive-capacity individuals tended to secure more information, and low-capacity individuals less information, when they perceived low confidence, high danger-risk, or high complexity in the choice situation. These results were substantially weaker for IDB tasks which were more complex and novel.

Gutman and Mills (1982) investigated the effects of lifestyle and self-perception on consumers' purchase intention or behaviour toward clothing products and concluded that consumers with different self-perceptions have different attitudes or responses toward fashion/clothing products.

According to Rogers (1983) snob consumers may have higher socioeconomic status and may serve as opinion leaders since they are generally the first to adopt a product (innovator). The most innovative member of a system is very often perceived as a deviant from the social system. Typically, it is expected that followers or bandwagon consumers seek an opinion leader of somewhat higher status than their own.

Atlas (1984) viewed that psychographics are based on the characterisation of individuals according to their perceptions of self and their aspirations in association with characteristics such as age, sex, education and income.

Horiuchi (1984) observed that it made intuitive sense to classify luxury products as high-involvement rather than low-involvement. However, his work contributed to demonstrate that "the consumer decision-making process in the luxury goods market does not follow the high-involvement decision-making process of consumer behaviour, although the high-involvement model is generally

assumed to be applicable to both luxury goods and mass-produced high-quality goods".

Dennis W Rook (1985) examined various dimensions of consumer behaviour.

Cobb and Hoyer (1986) marked that shopping lifestyle is the behaviour exhibited by the purchaser with regard to the series of personal responses and opinions about the purchase of the products. They find that shopping lifestyle and impulse buying behaviour are closely related but only in the case of impulse buyers. The study also states that impulse purchasers fell in the middle as of the measurement tools used by the researchers, indicated that purchasers will not pick the first brand they spotted in the shopping mall.

Modigliani (1986) suggested that population dynamics are embedded in the life-cycle from birth to death. In this sense, there is an association between demographic and macroeconomic concepts of income and consumption, because of, among other things, the close association between levels of income and stages of the life cycle. These factors also influence the nature of social roles and traits that affect consumer behaviour during different age-phases of the life cycle. Demographic events are often trigger for the consumption of goods and services during the life cycle.

Whan Park *et al.* (1989) found that temporal perspective serves as a determinant for the type and quantity of products purchased and that more unplanned purchases of products are done when consumers are shopping with minimal time pressure.

Campbell (1991) remarked that a degree of convergence of views that consumers behaviour in social contexts takes into consideration their own

interests as well as the interests of others. It is now more widely accepted that consumers' choices may depend on emotions and habit as well as rationality. Further, that goods and services may be used as symbols and means to project a self-image and a given lifestyle.

Dwayne Ball *et al.* (1992) focused on segmenting the target market with different products that better match consumers' needs under different consumption contexts. For example, single, working parents may be a potential market for convenient food because their kind of lifestyle generally implies a consumption context predominated by time pressure and hence the need to be quick.

Lise Heroux and Nancy J Church (1992) justified the change of behaviour of consumer on the occasion of wedding anniversary and gift giving rituals.

Giwen Rae Bachmann *et al* (1993) described the impact of peer pressure on children in selecting their purchase choice.

Groth and McDaniel (1993) supported the assumption that exclusive or unique perception of a brand is also related to its cost. They suggested applying of a prestige-pricing strategy to support the marketing of luxury or high-quality products.

Kate Fitzgerald (1994) described the role of lifestyle in consumer behaviour. The study was focused on *Hallmark* and found that the high-velocity lifestyles of modern day's dual-career families, plus new competition in retail channels, have put *Hallmark* on the defensive as it struggles to maintain its leading 45% share of the estimated \$5.6 billion greeting card industry. Women, who account for 85% to 90% of all greeting card purchases, are spending less time than ever lingering in *Hallmark's* card stores, where a significant portion of its

profits are driven by sales of entertainment and decorative items. To win them back, *Hallmark* is becoming more aggressive in its marketing and stepping up its incentives through new products and alternative marketing tactics while experimenting with price strategies and new media messages.

Mary Curren and Katrin Harich (1994) transient observed that a consumer's mood at the point of purchase exert both direct and indirect effects on his or her behaviour, as a positive mood swing is found to result in increased product purchase and a more positive product evaluation. Moreover, these antecedent states often interact with other situational factors such as physical surroundings and temporal perspectives to result in further changes in behaviour.

Eric Holl Reiser (1995) found that clubs and peer groups play an important role in developing a consumer culture and have given the reasons for developing different consumer images.

Robert Wilkes (1995) stated that consumer behaviour can be explained in terms of demographic and socio-economic backgrounds of the individual. A consumer's inherent characteristics, such as personality, have been used in consumer behaviour research to develop useful marketing tactics. In the study, three spending patterns emerged: (1) a generalised inverted U pattern, with spending rising sharply as households shift from young single to young married, then remaining relatively high, and falling sharply at the older married and/or older single stages, (2) generally increasing expenditures across stages until the last one or two stages, and (3) generally decreasing expenditures across the life cycle. Expenditures are especially influenced by the presence of young children in the household. Data from the U.S. Bureau of Labor Statistics' Consumer Expenditure Survey provide empirical verification of changes in household

spending across a wide variety of products as households pass from one stage of the household life cycle to another.

Arens (1996) suggested that advertiser's primary mission is to reach prospective customers and influence their awareness, attitudes and buying behaviour. They spend a lot of money to keep individuals (markets) interested in their products. To succeed, they need to understand what makes potential customers behave the way they do. The advertiser's goal is to get enough relevant market data to develop accurate profiles of buyers to find the common group (and symbols) for communications.

Gould (1996) suggested that the inappropriate interpretation/application of gender identity to consumer research variables produced contradictory findings.

Ehrenberg, Schriener and Barnard (1997) found that consumers' price perceptions have effects on their purchase behaviour, they perceive price differently for different products and have individual price perceptions and buy products that are priced at what they are willing to pay for those products.

Kau Ah Keng and Serene Liu (1997) investigated the relationship between personal values and complaint behaviour in an Asian setting. The *List of Values* developed at the University of Michigan was used as the basis for measurement. Respondents choosing these values were regrouped into those who are either group-oriented or self-oriented. It was confirmed that these two groups differed in terms of demographic and psychographic characteristics. In addition, they were also found to exhibit different complaint behaviour when they were dissatisfied with a product purchased. Group-oriented consumers were found to resort to private action, while their self-oriented counterparts were more prepared to opt for public actions.

O'Guinn and Shrum (1997) examined the consumers' use of television to construct social reality. Their study identified that the prevalence of products and activities associated with an affluent lifestyle were positively related to the level of exposure to television.

According to Auty (1998), a negative relationship was found between age and fashion involvement in this study, with younger ages indicating higher fashion involvement, income showed a significant positive relationship with fashion involvement; income increased with fashion involvement. Education was negatively related to fashion involvement with lower education levels indicating higher fashion involvement. Work status also was not a significant predictor of fashion involvement in this study.

Banks *et al.* (1998) opined that the age distribution of populations reflects the number and proportion of people in different phases of the life cycle. These are mirrored in differences in income and consumption patterns. The ageing process leads to product substitution partly as a result of changes in income, occupation and levels of physical and social functioning.

According to Holt (1998), the symbolic power of pecuniary distinction is declining. Objects of "elite" culture are increasingly available across all social classes, and the expression of distinction between classes has now focused on consumption practices (e.g., lifestyles) rather than consumption objects (e.g., materialism). Objects no longer serve as accurate representations of consumer practices; rather, they allow a wide variety of consumption styles ... As popular goods become *aestheticised* and as elite goods become *massified* the objectified form of cultural capital has in large part been supplanted by the embodied form.

Martin (1998) suggested that products convey different meanings to different people, consumers form differing attachments to them. Unique consumer-product relationships develop specific to the individual and the situation, but the nature of the product is also highly relevant. The meaning of products may ultimately depend more on the nature of consumers rather than the nature of products.

Vigneron and Johnson (1999) recognised that the definition of prestige may vary for different people, depending on their socioeconomic background. Translated into marketing terms, consumers develop prestige meanings for brands based upon interactions with people (e.g., aspired and/or peer reference group), object properties (e.g., best quality), and hedonic values (e.g., sensory beauty). Such interactions occur at personal and societal levels. Thus, a brand's prestige is created from a multitude of interactions between the consumer and elements within the environment. Prestige-seeking behaviour is the result of multiple motivations, but in particular the motives of sociability and self-expression.

Sha Yang (2000) concluded from his study that the consumption context should not be neglected as different drives and motives may arise in the face of different consumption contexts, or usage situations. As a result, consumers may exhibit different product preferences and buying behaviours stemming from specific motivations.

Babin and Babin (2001) found that in stores consumer's purchasing intentions and spending can largely be influenced by emotions. These emotions may be specific to certain things for example, the features of the items, customer self interest, consumer's gauge of evaluating items and the importance they give to their purchasing at a store.

According to O’Cass (2001), females and younger consumers possess much stronger involvement in the purchase of fashion clothing.

Palan (2002) suggested that males are independent and rational while females are connected to others and display emotional traits. This leads males to be concerned with self-consumption and big-ticket items while females are concerned with the purchase of products for children and other household items. Alternative theses assert that males and females share similar traits but that some gendered behaviour may be activated in some contexts and/or follow social expectations of male and female social roles.

Jennifer Edson Escalas and James R. Bettman (2003) stated that the set of associations consumers have about a brand is an important component of brand equity. The study focus on reference groups as a source of brand associations, which can be linked to one's mental representation of self to meet self-verification or self-enhancement goals. This conceptualises the linkage at an aggregate level in terms of self-brand connections, that is, the extent to which individuals have incorporated a brand into their self-concept. It is shown that brands used by member groups and aspiration groups can become connected to consumers’ mental representation of self as they use these brands to define and create their self-concepts. Results from Experiment 1 show that the degree to which member group and aspiration group usage influences individual self-brand connections is contingent on the degree to which the individual belongs to a member group or wishes to belong to an aspiration group. In Experiment 2, it was found that for individuals with self-enhancement goals, aspiration group brand use has a greater impact on self-brand connections; for individuals with self-verification goals, on the other hand, member group use has a greater impact.

Kirk Wakefield and Jeffrey Inman (2003) stated that significant situational effects were found on price sensitivity when the consumer is in company of family members or peers.

Tamara F. Mangleburg, Patricia M. Doney and Terry Bristol (2004) studied that while some retailers may discourage groups of teenagers from shopping in their stores, there is reason to believe that peer groups may affect teen behaviours and evaluations in ways that could benefit retailers. In their work, they examined the phenomenon of teenagers' shopping with friends, and, in particular, whether shopping with friends might enhance teens' attitudes toward retailing and their tendency to spend more when shopping with friends. They also examined why teens shop with friends. Specifically, the researchers related friends' knowledge and teens' age to teenagers' susceptibility to informational and normative influence from friends. Susceptibility to peer influence is then related to various aspects of teen shopping, such as frequency and enjoyment of shopping with pals, which, in turn, are related to sentiment toward retailing and spending tendencies. With the exception of susceptibility to normative influence, results based on data from a sample of high school students generally supported the model.

Gordon Foxall and Yani-de-Soriano (2005) established the non-existence of a predictable link between consumer attitudes and their behaviour. According to the study, the attitude—behavioural consistency was only found when circumstantial factors such as consumption context are identified and controlled. The study described a model of attitude—behaviour relations, the Behavioural Perspective Model (BPM), which suggests how situational influences on consumer choice may be categorised, and employ Mehrabian and Russell's (1974)

approach to environmental psychology to test that model in the contexts of attitude formation and attitude-behaviour consistency. Venezuelan consumers rated descriptions of consumer situations based on the contingency categories identified by the BPM in terms of pleasure, arousal and dominance. The results indicate that attitude responses to consumer environments vary as predicted by the model. Moreover, the model presents a framework for managerial action through the understanding of how structural components of consumer situations (namely, utilitarian and informational reinforcement and behaviour setting scope) are related to the generation of affective responses (pleasure, arousal and dominance) and approach-avoidance responses.

Dan Herman (2007) highlighted that motivations among a defined consumer group can vary facing the same situation. Combining purchase motives with consumption context is thus recommended when segmenting markets, where a segment is seen as a set of consumption behaviours qualified by a certain context plus a specific motivation. It is useful to remember that successful marketing relies on the ability to correctly interpret consumer behaviour, while market segmentation directs the kinds of marketing efforts to be made to influence this behaviour. Therefore, segmenting the market in a “right way” should minimise poor marketing performance.

Mindy Ji and Wood (2007) provided support regarding the “if...then” pattern of behaviour as everyday-life purchase activities can become associated with a particular consumption context which then guides subsequent responses without necessarily requiring purchase intentions. The formation of these purchase “habits”, particularly under low involvement purchase, results in consumer behaviour that is repetitive and customary. Such context-response

associations are so strong that behavioural patterns can be anticipated even when consumers reported their intentions to do otherwise. This is the equivalent of arguing that a fairly standard set of consumer behaviours could be evoked by certain consumption situations.

Apart from international works, a number of Indian research works on consumer behaviour are reviewed as hereunder:

Narang (2001) conducted a study on rural markets and buying behaviour of rural customers of UP. The items included in the study were nondurables like toilet soap, washing soap, toothpaste, face powder, face cream, edible oil, tea etc. Durables like electric fan, wrist watches and television sets are also studied. The hypotheses framed were: A significant proportion of buyers were not satisfied with the available brands and there was latent demand for additional brands; there was non-availability of desired brands in local shops; rural buyers made substantial purchases from the cities; the proportion of city and local purchases varied from product to product and a nominal amount of purchases were made from hawkers. The sample size of 200 respondents was distributed to three regions- Northern UP, Central UP and Eastern UP. The results indicated that majority of the rural population was not satisfied with the locally available brands.

Shivakumar and Arun (2002) studied the buying behaviour of rural Pondicherry and noted that they considered only one brand and visited only one shop before making a purchase decision. In the study, two products were highlighted, namely wristwatches and footwear. It was found rural buyers buy watches as and when necessary, unlike the urban buyers who considered watches as novelty and gift item. The study reflected that rural buyers buy watches and footwear when felt needed, without waiting for any offer or festive season.

Jyoti Kumar NVR (2003) intended to analyse the socioeconomic profile of the telegu newspaper consumers and their consumption characteristics. This study further attempted to find out the buying motives influencing their choice of the daily, and the extent to which they are satisfied of the daily, nondaily and Sunday features of their newspaper. This pioneering work on Indian newspaper marketing proved hypothesis of underperformance or unwanted performance of Telegu dailies, including the leader, in several segments of news. Scanty readerships of underperforming or unwanted segments of news are not capable of attracting sufficient ad revenues in the long run, justifying their costs. In the process, the customers are denied of an opportunity to satisfy their other pressing newspaper need.

Bidyut Jyoti Bhattacharjee and Dibyojyoti Bhattacharjee (2005) explored the impact of packaging, labeling and free samples on the buying behaviour of consumers of a communicationally backward area of India. The hypothesis is that the packaging, labeling, and samples have a strong influence on consumer buying behaviour. Two factorial approaches are adapted to analyses these influences i.e., sex wise and age wise. The study is based on a sample of 73 respondents taking from Karimganj town in Assam. This study highlighted that packaging is considered as necessary part of the product, hence customers of backward areas find packaging as value addition.

Pavleen Kaur and Raghbir S (2006) discussed about the children in family purchase decision making in India. According to them, "Children in India may not have the purchasing power comparable to their western counterparts, but they are still the centre of the universe in the Indian family system, and they not only

influence markets in terms of the parental decision-making to buy certain kinds of products, they are also future consumers”

Selvakumar K.N *et al* (2006) explored in-depth the demand of livestock products in Tamil Nadu. The study was conducted to understand the consumer preferences for different livestock products in the five major cities of Tamil Nadu. Most of the consumers preferred fresh milk rather than other milk grades like whole milk, skimmed milk, toned milk and double toned milk. The study indicated that the consumers preferred thigh meat in mutton, followed by chest piece, liver, intestine and other parts. As for chicken, the thigh meat is the most preferred by most of the sample consumers.

Verma D.P.S and Soma Sen Gupta (2006) conducted a study to examine the relationship between brand image and the buyer’s perception of quality for durable, semi-durable and nondurable products with 525 respondents from Delhi, Faridabad, Ghaziabad, Noida and Gurgaon. For all the three types of products, consumers rely on brand image, which has a significant influence on their quality perception. For durable products like television, a respondent pay more attention towards price and features of the brand and are convinced that little known brands are risky to buy. As for semi-durable products like T-shirts, people prefer old established brands. Nondurables like toothpaste stages brand loyalty at later stage while for first time buyers, the reputation of the brand may matter.

Jha Mithishleshwar (2007) found that a complex set of factors influences rural consumer behaviour in India. Social norms, traditions and customs are more prominent in rural areas than in urban areas and the rural daily wage earners, with their limited purchasing power, buy on a daily basis and few quantities at a time.

Kashyap Pradeep (2007) indicates that all members of the urban households take part in buying process while in rural areas; it is the male member who took purchase decision as women lack the mobility and connectivity of the main market. Also, he observed that rural consumers are bound by the strong social practice than the urban consumers who can take independent purchase decisions.

Parihar B.B.S and Rajeev Agarwal (2007) studied the consumer awareness about consumer legislation in India by analysing the responses of 200 respondents from Agra region. The study brought about a compilation of various legislations to protect consumers in India, namely, the Sale of Goods Act 1930, the Law of Torts, the Prevention of Food Adulteration Act 1954, the Trade and Merchandise Marks Act 1958, the Monopolies and Restrictive Trade Practices Act 1969, the Standards of Weights and Measures Act 1976 and the Consumer Protection Act 1986. The study shows that majority of consumers are still not aware of the legislations. As far as the influence of demographic variables are concerned, education, sex and occupation significantly influence the awareness level of the consumer rights, but age and income do not influence their awareness level significantly. In general, consumerism in India is confined mainly to urban centres.

Shekhar V Sawant (2007) did a study on buying of two-wheelers from 100 respondents within Goa. It was inferred from the study that the required maintenance and mileage are important criteria for a consumer in the purchase decision process. People, in general, perceive a big difference in prices, suitability to lady drivers, mileage and resale value amongst various models available in the market. Although, people have not considered the safety factor to be that

important, they find that all models are more or less equally safe. The criteria that ultimately play a significant role in the purchase decision are: mileage, price, required maintenance, acceleration and maker's reputation.

Anand and BS Hundal (2008) reflected on how rural marketing entails all those activities of assessing, stimulating and converting the purchasing power into an effective demand for specific products and services and moving them to the people in rural areas to create satisfaction and a standard of living, thereby achieving the goals of the organisation. The study was conducted to compare and analyze the significance given to various promotional schemes by rural and urban respondents of Punjab. They include: installment purchase facility, replacement, off-season discount, festival offer, free gift scheme and free after-sales promotion. The findings indicated that even though all these are important as motivating factors, the urban respondents reflected that installment purchase is ranked the highest, followed by off-season discounts and low interest system. The rural respondents rated liberally replacements, festival offers, free gift schemes, free after-sales services and exchange offer.

Devendiran C (2008) attempted to understand leisure and recreation patterns of Mizo youth. He explored the structural and dynamic factors associated with the patterns of youth in the context of evangelised Mizo tribe in North East India. The study has elaborated the leisure and recreation activities of Mizo youth in terms of food habits, savings and spending habits, listening to music, media exposure, sports and games and so on.

Maria Josephine W *et al* (2008) in the study of customer's attitude towards advertisements of cellular service providers namely *Airtel* and *Hutch*, did a study to specifically address to the evaluation of customers attitude within Coimbatore.

In their study, it was found that 'kiddish' ads have adverse effect on the attitude of customers. Creativity in how the products are advertised in case of mobile service does not necessarily affect the sales, but then advertisements for mobile service promising to have its presence everywhere is what many mobile phone users want and are attracted to.

Panda BK and Pothal SS (2008) observed in their study that determinants like the total income, number of durables possessed, age and education level of the head of the household have significant positive impact on the ownership of durables. Income is one of the most important determinants having strong positive influence on ownership of more expensive durables. The study also indicated that level of education has significant effect on ownership of expensive durables. This study was done from the sample survey of 300 households of Digapahandi, Orissa.

Saraswathi (2008), in her study on consumer satisfaction on post-sales service with reference to two-wheeler automobile industry in Hyderabad and Secunderabad, reflected that Bajaj, Hero Honda and TVS as the main players in two-wheelers industry. The study indicated that most of the respondents are aware of service centres and receive reminders from dealers for free services. Most of the respondents are satisfied with the over-all service offered to them.

Kabra KC (2008) examined the role of business and industry in the economy of Mizoram. Tracing the factors that led to the development of trade and commerce, he analysed the role of government in promoting business in Mizoram.

Sunayna Khurana (2008) analysed the consumer behaviour, their expectations and the services actually provided by retail stores of Haryana. Ambience, physical facilities, modern looking equipments and store layouts are

important factors attracting buyers. The study shows that reliability, personal interaction, problem-solving capacity and empathy as strong factors for retaining customers.

Chandan A Chavadi and Shilpa S Kokatnur (2010) conducted a study in Bangalore on driving factors and effectiveness of sales promotion in shopping malls and found that major factors which drive the customers towards shopping malls include product mix, ambience and services provided by the retailers. Promotional strategies like price discounts significantly influence consumer behaviour. Among the various promotional tools evaluated, 'buy one, get one free' is the favourite, followed by the samples and free gifts. Time of the promotion plays a crucial role in the success of the campaign.

Lilly J (2010) conducted a study on perceptions and preferences towards branded products, with special reference to television set within Coimbatore district, Tamil Nadu. The study states that to move consumers from trial to preference, brands need to deliver on their value proposition, as well as dislodge someone else from the consumer's existing preference set. Pricing, promotional deals and product availability all have tremendous impact on the position of the brand in the consumer's preference set. The study also shows that demographic variables such as age, gender, and education do not significantly relate to the brand preference of TV sets.

Mallika Kumar and Altaf Khan (2010) identified factors influencing customer satisfaction with cooperative banking services in Uttarakhand. The study revealed that convenient locations, rate of interest, service quality and security influences customers' responses. The local feel is what most of the respondents

attract and retain customers to a particular bank. The perceived quality variables among the customers are sincerity, trustworthy and confidentiality.

Manoj Kumar Paul and Arup Barman (2010) in their study explored customer satisfaction in the context of rural banking services in Southern Assam. The study observed that all the customers were dissatisfied with the service quality of the bank under study. It was found that the work culture is intimately associated with the time required for rendering services. Further, the more the waiting period for depositing and/or sanctioning of loans, the more is the dissatisfaction of the customers.

Mrinalini Pandey (2010) examined the impact of the multiple product endorsements by celebrities on consumers' attitude and buying intentions. The study indicated that both females and males are equally affected by celebrity endorsers. The findings indicated that celebrity endorsements generate higher purchase intentions, positive attitude towards the ads and positive attitude towards the brand itself.

Nabi M.K *et al* (2010) examined the buying behaviour of consumers for durable purchases within Orissa. The study shows that promotion mix and price decisively influence the durable purchase behaviour of the sample. Another factor, namely, product attributes also plays a vital role in influencing durable product purchase decision of the sample respondents. The spending pattern of the Indian consumers is fast catching up with their western counterparts with the confluence of cultures and new lifestyles and therefore promotional measures are given importance. At the same time, price remains a major determinant in buying decisions with distinct emphasis on value for money.

Sakthivel Rani (2010) conducted a study on consumer behaviour in rural markets and concluded that the practical application of rural consumer behaviour findings has often posed a problem for marketers for two reasons. First, most consumer research in rural markets has used a piecemeal approach. Second, there has been no comprehensive framework to integrate the findings in a meaningful manner. As the rural markets are heterogeneous, the marketers should frame different strategies to sell their products. However, it is possible to capitalise on the similarities among rural markets. The difference between rural and urban markets is in the degree of sophistication of the consumers.

Urvashi Makkar and Vijendra Dhyani (2010) analysed the different factors that affect the choice and preferences of media vehicles in rural and urban consumers from NCR Region, western UP. Eight media options, namely, newspaper, magazine, movies, radio, TV, internet, out of home and mobile were studied. The study concluded that media have a dramatic impact on the consumption pattern of the consumers, irrespective of their affiliation to certain geographical locations – rural or urban and their gender. Even in the modern business environment where electronic transactions are becoming the norm, the use of other media options is equally important, specifically for the rural consumers. As per the study, it can be recognised that the role of other media options is not less in comparison to the world of electronic communications.

The review of existing literature on Mizoram leads to the conclusion that most of the earlier works related mainly to economic development of Mizoram.⁴ No work has covered the marketing aspects except very few studies on agriculture marketing⁵ and surveys done by professional agencies⁶ and governmental organisations.⁷ However, there has been no study exploring the behavioural

dimensions of customers in the State. Precisely, the study of consumer behaviour in Mizoram is an attempt to fill this gap.

1.4 THE PROBLEM

The present study on consumer behaviour in the State of Mizoram is a pioneering one. Consumer, as we know, is the life-vein of business activities. Without the buying population, the purpose of business is void. Consumer behaviour can be subjected as the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. A consumer's buying process is a result of the complex interplay of cultural, social, personal and psychological influences. Researching the consumer is beneficial for the business community as it provides crucial information like who is buying the product and why, who is not buying the product and why. It takes into account by which individuals decide whether, what, when, where, how and from whom to purchase goods and services.

Mizoram, as we know, lies on the border-tip of India's North East. Since there is no significant industrial value creation within the State, almost all the products come from the mainland India. Yet, contrary to the low productivity, it is worth noting that the literacy rate is almost on par with Kerala, which is India's most literate State. This gave a more than proportional deep media awareness and penetration. This may be the reason that the hype and fad onset is so intense. This peak hype and fashion trend causes a peculiar pattern in the buying behaviour of the household customers in Mizoram. Popular culture is the keyword here. Thus, an empirical study on the consumer behaviour of household customers in Mizoram would be of prominence as it would help the business community,

media firms and policy makers to understand their everchanging needs and satisfactions. The study covers the select nondurable and durable products. It is needless to mention that services which are intangible fall outside the purview of the study. However, the services offered by media firms such as newspapers and TV channels are covered in this study due to their importance in influencing consumer behaviour.

1.5 OBJECTIVES OF THE STUDY

The study intends *inter alia*:

1. To identify the socioeconomic characteristics of the household customers in Mizoram.
2. To analyse the external influences and buying factors influencing the purchase of nondurable and durable products.
3. To understand the consumer decision making and postdecision behaviour of household customers in Mizoram.
4. To study media scenario in Mizoram and the media habits of the household customers.
5. To offer suggestions to the marketers and policy makers so as to improve their performance with a view to enhance the standard of living of people in Mizoram.

1.6 HYPOTHESES

The following hypotheses are proposed to be tested:

Hypothesis H1: *There is no significant difference between the rural and urban household customers with regard to need recognition of nondurable products.*

Hypothesis H2: *There is no significant difference between the rural and urban household customers with regard to need recognition of durable products.*

Hypothesis H3: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing nondurable products.*

Hypothesis H4: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing durable products.*

1.7 RESEARCH DESIGN

The descriptive research design is applied for the study. In the first exploratory stage of this study, an intensive review of literature was undertaken to familiarise the researcher with the various aspects of consumer behaviour, to identify the research problem, to evolve appropriate methodology and to formulate a conceptual framework for the study. The study used the household (consumer or customer) survey as a tool of collecting primary data. A comprehensive questionnaire (see *Annexure I*) was framed to enquire into the different aspects of consumer behaviour including:

- i. Socioeconomic profile of the sample household customers
- ii. Expenditure profile of households in a month
- iii. Frequency of purchase of different items
- iv. Prepurchase, purchase and postpurchase behaviour exhibited by the sample households
- v. Media habits

In the second stage, the questionnaire was administered to the sample households identified with multi-level sampling method. All the eight functioning

districts of the Mizoram State, namely, Aizawl, Champhai, Kolasib, Lawngtlai, Lunglei, Mamit, Saiha and Serchhip were considered for the purpose of the study to represent the Mizoram household customers. All these districts were categorically classified as rural and urban areas. As the district headquarters are notified urban areas, household respondents were randomly selected from each of these district headquarters to represent the urban Mizoram. As for the rural sample, all the rural development blocks within the concerned district were considered. From these rural development blocks within the district, two villages identified as rural areas for implementing the rural development flagship programme, the National Rural Employment Guarantee Act (NREGA), were randomly selected. From these randomly selected towns/villages, household respondents were selected at random. The sample rural households were taken from the following villages – Saitual and Aibawk from Aizawl district, Khawbung and Khawzawl from Champhai district, Bilkhawthlir and Vairengte from Kolasib district, Chawngte and Diltlang from Lawngtlai district, Hnahthial and Zobawk from Lunglei district, Rawpuichhip and Kawrthah from Mamit district, Tuipang and Sangau from Saiha district and N. Vanlaiphai and Thenzawl from Serchhip district. 40 urban households were taken from each district headquarters to represent the urban customers and 20 households from each of the villages mentioned to represent the rural customers, making it 40 rural households for every district. It may be observed that Mizoram has almost an equal proportion of rural-urban population (Statistical Handbook, 2008). Therefore, an equal number of respondents were selected to represent the rural and urban sample. In all, 640 households i.e. 80 households from each district, 40 from urban areas and 40 from rural areas were drawn as a sample to cover the whole State. As the researcher

served in the State Institute of Rural Development (SIRD) under Government of Mizoram during the administration of questionnaires, his experience with SIRD helped in contacting the sample household customers even in remote towns and villages in interior, hilly terrained State of Mizoram. Extracting responses to such an elaborate questionnaire took at least one hour of the respondent's time. They were mostly contacted at their homes at their convenience. The survey was conducted during December, 2007 – February, 2008.

In addition to primary data, the secondary data are collected from books, reports, governmental organisations and business houses.

1.8 ANALYSIS OF DATA

As the derivative aim of the study is to examine the relationship between the rural and urban respondents in Mizoram, various statistical tools are used to analyse the representations of responses made by the two samples for testing the homogeneity and uniformity between the responses of rural and urban samples. For correlation analysis, Pearson Correlation and Spearman's Rank Correlation are used depending on the variables on which the samples are to be tested.

Pearson Correlation is used to determine the relationship between the two sets of responses viz. urban and rural population. Coefficient of correlation 'r' can be calculated using the formula:

$$r_{xy} = \frac{N\sum f_{xy} - \sum f_x \cdot \sum f_y}{\sqrt{[N\sum f_x^2 - (\sum f_x)^2][N\sum f_y^2 - (\sum f_y)^2]}}$$

The output will be between -1 to +1. Positive value signifies positive correlation i.e. both the data sets move in same direction while negative value signifies negative correlation i.e. the two data sets move in different direction.

As for *Spearman's Rank Correlation*, the responses of the rural and urban households are converted into ranks. Correlation p is calculated using the formula:

$$\rho = \frac{\sum_i(x_i - \bar{x})(y_i - \bar{y})}{\sqrt{\sum_i(x_i - \bar{x})^2 \sum_i(y_i - \bar{y})^2}}$$

To arrive at the significance of correlation between rural and urban samples, the coefficients (r) are subjected to *T-Test* which is calculated as:

$$r/\sqrt{(1-r^2)} \times \sqrt{(N-2)}$$

Where, N= Number of observations. The value so calculated is compared with tabular *t* value to arrive whether the coefficient is significant or not. The significance level is determined at 95%, which is optimal for behavioural sciences.

F-Test analysis tries to examine whether two sample variances equate to each other. Essentially, the analysis compares the ratio of two variances. The assumption is that if the variance is equal, the ratio of the variances should be equal to 1. Variance may be defined as the square of standard deviation, standard deviation being the dispersion about the data set's mean. Standard deviation is calculated using the formula: $\sigma = \sqrt{\sum fd^2x/N - [\sum fdx/N]^2}$ and variance will be σ^2 (Mohan Singhal, 1999).

Chi-square or χ^2 is calculated using the formula - $\sum(f_o - f_e)^2 / f_e$ where f_o = Observed frequency and f_e = Expected frequency. This calculated value is compared with the χ^2 Table value to arrive to the significance of uniformity. The table values of Chi-square are indicated in *Annexure 2*, followed by T-Table (*Annexure 3*), and Pearson's product critical value table (*Annexure 4*). The degree of freedom (d.f.) is calculated as (No. of rows-1) X (No. of columns -1).

In this study, the level of significance α , also known as the size of critical region or region of rejection is kept at 5%, which means that the level of confidence interval (also known as confidence limit or fiducially limit is 95% i.e.

that the probability at which a sample fall within a region of acceptance is 0.95.

This can also be interpreted in another way. The probability of committing Type 1 Error i.e. rejection of true H_0 is 0.05.

1.9 LIMITATIONS OF THE STUDY

1. The study being a pioneering work in the field of consumer behaviour in Mizoram, there is hardly any secondary data to fit within the scope of consumer behaviour. Although the Census reports and Statistical Handbooks published by the State government are utilised, such information has only a limited use to support the present study.
2. As the main earning member of the household was interviewed, it is assumed that the responses given were made on behalf of the entire household *sic*.

Notes

¹ *Economic psychology*, as a discipline studies the psychological mechanism that underlies consumption and other economic behaviour. It deals with the preferences, choices, decisions and factors influencing these, as well as the consequences of decisions of choices with respect to satisfaction of needs. These characteristics are aims of *Journal of Economic Psychology*

² Village or Town is recognized as the basic area of habitation. In all censuses throughout the world this dichotomy of Rural and Urban areas is recognized and the data are generally presented for the rural and urban areas separately. In the rural areas the smallest area of habitation, viz., the village generally follows the limits of a revenue village that is recognized by the normal district administration. The revenue village need not necessarily be a single agglomeration of the habitations. But the revenue village has a definite surveyed boundary and each village is a separate administrative unit with separate village accounts. It may have one or more hamlets. The entire revenue village is one unit. There may be unsurveyed villages within forests etc., where the locally recognized boundaries of each habitation area are followed within the larger unit of say the forest range officers' jurisdiction. It is in defining the Urbans areas that problems generally arise. However for the 1971 Census the definition adopted for an urban area which follows the pattern of 1961.

³ See Philip Kotler (2000), *Marketing Management Millennium Edition*, Pearson Prentice Hall, USA, p. 136.

⁴ Sample of them includes: Lianzela (1994), *Economic Development of Mizoram*, Spectrum Publications, Guwahati; Kabra KC (2008), *Economic Growth of Mizoram: Role of Business and Industry*, Concept Publishing Co., New Delhi; Patnaik JK (2008), *Mizoram Dimensions and*

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⁵ Sample of them includes: Lalthanthuami, *Agricultural Marketing in Mizoram* (Unpublished PhD work); R. Zonunluanga (2003), *Problems and Prospects of Agricultural Marketing in Mizoram* (since 1987) (Unpublished PhD work).

⁶ Sample of them includes: CMIE, *Public Finance 2002*; Editorial (2003), *Indo-Myanmar Border Trade, Northeast Trade Line*, Vol.1, No. III, February; IBM World Book (1997), *Encyclopedia*; MIZZIMA News Group (1999), *Research on Indo-Myanmar Bilateral Trade*, July; CMIE (1998), *Foreign Trade*; Business World (2008), *Marketing Whitebook*.

⁷ Sample of them includes: Directorate of Economics and Statistics, *Statistical Handbook of Mizoram*, Government of Mizoram; NEC Secretariat (2002), *Basic Statistics of NE Region*, Shillong; Indian Institute of Foreign Trade (IIFT), *Study on Promotion of Border Trade between India and Myanmar, 1999*, New Delhi; EXIM Bank, *Study on Scope to Increase Trade and Investment in Myanmar*; Directorate of Trade and Commerce (2001), *Current Status Note on Border Trade with Bangladesh and Myanmar*, Government of Mizoram, December, Aizawl

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Chapter 2

MIZORAM – A PROFILE

Having introduced the field of consumer behaviour, research problem, the study design, and methodology adopted in the previous chapter, this chapter presents an overview of the State of Mizoram, located in India's North East in terms of geography, demography, history, culture, political and administrative, commerce and trade, economy and infrastructure. Such an analysis ultimately enables to set a stage to understand the Mizo household customer, the subject matter of this study.

2.1 GEOGRAPHY AND DEMOGRAPHY

Mizoram is located in the North East corner of India (Exhibit 2.1). Situated between Myanmar and Bangladesh, it has a strategic significance geographically and politically. It shares a common international boundary of 585 kilometres with these two countries. It is bordered on the northwest by the State of Tripura, on the north by the State of Assam and on the northeast by the State of Manipur. Mizoram has a total area of only 21,087 square kilometres, ranking 24th in size among the States of India.

Exhibit 2.1
Location of Mizoram in India



Nearly two-thirds of Mizoram is hilly, leaving very little cultivable land. Over 60% of the total area is classified as forest and under the ambit of the Forest Department, Government of Mizoram. As many as 21 major hills ranges or peaks of different heights run through the length and breadth of the State with the highest peak *Phawngpui* (Blue Mountain) towering 2,065 metres above the sea level. The terrain has, perhaps, the most variegated topography among all hilly areas in this part of the country. The hills are extremely rugged and steep and the ranges are scattered occasionally here and there.

Mizoram has a pleasant climate. It is generally cool in summer and not very cold in winter. During winter, the temperature varies from 11C to 21C and in the summer it varies from 20C to 29C. The entire area is under the direct

influence of the monsoon. It rains heavily from May to September and the average rainfall in Aizawl is 208 cms. Winters in Mizoram is wonderfully clear and blue, and in the enchanting view of wide stretches of a vast lake of cloud. The upper parts of the hills are, predictably cold, cool during the summer, while the lower reaches are relatively warm and humid. Storms break out during March-April, just before or around the summer. The three months from June to August are known as the rainy season. The climate has at its moderate best in the two autumnal months, September and October, when the temperature ranges from 19 to 24 degree C.

The State is located in the bio-geographic zone of 9B North East Hills and possesses extremely rich bio-diversity. The local flora and fauna bear a very close affinity and resemblance with floral and faunal components of Indo-Malayan and Indo Chinese sub-regions. As per the estimation done by Forest Survey of India (State Forest Report, 2001), the percentage of forest cover in Mizoram was ranked at third with 82.01%, just after Lakshadweep (89.91%) and Andaman & Nicobar Island (84.01%) among all the States and Union Territory of India.¹

The State has many rain-fed, non-perennial rivers and streams draining into Bangladesh. Although many rivers and streamlets drain the hill ranges the most important and useful rivers are the *Tlawng* (also known as *Dhaleswari* or *Katakhal*), *Tut* (*Gutur*), *Tuirial* (*Sonai*) and *Tuivawl* which flow through the northern territory and eventually join river Barak in Cachar. The *Kolodoyne* (also known as *Chhimtuipui*) which originates in Myanmar is an important river in the south Mizoram. It has four tributaries and the river is in patches. The Western part is drained by *Karnaphuli* (*Khawthlang* river) and its tributaries. A number of important towns including *Chittagong* in Bangladesh are situated at the mouth of the river. Before Independence, access to other parts of the country was possible

only through the river routes via Cachar (Assam) in the north, and via Chittagong in the south. Entry through the later was sealed when the Sub-continent was partitioned and ceded to East Pakistan (now Bangladesh) in 1947.

The total population in 2001 was 8,88,573 with population density of 42 persons per square kilometres which is the second lowest after Arunachal Pradesh (Census, 2001). Mizoram has a decent sex ratio of 935 and comprise of 50.35% of rural and 49.65% of urban population (Statistical Handbook, 2008). The State, dominated by tribal population (94.5%) with a young history, had emerged as second the most literate State in India (88.88%) only after Kerala according to the Census of India, 2001. The demographic profile of Mizoram in terms of number of districts, numbers of households, male vs. female population etc. are presented in Table 2.1.

Table 2.1
District-wise demographic profile of Mizoram

District	Area (Sqkm)	Households	Population			Decadal variation % 1991-2001	Literacy rate (%)
			Total	Male	Female		
1		2	3	4	5	6	7
Mamit	3025	12253	62785	33114	29671	-2.70	79.10
Kolasib	1382	14053	65960	34562	31398	35.20	91.30
Aizawl	3756	64753	325676	166877	158799	38.10	96.50
Champhai	3185	22059	108392	55756	52636	29.90	91.20
Serchhip	1421	10116	53861	27380	26481	17.60	95.10
Lunglei	4536	27889	137223	71402	65821	23.10	84.20
Lawngtlai	2557	13902	73620	38776	34844	35.80	64.70
Saiha	1399	11109	61056	31242	29814	33.60	82.20
Mizoram	21081	176134	888573	459109	429464	28.80	88.80

Source: Mizoram Statistical Handbook, 2008.

The working population of Mizoram as reported in the Statistical Handbook (2008) was 40.8% and the break-up of Mizo workers was: cultivators (54.9%), agricultural labourers (5.7%), household industries (1.5%) and other workers (37.9%).

2.2 HISTORY

Historians believe that the Mizos were a part of the great wave of the Mongolian race spilling over into the eastern India centuries ago. It was believed that the Mizos had once lived in the North West China and there from, they moved to Burma (now Myanmar) via South East of Tibet (Thanhranga HC, 2007). It is not easy to present a vivid account of historical and cultural background as well as evolution of settlements in Mizoram. This was mainly due to the fact that there is no integrated historical account of the region as it was occupied by ignorant tribals who have lived for a long time in physical isolation, and have no script of their own. There was hardly any evidence of pre-historic settlement in this region (Rintluanga Pahuau, 2009).

Anthropological evidences showed that the Mizos are Mongoloid stock in origin, which migrate sometime to the present habitat somewhere from China (Rintluanga Pachuau, 2009). This perception was also augmented by legendary tales and folk songs. Traditionally, the Mizos claim themselves the descendants from *Chhinlung*,² a mythical cave, somewhere east of Shan State in China. Zawla (1964) opined that the Mizo migration began in 1463 from the State of Shan. The Mizos entered Mizoram in four successive batches (Songate, 1977). It was obvious that the first batch entered Mizoram in the period between 1600 and 1700 AD. The first batch included the sub-clans of *Hmar* such as *Hrangkhawl*, *Pang*, *Mualthuam* and *Chhunthang* under their chief, *Chawnmang* who eventually migrated to Tripura. They were followed by *Hrangchal*, *Ngurte*, *Darngawn*, *Lungtau*, *Leiri* and *Changsen*. Since each clan followed a particular route and built their own villages, the villages were known by their clan's name. To this day, many of these villages are in existence under such names like *Biate*,

Khawzawl, Ngur, Thiak, Vankal and so forth. The 18th and 19th century witnessed many tribal conflicts while the hills were ruled by the tribal chieftains. Particularly while the Mizos settled east of Tiau river, numerous chiefs who ruled over the own dominion, side by side, started to find the area congested with little or no scope for expansion. The desire for supremacy and territorial possession culminated in raid by a larger village to a smaller village. These war expeditions gradually spilled over the realms of the hills, taunting out attention of the British occupants in India. The Blackwood's expedition (1844), Lister's expedition (1850), the Lushai expedition (1871) and the Chin Lushai expedition (1889-90) launched by the British were punitive in nature to teach a lesson to the marauding Mizos (or *Lushais*, as they were known). The British annexed Mizoram in 1871-72 after military expedition (Kabra KC, 2008). It was made part of the then Assam *vide* Government of India Notification No. 591-E.B. Dated 1st April, 1898 with Aizawl as its capital (Exhibit 2.2).

Exhibit 2.2
Aizawl in 1890



2.3 CULTURE

Before the British moved into the hills, for all practical purposes the village and the clan formed units of Mizo society. The Mizo code of ethics moved around *Tlawmngaihna*, an untranslatable term meaning on the part of everyone to be hospitable, kind, unselfish and helpful to others. *Tlawmngaihna* to Mizo stands for the compelling moral force which finds expression in self-sacrifice for the service of the others. Mizos often gather together to help in disaster management like landslides or famine. The Mizos have been enchanted to their new-found faith of Christianity brought about by the advent of British missionaries with so much dedication and submission that their entire social life and thought-process been transformed and guided by the Christian church organisation and their sense of values has also undergone drastic change. Even then, the Mizos are a close-knit society with no class distinction and no discrimination on the ground of gender. In a typical Mizo village, most of the people are cultivators and the village exists like a big family. Birth of a child, marriage in the village and death of a person in the village or a community feast arranged by a member of the village are important occasions in which the whole village is involved.

In the olden days, the chief's house and the *zawlbuk* (community house for young, single men) were the focus of village life. A model Mizo village can be seen in Exhibit 2.3 and a painting of the traditional *zawlbuk* is shown in Exhibit 2.4.

Exhibit 2.3
Model Mizo village with the chief's house in centre

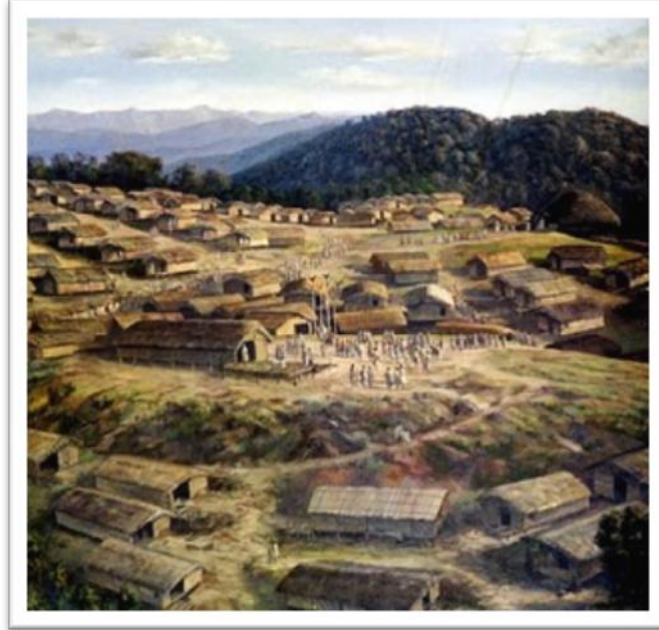


Exhibit 2.4
A typical Zawlbuk



Though mostly Christians, the Mizos have kept alive their rich cultural heritage, colourful customs and lively traditions. Festivals (*Kut*) and dances of the Mizos had a unique tribal flavour. Other than Christmas and New Year's Day, which are the most popular festivals, *Chapchar Kut*, after clearing of jungles for cultivation of the *jhum* crop in February-March; *Pawl Kut*, after the harvests when the granary is full in December, and *Mim Kut*, dedicated to departed souls after

the maize harvest in September were the festivals celebrated with much gusto. The most popular dances of Mizoram are *Cheraw*, also called Bamboo dance (Exhibit 2.5); *Khuallam*, a dance for visitors or guests (Exhibit 2.6); *Chheih Lam*, a social dance at the end of a day's work (Exhibit 2.7) and *Solakai* or *Sarlamkai*, a dance of the Mara and Pawl tribes (Exhibit 2.8).

Exhibit 2.5
Cheraw dance



Exhibit 2.6
Khuallam dance



Exhibit 2.7
Chheihlam dance



Exhibit 2.8
Solakia dance



In modern Mizoram, there are a few community establishments in urban centres that frequently arrange social events such as *Supermodel Competition*, musical concerts, comedy shows and reality TV shows such as *Mizo Idol*, discussion groups, and scientific or technological conferences. Yet, much of the social life often revolves around church activities. An active church life is perhaps one of the reasons why Mizos are such a tight-knit community.

Although Christianity brought about a near total transformation in the Mizo lifestyle and outlook, some customary laws have stayed on. The efforts of the missionaries were not directed at changing the basic customs of the Mizo society. The customs and traditions which they found meaningless and harmful were abolished by persistent preachings and teachings. Tea replaced *zu* (local rice beer) as a popular drink. *Zawlbuk* was replaced by modern education. Animal sacrifices on ceremonial occasions, which were once an integral part of Mizo religious system, were now considered anathema. Yet, traditions such as the payment of bride price are still continued along with some other customs and community traditions.

A Mizo marriage is preceded by courtship and engagement. The boy and girl are allowed to mix freely during the engagement period. But an engagement may be broken off midway if the couple fails who get on with each other. As all the Mizos are now Christians, marriages are solemnised in Church. When a Mizo boy approaches his bride-to-be parents for permission to get married, the first thing he has to do is to settle the bride price. This was paid through the interventions of mediators or *palai*. The settlement of the bride price i.e. ₹ 450/- to be paid by the bridegroom is an essential pre-requisite to a Mizo marriage. The principal bride price is known as *Manpui*. Besides, there are subsidiary bride prices like *sumhmahruai* and *sumfang*. These prices are to be paid to the bride's father or brother. *Pusum* is payable to the nearest relation on the side of the bride's mother who, most often than not, turns out to be the maternal uncle of the bride. An equivalent amount, known as *Ni-ar*, is paid to the bride's paternal aunt as well. The elder sister or sisters of the bride are entitled to *Naupiakpuan*. In the event of the bride being the eldest daughter or an only child, this price is received by other

female relations. A portion also goes to the *Palal*, who acts as the bride's foster father and takes on the responsibility of safeguarding her interests throughout her married life. The bridesmaid also gets a price known as *thianman*. For all those who get a share of the bride price comes under a special obligation to look after the welfare and interest of the bride.

The Mizos, being patriarchal, property is inherited by men rather than women. The family property usually goes to the youngest son although the father may leave shares to other sons, if he desires. If a man has no sons, his property is inherited by the next kin on the male side. If a man dies leaving a widow and minor children, a male relation (who usually happens to be a brother of the deceased) takes charge of the family and looks after the property until one of the sons comes of age. If no such male relative is around, then the widow acts as a trustee of her husband's property until such times as his son or sons are old enough to inherit it. However, although the youngest son of the family is the natural or formal heir to his father under the Mizo customary laws, in actuality the paternal property is generally divided among all sons. The youngest of them gets a preferential treatment and he would get the first choice of the property, and he would get two shares of the cash in case of one each for the other brothers. A daughter or a wife can inherit property only if the deceased has no heir on the male side. Women, however, are entitled to their own property. However, a written 'will' formally executed may now confer woman the right to inherit the family property, which is a positive amendment to the traditional customary laws.

2.4 POLITICAL AND ADMINISTRATIVE

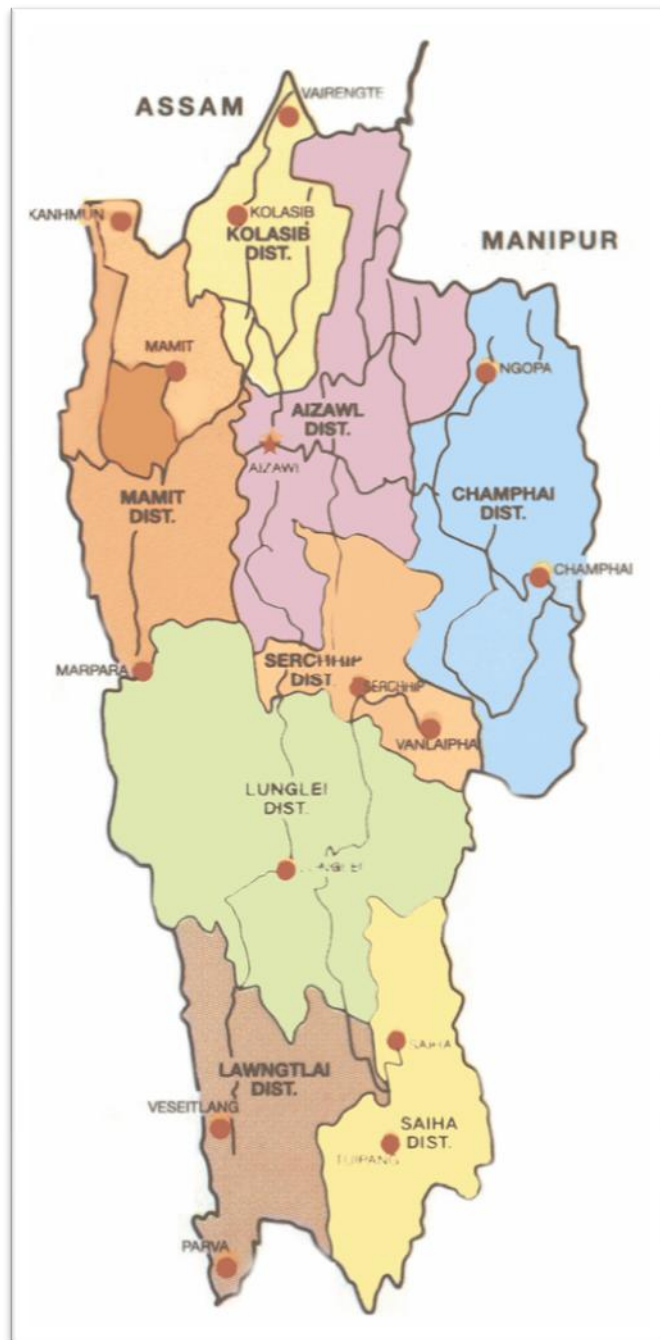
When India attained Independence in 1947, the region continued to remain as one of the districts of Assam, known as Lushai Hills District, and was changed into Mizo District in 1954 by the Act of Parliament. During the 1960s, a fairly larger percentage of people of Mizoram were not satisfied with the political administration of the Indian government on the region. The Mizo National Front (MNF), founded by Laldenga, found support from various sections of the Mizos, especially the youth. They not only felt that the political administration in the region was not aiming at developmental activities, merely using as an institution for a arbitrary and selfish non-Mizo administrator, but also felt that the region was provided by nature for them with full freedom upon which the administration was to be in the hands of the Mizos with regional identity and harmony of the settlers. Upon the aim of MNF to find political segregation from the Indian Union, the MNF turned rebellious in 1966 and thus the area was declared “Disturbed Area.” The political turmoil badly upset the developmental activities of the region. Finally, the Mizoram Peace Accord was signed on the 30th June, 1986. The Constitution (53rd) Amendment Bill and the State of Mizoram Bill was passed on 7th August, 1986 and the declaration of “Disturbed Area” was withdrawn. Consequent upon these Bills, Mizoram was conferred Statehood on 20th February, 1987 and Mizoram became the 23rd State of the Indian Union (Rintluanga Pachuau, 2009).

Like all other States of India, Mizoram is governed by a Chief Minister and a council of ministers responsible to an elected unicameral legislature and by a Governor, appointed by the President of India. The Governor is the head of the State but his role is largely ceremonial. The Mizoram legislative assembly has 40

members who are elected by means of a popular vote conducted by the Election Commission of India.

Administratively, Mizoram is divided into eight districts, namely, Aizawl, Champhai, Kolasib, Lawngtlai, Lunglei, Mamit, Saiha and Serchhip as shown in Exhibit 2.9.

Exhibit 2.9
Map of Mizoram showing the administrative districts



2.4.1 Aizawl

Aizawl district is located in the middle north of the State, between 24°25'16.04" and 23°18'17.78"N latitudes and 92°37'03.27" and 93°11'45.69"E longitudes. It is bordered by Champhai district in the east, Serchhip district by the south, Mamit and Kolasib district by the west and the State of Assam by the north. The total area accounts for 16.97% of the total geographical area of the State. The district area is reported to be 3576.31 square km with an urban population of 73.23%. There are 155 villages in Aizawl district. The literacy rate of the district was 96.64%.

2.4.2 Champhai

Champhai district is located in the north eastern side of Mizoram, between 24°05'03.99" and 23°00'03.25"N latitudes and 93°00'31.29" and 93°26'17.66"E longitudes and is bounded by Aizawl and Serchhip District by the West, Manipur State by North and Myanmar by the East. The geographical area of the district accounts for 15.11% of the total geographical area of the State. 28.03% of the population resides in urban areas. There are 89 villages within the district. The literacy rate of the district was 91.88%.

2.4.3 Kolasib

Kolasib district is located in the extreme north of the State, between 24°31'14.43" and 23°51'15.13"N latitudes and 92°31'46.92" and 92°54'11.40"E longitudes. It is bounded by Aizawl district in the east and in the south, Mamit district in the west and the State of Assam in the north. The geographical area accounts for 6.56% of the total geographical area of the State and is the smallest district in Mizoram. 59.32% of the population in the district may be classified as urban. At present, oil exploration work is being undertaken by the Oil & Natural

Gas Corporation of India (ONGC) in few places like Hortoki in the district. The district has the urban population of 17.34% and it has 66 villages. The literacy rate of the district was 80.09%.

2.4.4 Lawngtlai

Lawngtlai district is located in the Southern corner of the State, between $21^{\circ}58'50''$ and $22^{\circ}45'75''$ N latitudes and $92^{\circ}30'50''$ and $92^{\circ}58'10''$ E longitudes. It is bounded by Saiha district in the east, by Lunglei district in the north, by Myanmar in the west and south. The district area accounts for 12.13% of the total geographical area of the State. Only 12.71% of the population in the district was residing in urban areas. The district has 130 villages. Only 56.46% of the people in the district were literates.

2.4.5 Lunglei

Lunglei district is located between $22^{\circ}32'$ and $23^{\circ}25'$ N latitudes and $92^{\circ}21'$ and $93^{\circ}10'$ E longitudes. It is bounded by Aizawl, Mamit and Serchhip districts in the north, by Lawngtlai and Saiha districts in the south, by Myanmar in the east and Bangladesh in the west. The district area has 21.52% of the total geographical area of the State. Urban population account for 42.40% of the total population of the district and it has 126 villages. Literacy rate was 84.20%.

2.4.6 Mamit

Mamit district is located in the north-western side of the State, between $23^{\circ}15'21.25''$ and $24^{\circ}15'16.80''$ N latitudes and $92^{\circ}15'44.54''$ and $92^{\circ}40'45.63''$ E longitudes. It is bordered by Kolasib and Aizawl districts in the east, by Lunglei district in the south, by Bangladesh in the west and by the State of Assam in the north. The geographical area of the district accounts for 14.35% of the total

geographical area of the State. Urban population account for 17.34% of the district and it has 66 villages. The literacy rate of the district was 80.09%.

2.4.7 Saiha

Saiha district is located in the extreme south-east of the State, between 21⁰12'30"E and 22⁰48'30"N latitudes and 92⁰49'50" and 93⁰12'30"E longitudes. It is bounded by Lawngtlai district in the west, by Lunglei district in the north and by Myanmar in the east and south. The district covers 6.63% of the total geographical area of the State. Urban population account for 32.44% of the district's population and it has 76 villages. The literacy rate of the district was 82.43%.

2.4.8 Serchhip

Serchhip district is located in the heart of the State, between 23⁰35'58'82" and 23⁰00'20'84" N latitudes and 92⁰41'06'00" and 92⁰40'39'63" E longitudes. Lunglei lies to the south of the district boundary, Aizawl to the north and Champhai district to the east. The district covers 6.74 % of the total geographical area of the State. 52.59% of the people in the district reside in urban areas. The district has 34 villages. The district has high rate of literacy rate of 96.16%.

The Government operations at district level are handled by the Deputy Commissioners and the Sub-Divisional Officers with their staff. The village level administration is slightly different from the rest of the country. The State has 813 Village Councils (VCs) and three Autonomous District Councils (ADC) in *Chakma, Lai* and *Mara* belts at Lawngtlai and Saiha districts.³

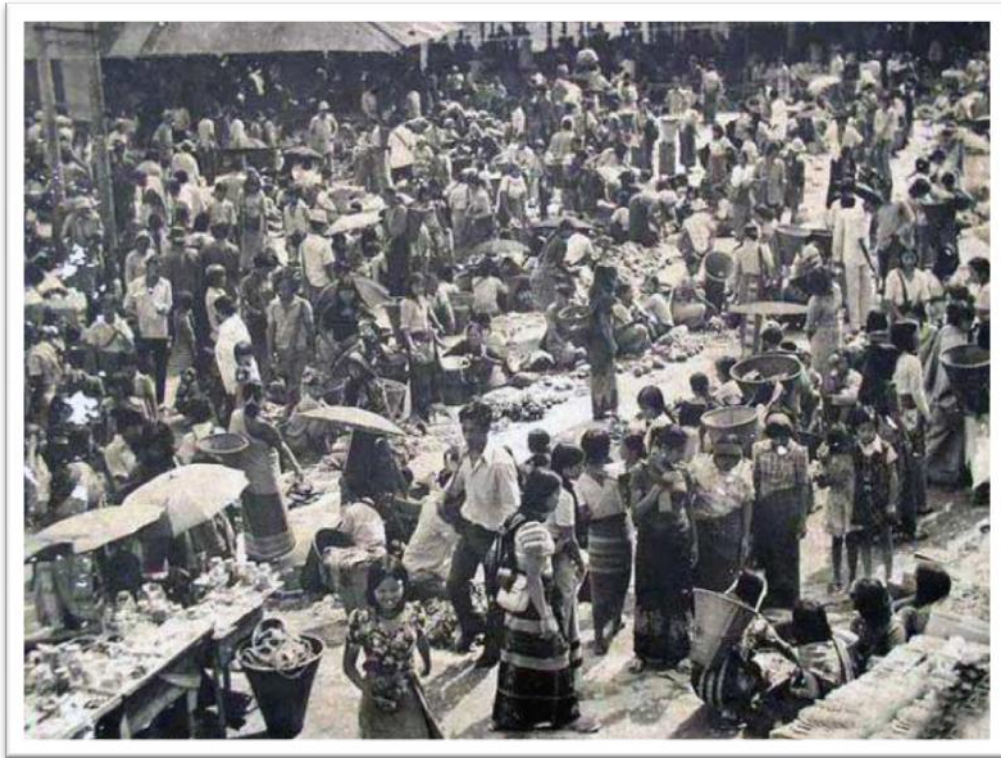
For the purpose of administration, the State is strategically segmented into 26 rural development blocks. More than 37 directorates and commissionerates look after the bureaucratic functioning of the State's administration.

2.5 COMMERCE AND TRADE

During Pre-British time, the inhabitants of the State had limited trade relations with outside world through their market centres. In the Mizo economy, elephant tusks were the medium of exchange and its bones and skins were valuable articles of commerce. These items had a very good market in the neighbouring plains (Lalrinmawia, 1995). The Mizos, for the first time came into contact with the Bengali petty traders dealing in consumer goods like rice, salt, rubber, sulphur, flint glass etc. around 1838 on the border of British district of Sylhet (Suhash Chatterjee, 1990). The Mizos also used to collect and sell beeswax, seeds of tea plants, raw rubber, bamboo, cane reeds and other hill products. There was a small trade in metal bells, silver beads, and other ornaments of Indian manufacture, which found their way through the Mizo hills from Chittagong to Akyab (Carey BS and Tuck HN, 1976). It was estimated that from December 1874 to 1878, there had been annual trade of salt, iron, brass and copper utensils, tobacco etc. of the value of ₹ 4,84,025 in the bazaars of Cachar border (Hunter WW, 1879).

The first regular bazaar was started at Dawrpui, Aizawl, in 1919 by HWG Cole, the then Superintendent of Mizoram (Kabra KC, 2008). This bazaar was meant for selling vegetables and other local products and was held every Saturday (Exhibit 2.10).

Exhibit 2.10
Dawrpui Bazaar in the olden days



The people of the surrounding villages were ordered by the Superintendent to come and sell whatever commodity they could find. As an encouragement, the Superintendent himself would buy whatever was left over in the evening. Very soon, Dawrpui became the biggest business centre in Mizoram. During the 1902-03, there were 17 shops in Aizawl and 16 at Lunglei and Demagiri (now known as Tlabung), which sold goods to the tune of ₹ 53,375 (about ₹ 300 per shop per month).⁴ Within a few years, there had been a marked improvement in trade owing to extensive use of imported and manufactured articles by the Lushai. Weekly bazaars had been started both at Aizawl and Lunglei, which were well attended by Lushai even from distant villages. The weekly Saturday bazars are still an important commercial premise distinct to the Mizos even today (Exhibit 2.11).

Exhibit 2.11
A typical Saturday market



A noticeable feature of 1921-22 was increase in the number of Mizo shops. As a result, the volume and variety of trade increased and included cotton and woollen yarns, brass, enamel, aluminium utensils, iron pans, tobacco, cigarettes, matches, soaps, clothes, umbrellas, piece goods, shoes, fancy goods and foodstuffs (Lalrinmawia, 1995). The government gave protection to locals to ensure that the people from other regions do not monopolise the trade in Mizoram. After Independence, the control of trade passed on to the District Council set up in 1952, which under the Lushai Hills (Trading by non-Tribals) Regulations, 1953 regulated it and issued trade licenses to the traders. There were two kinds of licenses – one permanent and the other, temporary. A large number of Bengali traders like MK Guha and Sons, Marwari business houses like Khandelwals, Bhuras and Sardas were the pioneer traders in Aizawl with large investments. Mizo business men like Pachhunga and Lalhmingthanga established themselves as leading retail houses and flourished within a short span of time and now, the

Mizos in Aizawl experiencing the joy of shopping in a mall in three-storied new shopping complex, the Millennium centre (Exhibit 2.12).

Exhibit 2.12
Millennium centre at Aizawl



In respect of trade and commerce, measures were taken to create the basic infrastructure for its development. Though the State Bank of India (SBI) had set up its first branch in Aizawl on 29th December, 1971, it soon started expanding its activities in other parts of Mizoram. Mizoram Industrial Development Corporation (MIDC) now known as Zoram Industrial Development Corporation Ltd. (ZIDCO) was set up in 1978. In the cooperative sector, Mizoram Cooperative Apex Bank (MCAB) was set up on 5th December, 1978 but became functional on 31st July, 1982 and Mizoram State Cooperative Marketing and Consumers Federation Ltd. (MIZOFED) was set up on 9th December, 1981. This provided a great fillip and support to trade and commerce in general and to the cooperative sector in particular. The Mizoram Rural Bank (MRB) was established on 23rd September, 1983, which paved way for rural credit.

The Government of Mizoram has played an important role in the promotion and regulation of business in Mizoram. Various measures undertaken by the government can be seen in the enactment of Directorate of Trade and Commerce on the 20th February, 1987 to deal with promotion and regulation of trade, agricultural marketing, regulation of markets, establishments of market yards and trade centres, border trade, trade by nontribals and interstate trade. Administration and management of agricultural marketing was handed over by the central government to the State government from 1st April 1992. The Government of Mizoram incorporated the Mizoram Agricultural Marketing Corporation Ltd. (MAMCO) in 1993 to take up marketing of marketable surplus of agricultural products outside the State. The Directorate of Supply and Transport was formed on 17th May, 1972, for procurement and distribution of food grains and other essential commodities, building materials, cement, G I sheets and so on. Later, the directorate was bifurcated into two separate directorates, one for public transport and the other for food and civil supplies. The Directorate of Food and Civil Supplies is responsible for procurement of essential commodities and their distribution through a distribution network which comprises MIZOFED, gas agencies and petrol pumps for LPG, petrol and diesel and fair price shops for food and other consumable items. It is distressing to note that the movement of merchandise to Mizoram has been one-way. The trucks move back empty from Mizoram down to Silchar (Assam) and other places after unloading the items they had carried. The only exception has been some loads of raw ginger being supplied from Mizoram to Silchar, for which full credit may be accorded to diligent cultivators in the fields (Kabra KC, 2008). In addition, some forest products like

broom, bamboo and cane are exported from Mizoram in small quantity (Exhibit 2.13).

Exhibit 2.13
Raw brooms being dried in the Sun



The organisation of business in Mizoram is still largely single proprietorship concerns. Women have an important role in business and about 20% of the enterprises are owned and managed by the females. Only 22% of the enterprises have been in existence for 20 years or more and about three-fourth of the enterprises are owned and managed by the first generation entrepreneurs (Kabra KC, 2008). Most people engaged in business in Mizoram have some background of education. Retail trade was the order of the day. The overwhelming majority of traders were retailers and only a handful of dealers functioned as wholesale distributors. The chain stores and multiplex department stores are yet to come up, even though a handful of them mushroomed in Aizawl. In rural areas, hawkers carrying their wares on the back are still playing a dominant role in the trading activity. The Village Councils (VCs) have set up small market centres

under single roof where the vendors of fruits and vegetables and small retailers sell their produce. The State government has also set up some such rural *haats* (Exhibit 2.14).

Exhibit 2.14
A rural *haat* in Mamit constructed by the Government



Silchar was the main centre for procuring most of the items for traders in Mizoram. Guwahati and Kolkata are the other important markets. Some items were also procured from Delhi, Mumbai, Shillong, Siliguri, Moreh and Champhai (Zokhawthar). Except for the big business firms in Aizawl, all other business persons in Mizoram cater to the local demand. Mostly the goods are sold for cash. Nearly 25% enterprises including wholesalers sell goods on credit. About 5% traders offer free home deliver facility in case of bulk purchase. Around Christmas, about 11% shopkeepers offer discount of the items purchased. Generally after sales service and replacement facility is not given. However, 15% traders claimed that they provide after sales service and 22% claim that they extend replacement facility (Kabra KC, 2008).

2.6 ECONOMY

Mizoram is one of the least developed States in the country. The reason is often attributed to its extreme and isolated location and various geographical constraints such as topography and soil texture.

The Economic Survey of Mizoram for 2009-10 showed that as per the advance estimates of 2009-10, the economy is expected to grow at 7.2 per cent and the data on quick estimates of the economy for 2008-09 indicated a growth of 7 percent. The growth rate of the economy is reassuring in the light of the nation's estimated growth of 7.2 per cent in 2009-10. The quick estimates of 2009-10 indicated that the services sector continued to be the dominating sector with its share of 66 per cent, followed by industrial sector at 19.5 per cent and agricultural sector at 15.5 per cent. It was imperative that the Government invest more on industrial and agricultural sectors for more balanced growth.

The advance estimate of Gross State Domestic Product (GSDP) of Mizoram for 2009-10 is ₹ 4266.73 crore at current prices with nominal growth of 11.65 per cent. The GSDP at constant prices is estimated at ₹ 2808.91 crore with real growth of 7.2 per cent. Agricultural sector is estimated to grow at 3 per cent, industrial sector at 7.48 per cent and 8.07 per cent for tertiary sector. Sector-wise contributions to the economy are: agricultural and allied sector 14.32 per cent, industrial sector 19.39 per cent and tertiary sector 66.29 per cent.

The advance estimates of 2009-10 placed the GSDP at factor cost at current prices of ₹ 4266.73 crore. GSDP at constant prices was also estimated at ₹2808.91 crore. The nominal and real growth rates respectively stood at 12.01 per cent and 7.2 per cent. The per capita at current prices is estimated at ₹ 32634 and ₹ 22501 at constant prices.

The contribution of the agricultural sector in the GSDP in 2008-09 was 14.91 per cent and is estimated at 14.32 per cent in 2009-10. The share of industrial sector in the GSDP remains more or less constant at 19.34 per cent in 2008-09 and 19.39 per cent in 2009-10. The services sector continued to be the major shareholder of the GSDP at 66.75 per cent in 2008-09 and is estimated to contribute a share of 66.29 per cent in 2009-10. The share of the services sector, following the national trend, has been increasing over the last few years.

In an economy predominant by services sector, the extent of public expenditure, the nature of expenditure and priorities determine the economic activities of the State to a large extent.

2.7 INFRASTRUCTURE

2.7.1 Power and Electricity

The maiden step in electricity power development was taken in 1962 with the commission of 75 kilowatt diesel power station in Aizawl. Power is imported mainly from North Eastern Electric Power Corporation (NEEPCO), National Hydro Power Corporation (NHPC), Assam State Electricity Board (ASEB), Tripura and Meghalaya, totaling 391.53 mw during 2005-06. The installed capacity of power together from hydel, diesel and thermal during 2004-05 was 46.59 mw which remained the same in 2005-06. Domestic generation of power in the State during 2005-06 was 11.46 mw which has increased from 6.58 mw during 2004-05. With total power consumption 204.07 mkw, it can be seen that only 5.4% is being generated with the State, where 94.52% is purchased from the neighbouring States. The per capita power consumption of the State is estimated at 151.64 kw. However, as per the governmental records, a total of 570 villages

are electrified (Statistical Handbook, 2008). The ongoing projects during 2008-09 were as follows:

- *Construction of Lamsial Small Hydel Project (0.50 mw):* Completed and commissioned in the month of August 2008, the project will give power supply to the far flung area of Farkawn and surrounding villages in the Indo-Myanmar border, especially during rainy season.
- *Renovation & Modernization of Serlui 'A' Small Hydel Project:* This project with an installed capacity of 1.0 mw is in a position to generate power.
- *Maicham-II Small Hydel Project:* The 3.0 mw capacity Small Hydel Project on the river Maicham near N. Vanlaiphai is also at the completion stage. By the end of the year, electrical power of 3.0 mw is expected to be available for the people from this Project.
- *Serlui 'B' (12 mw) Hydel Project:* Now the Project works reached its completion stage and it is expected for commissioning within the year. On commissioning this project, 12.0 mw will be available for the people of Mizoram.

2.7.2 Road network

In the absence of adequate internal rail linkages, roads are the major means of transportation in the State. The total length of road in the State by the end of 2000-01 was 4046.37 kms out of which 2220.30 kms were surfaced road. The un-surfaced roads with 1844.07 kms of road length constituted about 45.4 per cent of the total road length. Out of the total 732 inhabited villages in the State, 360 villages were connected by all-weather-roads while 342 villages were connected by fair-weather-roads (Census of India, 2001). Rural connectivity has been

identified as one of the basic minimum services for development of agriculture and the rural economy and the State Government have accorded high priority to this sector. Further, realising the importance of rural connectivity, the Government of India launched the Pradhan Mantri Gram Sadak Yojana (PMGSY) in the year 2000. The primary objective of the PMGSY is to provide connectivity to all habitations with a population of 1000 persons and above in three years (2000-03) and to all unconnected habitations with a population of 500 persons and above by end of the plan period, which would help Mizoram achieve satisfactory and competent levels of connectivity.

2.7.3 Railway network

The nearest railway station for Mizos is at Silchar in Assam for railway passengers. There is presently one railway station in Mizoram at Bairabi, Kolasib district but it is serving the State in terms of transportation of goods only.

2.7.4 Air transport

Mizoram, due to its extreme geographical location coupled with its difficult terrain, had been one of the most inaccessible States in the country. Initially, the region possessed only one mini airfield which lies in the Valley of Tuirial River, 25 kms east of Aizawl city. Lengpui airport was constructed with a total expenditure of ₹ 118.97 crore, with contribution of ₹ 57 crore by 10th Finance Commission, ₹ 40.92 crore by the Planning Commission and ₹ 21.05 crore by the State government. The airport has a runway of 8200 feet in length, which can comfortably cater aircrafts like Boeing 737/A-320 with provision for future extension upto 10,000 feet. The airport was inaugurated on 12th December, 1998. The State is now having air links with Kolkata, Guwahati and Imphal. The

services are operated by Indian Airlines, Kingfisher and recently by North East Shuttles.

2.7.5 Industry

Mizoram is one of the most industrially backward States of the country and is defined as “Non Industries District” under Category A.⁵ Till 2005-06, there were 1742 registered small scale and cottage industries in Mizoram. The business units relating to repair services, metal products, hosiery and garments, wood products, food, paper products, and printing were dominant firms accounting for 74% of the total industrial units. It is to be noted that in 2006, as many as 714 small scale and cottage industrial units were found operating in Aizawl district, which was 41% of the total industrial units. In Lunglei district, there were 395 units accounting for 23% of the State’s industrial units; and Saiha district has only 248 units which constituted 14%. The percentage distribution in rest of the districts was – Lawngtlai (7%), Serchhip (5%), Champhai (4%), Kolasib (4%) and Mamit (3%). Considering the region’s potential of raw materials, agro-based industries, handloom and handicraft industries, village and cottage industries and selected consumer industries should be given priorities in bringing up Mizoram’s industrial economy. There is a prospect to establish plywood or paper and pulp industries based on the indigenous supply of bamboos and timbers (Rintluanga Pachuau, 2009).

2.7.6 Postal and Telecommunications

The total number of post offices at the end of the year 2007-08 was 405, comprising 45 sub post offices and 359 branch post offices. Out of 405 post offices 356 (88.15%) were in rural areas and the rest 48 (11.85 %) were in urban areas. The postal revenue realised during 2006-07 was Rs 230.97 lakhs which

increased to Rs 258 lakhs in 2007-2008 registering an increase of 11.7 per cent over the previous years. During 2008-09, revenue earned upto January 2009 was Rs 183 lakhs.

Up to the end of 2008, there were 64 numbers of telephone exchanges in the State; five of them were located in towns. The number of telephone connections up to 2008 was 56,816, as against to 34,615 at the end of 1999-2000 (Economic Survey, 2008). Latest technology 3G (third generation) mobile network is planned for four cities viz. Aizawl, Lunglei, Kolasib and Champhai. The installation works at Aizawl have been started commissioned from 2010. With the commission of 3G, broadband Internet access will be available through Mobile Service. Village Public Telephone (VPT) rental free telephone connections are provided through WLL under USO funding. In this project, one telephone connection (rent free) has to be provided to all the villages. Where the signals of WLL are not available VPT are provided with Direct Satellite Phone Terminal (DSPT). VPT has to be utilised by the villagers with a minimum call charges. It is the responsibility of the custodian to safeguard the telephone instruments and pay for the telephone bills. Under this, 538 villages are provided VPT with WLL and 40 villages are provided VPT with DSPT. Broadband services are now available in all the district headquarters and other towns/villages such as Khawzawl, Vairengte, Bilkhawthlir, Kawnpui, Thingsulthliah, Baktawng, Chhingchhip, Chhiahtlang, Lengpui, Thingdawl and Sihphir. The installation work is under progress in Lungdai, Bualpui, Kawlkulh, Pangzawl, Hnahthial and Zobawk. Broadband services through WIMAX services are also taken up for which equipments are expected very shortly. Customers will able to access broadband Internet through wireless within 15 km radius (line of sight) from the

WIMAX stations. Initially WIMAX will be installed at the following places: Chawngte, Hnahthial, Khawzawl, Lawngtlai, Serchhip, Thingsulthliah, Ngopa and Thingdawl.

2.7.7 Banking

Upto February 2009, there were 108 branches of various financial institutions in the State consisting of 36 commercial bank branches, 60 branches of Mizoram Rural Bank (MRB) and 11 branches of Mizoram Cooperative Apex Bank (MCAB). The cooperative credit structure in the State is 2-tier structure. In addition to the banks, developmental financial institutions like National Bank for Agriculture and Rural Development (NABARD), Small Industries Development Bank of India (SIDBI) and North Eastern Development Finance Corporation (NEDFi) also have their presence in the State. It was observed that the population served per branch comes to around 8,304 in Mizoram which is quite high when compared to the national average of 15,000. However, the location of branches in the State has been skewed in favour of cities and urban centres (Economic Survey, 2008).

Notes

¹ According to the records in the *Economic Survey 2008* furnished by the Planning & Programme Implementation Department.

² *Chhinlung* is commonly believed to be the name of a cave from which the ancestors of Mizos descend. This legend is quite common to the other tribes of North East India such as *Gangte*, *Tangkhol*, *Ao*, and *Vaiphei*. On the other hand, some opined it to be the present *Silung* in China border of Shan state in the eastern China. Still, some writers contends that *Chhinlung* stands for the Chinese ruler *Chien Lung*, during whose reign the Mizos moved out to the present habitat.

³ The number of village councils as given by the Rural Development Department, Government of Mizoram from the implementation of Mahatma Gandhi National Rural Employment Guarantee Act/ Scheme.

⁴ According to AS Home B, 1903, August, pp. 351-379; Administration Report for the year 1902-03. As quoted in Lalrinmawia's *Mizoram: History and Cultural Identity*, Spectrum Publications, Guwahati, 1995, p.4.

⁵ As quoted by Sen JD, "Industrial Development in Mizoram – Progress and Achievements of Industries Department," *Mizoram Souvenir*, Sl. No. 1, Aizawl, 1989, p. 54.

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Chapter 3
THE SOCIOECONOMIC CHARACTERISTICS OF HOUSEHOLD
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CHAPTER 3

THE SOCIOECONOMIC CHARACTERISTICS OF HOUSEHOLD

CUSTOMERS IN MIZORAM

This chapter intends to analyse the socioeconomic profile of the sample household consumers and the type of durable goods owned by them. In essence, the sample households' buying behaviour in Mizoram that shapes the marketing strategies is the core of this chapter and the subsequent three chapters that follow.

3.1 INTRODUCTION

Consumer behaviour, being the psychological dimension of marketing management, is based on various factors. Since all of us are customers, what we buy, how we buy, where and when we buy, in how much quantity we buy depends on our perception, self concept, social and cultural background and our age and family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that are both internal and external to us (Mark ES and Armen T, 1985). This is very evident in India, the second most populous nation in the world and the number one contributor to the world's population growth of potential customers (Population Reference Bureau, 2000).

Traditionally, marketers have often relied on intuition and demographic information such as age, sex, income level and occupation for identifying potential areas (Dash PK and Sarangi M, 2008). According to Sproles and Kendall (1986), identification of these characteristics among the customers helps to profile consumer style, educate customers about their specific decision-making characteristics, and counsel families on financial management. Again, many research studies show that consumer profiles are crucial as it deals with the mental orientation of customers in making decisions (Wells, 1975; Lastovicka, 1982;

Westbrook and Black, 1985; Sproles and Sproles, 1990; Stone, 1954). The important effects of demographic, socioeconomic and regional factors have been demonstrated by various studies in customers' choice of foreign and domestic products, or rather ethnocentrism too (Sharma, 1995; Klien, 1998 and Elliot 2003). The consumer and their behaviour constitute the causal variables in marketing, making the roots of any strategic design (Jyoti Kumar NVR, 2003).

3.2 THE SOCIOECONOMIC CHARACTERISTICS

The socioeconomic bases of the household customers have marketing implications. Marketers are naturally interested in finding out which of the socioeconomic groups are capable of generating more sales of what kind of product (Jyoti Kumar NVR, 2003). The profiling of households is done, with suitable modifications and necessary adjustments in accordance to Splores and Kendall's Consumer Styles Inventory model (Splores and Kendall, 1986). Following Schiffman and Kanuk's (2008) demographic segmentation,¹ this section intended to identify the household customers of Mizoram on the basis of the education level, main occupation, family size, composition of the households in terms of the number of adults, children, range of income and the number of earning members in a household.

3.2.1 Education

According to Harold H. Kassarian (1971), education, like other personal qualities such as sex, income, family cycle and so on, plays an important role in influencing the buying behaviour.

The respondents who represented their households were broadly classified into Illiterates, Literates, Below Class 10, Class 10, College drop-outs, Graduates and Post graduates on the basis of their education level as indicated in Table 3.1.

Table 3.1
Education level of household respondents

Education Level	Number of household customers		
	Total	Rural	Urban
Illiterates	9 (1.41)	5 (1.56)	4 (1.25)
Literates	91 (14.22)	70 (21.88)	21 (6.56)
Below class 10	112 (17.50)	71 (22.19)	41 (12.81)
Class 10	141 (22.03)	80 (25.00)	61 (19.06)
College drop outs	62 (9.69)	30 (9.38)	32 (10.00)
Graduates	156 (24.38)	51 (15.94)	105 (32.81)
Post Graduate	69 (10.78)	13 (4.06)	56 (17.50)
Total	640	320	320

Note: Figures in parentheses are percentages.

According to Census India 2001, Mizoram stood as one of the leaders in the field of literacy. With 88.48% rate of literacy, Mizoram came in second next to Kerala. This is reflected in the present study in Table 3.1 which indicated that only 1.41% of the household respondents were illiterates. 22.03% of the household respondents indicated that they have passed class 10 and 35.16% of the respondents were either graduates or post graduates. It is observed that the urban household customers had better access to higher education as about 50% of them are either graduates or post graduates as against 20% of the rural household customers.

The Pearsonian correlation coefficient is calculated at 0.287853, which is lower than the critical value of Pearson's product correlation of 0.754 at .05%

level of significance. This indicates that there is no significant relationship between the rural and urban respondents in regard to education level.

3.2.2 Occupation

Occupation, rather than income is a determinant of one's social class, lifestyle and buying behaviour (Jyoti Kumar NVR, 2003). According to the *Statistical Handbook* (2008) published by the Government of Mizoram, agriculture and its allied sectors have a declining figures in terms of Gross State Domestic Product (GSDP) for the past years from 2005-06 till 2007-08. Further decline is expected from the quick estimate made by the Economic and Statistics Department, Government of Mizoram. One factor so stated in the *Handbook* being the *mautam*² famine. This might have resulted in, to some extent, change of occupation from agriculture to other sectors to ensure livelihood. On the other hand, the State saw the incubation of private corporates in insurance, banking and other sectors. Various private banking companies such as Axis Bank and IDBI have started their branch offices in Mizoram thereby generating employment opportunities for educated youth (Statistical Handbook 2008). At the same time, private insurance companies like Birla Sunlife, Tata-AIG, Bajaj-Alliance and Reliance have started their operations in Mizoram in recent past, again creating employment for the sons-of-the-soil. In addition, with the fast penetration of mobile-telecom services into Mizoram since mid-2003, companies like BSNL, Airtel, Reliance, Aircel, Tata-Indicom, and Vodafone began generating additional incomes through employment and dealership. Even then, public administration remained the largest employer in the State. According to the 5th Economic Census 2005,³ the State Government accounted for 85% of employment in the State with 40,603 posts under its umbrella. In fact, as per the data available in 2008, there

were 55,665 employees including muster-rolls and work-charges.⁴ As per the Mizoram 5th Economic Census held in 2005, a total of 13,481 persons were engaged in agriculture and 93,225 were engaged in non-agricultural sector. Out of the total workers in the State, 33,314 (31.22%) were employed in rural areas and 73,392 (68.78%) were employed in urban areas. In all, there are 64,276 hired workers in both agricultural and non-agricultural sectors. Out of them, 44,801 workers belonged to the urban areas and the remaining 19,475 belonged to the rural areas.

Purchase involvement and consumer behaviour is greatly influenced by the occupation of the household customers (Harold H. Kassarian, 1971). Therefore, the study categorised the sample household respondents into agriculture, carpentry and skilled workers, daily wage earners, government employees, private sector employees and business as exhibited in Table 3.2.

Table 3.2
Occupation of household respondents

Occupation	Number of household customers		
	Total	Rural	Urban
Agriculture	84 (13.13)	81 (25.31)	3 (0.94)
Carpentry and skilled workers	40 (6.25)	31 (9.69)	9 (2.81)
Daily wage earners	72 (11.25)	40 (12.50)	32 (10)
Government employees	322 (50.31)	99 (30.94)	223 (69.69)
Private sector employees	22 (3.44)	3 (0.94)	19 (5.94)
Business	100 (15.63)	66 (20.63)	34 (10.63)
Total	640	320	320

Note: Figures in parentheses are percentages

The table suggests that half of the household respondents in Mizoram were engaged in the government service. Government was the largest employer in

Mizoram for both rural (30.94%) and urban (69.69%) respondents. Agriculture is an important occupation for about one-fourth of the rural respondents as against only 0.94% of the urban respondents. 15.63% of respondents were business people. 11.25% of the respondents were daily wage earners and 6.25% were skilled workers. It is to be observed that only 3.44% of the respondents were employed in private companies which indicate the low degree of industrialisation in the State. In the field study, it is observed that the United Progressive Alliance (UPA) government's flagship programme under the National Rural Employment Guarantee Act (NREGA) has started impacting purchasing power of the rural households in Mizoram. Further, this programme is expected to encourage savings and insurance.⁵ Banerjee and Partha Saha (2010) in their study found that Chattisgarh has done relatively better in terms of providing employment through NREGA as compared to the other two States (Jharkhand and Orissa). Provision of work and creation of assets are the important objectives of economic mechanism of the NREGA (Exhibit 3.1).

Exhibit 3.1
NREGA work in progress at Theiri village (Saiha)



Both these objectives have important socioeconomic implications in terms of livelihood strategies in rural India. Employment generation is necessary to raise the purchasing power and thereby creating demand in economy. A decline in the level of employment adversely affects the purchasing power, and thereby the process of demand creation falters. The current scenario is marked by double digits food price inflation and falling per capita availability of food grains. Although the researcher has not attempted to study the impact of NREGA on the household customers in rural Mizoram in terms of whether they spend the additional income earned through NREGA-related works on consumption of food grains or on consumer durable goods or on acquiring the durable assets that can help in raising agricultural productivity, this may be an important area of research to be explored by prospective researchers.

The Pearsonian correlation coefficient is calculated at 0.61502, which is lower than the critical value of Pearson's product correlation of 0.811 at .05%

level of significance (d.f.=4). This indicates that there is no significant relationship between the rural and urban respondents with regard to their occupation.

3.2.3 Family and Age

3.2.3.1 Family size

As the primary consumer decision making unit, the family has been the subject of intense examination for a number of years (Lakshmi PV and Murugan MS, 2008). Family may be regarded as one of the strongest sources of influence on consumer behaviour, its size being the significant determinant (Matin Khan, 2006). As the core unit of defining culture, family has a very prominent effect on attitude formation in various facets of marketing (Burke, 2002; Wood, 2002). It may be held true that the family size matters in household consumer behaviour. The larger the family, the larger its consumption needs and wants. Product preferences also depend a lot on the household size.

Table 3.3 shows the family size of the respondents in terms of the number of members.

Table 3.3
Family size of the rural and urban respondents

Number of family members	Number of household customers		
	Total	Rural	Urban
Upto 2	33 (5.16)	11 (3.44)	22 (6.88)
3 to 5	306 (47.81)	152 (47.50)	154 (48.13)
6 to 8	271 (42.34)	133 (41.56)	138 (43.13)
9 and above	30 (4.69)	24 (7.50)	6 (1.88)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table indicated that about 53% of the household customers have family with five or less members while 47% of households have a large family with six or more members. According to the Census 2001, the average size of households in the rural Mizoram was 5.2 members while in urban areas it was 4.9 members. In the present study, the researcher found that the average size of the rural sample households was 5.6 members and 5.2 for the urban sample households.⁶ A similar finding was made by Devendiran C (2008) in his study on the Mizo society with regard to the size of households.⁷ Further, decadal studies show that there has been a fractional decrease in family size in Mizoram from 5.5 in 1980s to 5.3 in 2001 even though there was a very significant increase in population during 1980 and 2001 from 493,757 to 888,573.⁸ This may indicate a trend towards nuclearisation of families even in a tribal dominated remote State of Mizoram.⁹

The Pearsonian correlation coefficient is calculated at 0.987285, which is higher than the critical value of Pearson's product correlation of 0.950 at .05%

level of significance (d.f.=2). Hence, both the tests show that there is not much difference between the rural and urban respondents in respect of family size.

3.2.3.2 Number of adults

Customer needs and interests vary with their age. Obviously then, different age groups present different marketing challenges and opportunities. Marketers, thus, have found age to be a particularly useful demographic variable for distinguishing consumer segments (Elliot *et al*, 2003). Table 3.4 shows the number of adults in the sample rural and urban households.

Table 3.4
Number of adults in sample households

Number of adults	Number of household customers		
	Total	Rural	Urban
Upto 2	206 (32.19)	102 (31.88)	104 (32.50)
3 – 5	317 (49.53)	146 (45.63)	171 (53.44)
6 – 8	112 (17.50)	71 (22.19)	41 (12.81)
9 and above	5 (0.78)	1 (0.31)	4 (1.25)
Total	640	320	320

Note: Figures in parentheses are percentages

Almost 50% of the sample households have 3 to 5 adult members, and about one-third of the sample households have adults upto 2. 18.28% of the sample households have as many as 6 or more number of adults.

22.19% of the sample households in rural Mizoram have the adult population of 6 to 8 members, whereas only 13% of the households in urban Mizoram have the same number of adult population. It was already established from Table 3.3 that the average household size of the respondent samples was 5.4 members. Therefore, it can be stated that the majority of sample households are adult-dominated.

The Pearsonian correlation coefficient is calculated at .959861, which is higher than the critical value of Pearson's product correlation of 0.950 at .05% level of significance (d.f.=2). This indicates that the numbers of adults in the rural and urban samples are significantly related.

3.2.3.3 Number of children

As for the number of children, the rural and urban households were studied by categorising them into (a) upto 12 years of age and (b) the teenagers (i.e. 13 to 19 years of age).

Table 3.5
Number of children upto 12 years of age among sample households

Number of children	Number of household customers		
	Total	Rural	Urban
Upto 2	206 (32.19)	112 (35)	94 (29.38)
3 – 5	144 (22.5)	66 (20.63)	78 (24.38)
6 – 8	36 (5.63)	20 (6.25)	16 (5)
9 and above	1 (0.16)	-	1 (0.31)
Total	387 (60.46)	198 (61.87)	189 (59.06)

Note: Figures in parentheses are percentages

Of the 320 rural households, 198 (61.87%) households have family members upto 12 years of age and out of 320 urban households, 189 (59.06%) households have family members belonging to the same age group.

Nearly one-third of the sample households have children upto two. 22.5% of the sample families have children ranging from 3 to 5.

Table 3.6
Number of teenagers among sample households

Number of teenagers	Number of household customers		
	Total	Rural	Urban
Less than 2	131 (20.47)	55 (10.94)	76 (23.75)
3 – 5	101 (15.78)	59 (18.44)	42 (13.13)
6 – 8	20 (3.13)	8 (2.5)	12 (3.75)
More than 9	1 (0.16)	-	1 (0.31)
Total	253 (39.54)	122 (38.13)	131 (18.45)

Note: Figures in parentheses are percentages

As shown in Table 3.6, out of the 320 rural households, 122 (38.13%) households have teenagers. On the other hand, out of 320 urban households, 131 (18.45%) households have family teenagers. It is further observed from the table that about one-fifth of sample households have teenagers upto 2. Nearly 16% of the sample households have teenagers ranging from 3 to 5. About one-fourth of the sample households in urban areas have children upto 2, whereas only 11% of the sample households in rural areas have the same number. Segmenting the children population into two subsets would enable the marketers to understand their specific consumption needs and wants.

A significant finding from the two subset tables is that in many sample households in both rural and urban areas has the highest frequency in the least number of children i.e. not more than 2 in the household, followed by 3 to 5 children in a household. Interestingly, many sample households have 3 to 5 adults. This clearly demonstrates that most of the households are in the family stages known as Full Nest I and II.¹⁰

3.2.4 Income

In the economic arena, marketers need to focus on income distribution (Kotler, 2006). Income is one of the important determinants which has a strong positive influence on the ownership of durables (Bijaya KP and Siba PP, 2008) and even the preference pattern of nondurable products largely depend upon the income distribution of the households (Prashanta KD and Minaketan S, 2008). Further, several studies show that income, as a demographic factor, has a significant impact on purchasing styles (Marakas GM, Yi MY and Johnson RD, 2002; Ratchford *et al*, 2001; Wood, 2002).

The range of monthly income of the household respondents in the present study is shown in Table 3.7.

Table 3.7
Household income of the rural and urban respondents

Monthly Income (₹)	Number of household customers		
	Total	Rural	Urban
<1000	9 (1.41)	6 (1.88)	3 (0.94)
1000 - 2000	36 (5.63)	20 (6.25)	16 (5)
2001 - 4000	74 (11.56)	32 (10)	42 (13.13)
4001 - 6000	60 (9.38)	33 (10.31)	27 (8.44)
6001 - 8000	64 (10)	22 (6.88)	42 (13.13)
8001 - 10000	87 (13.59)	53 (16.56)	34 (10.63)
10001 - 15000	135 (21.09)	99 (30.94)	36 (11.25)
15001 - 20000	69 (10.78)	36 (11.25)	33 (10.31)
>20000	106 (16.56)	19 (5.94)	87 (27.19)
Total	640	320	320

Note: Figures in parentheses are percentages

The table shows that 21.09% of the respondents have monthly income of ₹10,001 - 15,000 and almost 17% have monthly income of above ₹ 20,000.

In the rural areas, the sample households with monthly income of ₹ 10,001 - 15,000 has the largest percentage (30.94%), while the urban sample showed that households with more than ₹20,000 has the highest percentage (27.19%). This may be due to the fact that the main occupation of about 70% of the urban sample households was a government job (see Table 3.2). Even though 30.94% of the rural sample households depend on government employment, a significant portion of the rural sample households (25.31%) were engaged in agriculture compared to only 0.94% of their urban counterparts (see Table 3.2). Another factor may be that many of urban respondents enjoy higher positions in the government sector. According to a study conducted by Lalit Kumar Jha in 1997, the average household income of Mizoram State was ₹10,026 per month. In the present study, the average household income of the respondents was ₹12,323.¹¹ Compared with the average household income of ₹10,026 per month indicated by a study in 1997 (Lalit Kumar Jha, 1997), the present study indicated 22.90% increase in earning within the decadal period from 1997 to 2007 (assuming 2007 as mean year of the present study i.e. 2005 till 2010). The rural sample household was found to earn an average monthly income of ₹10,508 and the urban sample household with an average monthly income of ₹14,138.

Considering the responses given in Table 3.7, F-Test Analysis for the rural and urban household respondents gave an output of 0.65093 while the correlation analysis gave a low positive relation degree of 0.06. This shows that the income range distribution between rural and urban samples is not significantly related.

3.2.5 Earning members

The phenomenon of ‘double income’ has been identified as a sociologically relevant variable which may affect lifestyles of households. Michman R (1980) identified the multiplicity of income sources of households as an important variable affecting the purchasing capacity and family members’ involvement in decision making process. Recently, new segments have been identified and targeted as Double Income No Kids (DINKs) and Double Income Single Kid (DISK). A study conducted by the Associated Chamber of Commerce & Industry of India (2008) on “Changing Consumption Patterns of Delhi” shows that DINKs are high spenders.¹² Further, DINKs spend more of their resources on luxurious lifestyles while their counterparts, DISKs spend most of their incomes on child education, healthcare, insurance and home making, making the study of income source pattern a crucial issue for marketers. It is in this context, an attempt is made to know the number of earning members per household in the present study, which is shown in Table 3.8.

Table 3.8
Number of earning members in sample households

No. of Earning Member(s)	Number of household customers		
	Total	Rural	Urban
1	389 (60.78)	248 (77.5)	141 (44.06)
2	200 (31.25)	63 (19.69)	137 (42.81)
3	51 (7.97)	9 (2.81)	42 (13.13)
Total	640	320	320

Note: Figures in parentheses are percentages

The table shows that 60.78% of the sample households have only one earning member, nearly one-third of them have two earning members and about

8% of them have 3 earning members. Over three-fourth of the sample households in rural areas had a single earning member as against about 44% of the urban households. Further, it may be observed that about 56% of the sample urban households have two or three earning members compared to only 22.50% households in rural areas. As discussed earlier, the level of income of the sample urban households was relatively higher than that of the rural households (see Table 3.7) and Table 3.8 indicates that the number of households with two or three earning members was quite higher in urban areas than in rural areas. From this analysis, it may be inferred that most of the sample households in urban Mizoram were enjoying better standard of living compared to their rural counterparts, mainly due to more disposable income.

F-test Analysis gave a rather low homogeneity between rural and urban households with a degree of 0.33318, and correlation analysis gave a coefficient of 0.700723 which is less than the Pearson's product correlation of 0.997 at .05% level of significance (d.f.=1). This shows that there is a rather large disparity between the two sets of samples in terms of number of earning members.

On the whole, it is observed that education, occupation, family size, age, income and rural-urban background are closely related demographics. Better education leads to better employment opportunities, higher income and urban living, ultimately resulting in more purchasing power.

3.2.6 Durable products owned by households

The Indian consumer durable industry is estimated at around ₹ 200 billion and growing, according to ORG-Gfk Year-End Reviews (2004).¹³ The healthy growth of durables market can be the result of various factors such as fragmentation of households into double-income nuclear families to the presence

of easier finance options; expansion of dealer networks and after-sales services (Marketing Whitebook, 2005). In fact, durable products accounted for 6.6% of yearly purchases of Indian households (Arvind Singhal, 2001).

According to *The Marketing Whitebook* (2005), 42% of households in Mizoram owned a radio, 20.4% owned a television, 14.1% owned a telephone, 3.1% owned a bicycle, 6.2% owned a motorized two-wheeler, 3.4% owned a car and 50.9% owned unspecified durables. The profile of durable products owned by the households determine various dimensions of consumer behaviour, namely, purchase preference, product penetration, support services available for already owned durables, marketing opportunities and so on. Therefore, this section is aimed at discussing the ownership details of the select durables by the sample households. Table 3.9 exhibits the list of durable goods owned by the household respondents in Mizoram.

Table 3.9
Durable products owned by rural and urban respondents

Products	Number of household customers		
	Total	Rural	Urban
Radio	387 (60.47)	205 (64.06)	182 (56.87)
LPG	524 (81.87)	209 (65.31)	315 (98.43)
Music system	286 (44.69)	107 (33.43)	179 (55.93)
Television	526 (82.19)	218 (68.13)	308 (96.25)
Fridge	495 (77.34)	189 (59.06)	306 (95.63)
Oven	80 (12.50)	15 (4.68)	65 (20.31)
Washing machine	335 (52.34)	125 (39.06)	210 (65.62)
Telephone	424 (66.25)	135 (42.18)	289 (90.31)
Mobile	533 (83.28)	233 (72.81)	300 (93.75)
Computer	235 (36.72)	48 (15)	187 (58.43)
Scooter	60 (9.38)	42 (13.12)	18 (5.62)
Bike	143 (22.34)	31 (9.68)	112 (35)
Car	138 (21.56)	19 (5.93)	119 (37.18)

Notes: 1) Figures in parentheses are percentages
2) Percentages do not make 100 due to multiple responses

The table shows that mobile phone is the most popular durable owned by 83.28% of the sample households in Mizoram, followed by TV (82.19%) and LPG (81.87%). In other words, four sample households in every five had owned these products. It is interesting to note that though mobile phone was introduced in Mizoram only in 2003, it has caught up the fancy of the people in the State very soon. Obviously, of all the durables listed in the table, mobile phone is a kind of product which can be owned by many of the family members. At the same time, it

may be inferred that nearly 20% of the sample households in the State did not own LPG. It is observed that though all the sample households may be willing to own and use LPG as an essential item for cooking purpose, they were not able to do so mainly because of non-availability of LPG distributor in their locality.

After mobile phone, TV and LPG, the other popular durables owned by the select Mizo households were: fridge (77.34%), telephone (66.25%), radio (60.47%) and washing machine (52.34%). Interestingly, computer was a more popular durable owned by the sample households (36.72%) when compared to oven (12.50%), bike (22.34%), car (21.56%) and scooter (9.38%). It may be observed that about 45% of household respondents owned a music system, which is quite obvious as music has always been an integral part of the Mizo culture whether it is religious, celebrations or lamentations.

The most popular durables owned by the rural and urban household respondents are exhibited and ranked based on Table 3.9 in Table 3.10.

Table 3.10
Most popular durable products owned by the rural and urban respondents

Area	Ranking as per respondents' responses				
	1	2	3	4	5
Rural	Mobile	Television	LPG	Radio	Fridge
Urban	LPG	Television	Fridge	Mobile	Telephone
Overall	Mobile	Television	LPG	Fridge	Telephone

Note: Based on Table 3.9

It is to be noted that the ownership of durable products depends on not only the disposable incomes of the customers, but also certain infrastructural factors like access to electricity, availability of LPG suppliers and petrol pumps. According to the *Statistical Handbook* (2008), there are 24 LPG authorised dealers, each district having at least one dealer. There are 18 petrol pumps all over the State and every district except Mamit district has at least one recognised petrol

pump. With regard to electrification, 570 villages have already been electrified which is around 70% of the State. While 94.4% of urban areas in Mizoram have access to electricity, only 44.1% of the rural areas are reported to have access to electricity in Mizoram (Statistical Handbook, 2008).

According to the official sources of Taxation Department, Government of Mizoram, mobile phone came in use only from 2003 that too started only by BSNL (Government owned public sector) giving out 500 subscriptions. With the entry of private players such as Airtel, Aircel and Reliance, mobile phone has penetrated into the State very rapidly. As on 31st October 2008, there was a total of 2,85,287 mobile subscribers across the State. This information did not take into consideration the entry of Tata-Indicom and Vodaphone service providers. Out of the 320 respondents from rural households, 233 households (i.e. 72.81%) own mobile phones. The competitive and aggressive penetration of mobile service providers into both rural and urban areas has been expanding the market in Mizoram. Like in many other parts of the country, the private players in Mizoram have started competing and overtaking the State-owned BSNL.

About 29 recognised cable TV operators operating in urban and semi-urban areas started their operations since 1991.¹⁴ Apart from these operators, DTH (Direct-To-Home) is made available by Zee Group (Dish TV), Tata (Tata Sky), Airtel and so on at affordable prices. This may be one of the main reasons for popularity of television in both the rural and urban areas, as 68.13% of the sample households in rural areas and 96.25% of the sample households in urban areas owned a television set. It is interesting to note that even some unelectrified villages have solar powered television with dish antennas besides the thatched huts (Exhibit 3.2).¹⁵

Exhibit 3.2
Dish antenna in a remote rural hamlet



LPG was considered a household necessity for the urban households as 98.43% of urban sample households claimed the ownership of LPG. Yet, it came as the third most owned durable product in the select rural areas (65.31%). This significant difference may be due to the inaccessibility to the LPG dealers by rural respondents as most of these dealers are within urban areas. Aizawl has 11 LPG agents within its district, Lunglei has four agencies, Kolasib has three agencies, Champhai has two agencies and Lawngtlai, Mamit, Serchhip and Saiha have one agency each.

Even though radio has an extensive network covering the entire State,¹⁶ it was owned by only 64.06% of the sample households in rural areas and 56.87% of the sample households in urban areas. A recent study among the Mizo youth indicated that 89% of the respondents do not listen to radio (Devendiran S, 2008).

About 90% of the sample households in urban areas owned telephone whereas only 42% of the sample households in rural areas owned the product.

Computer was owned by over 58% of sample households in urban areas and 15% of the sample households in rural areas.

Over 40% of the sample households in urban areas possessed two-wheelers while only 22.80% of the sample households in rural areas owned the same. About 37% of sample households in urban areas use their own car while only about 6% of the sample households in rural areas had that luxury.

Notes

¹ Based on Leon G Schiffman and Leslie Lazar Kanuk's *Consumer Behaviour, 9th Edition*, Pearson Education, pp. 68-72.

² *Mautam* is a cyclic ecological phenomenon that occurs every 48 years in the north-eastern Indian states of Mizoram and Manipur, which are thirty percent covered by wild bamboo forests, as well as Chin State in Burma, particularly Hakha, Thantlang, Falam, Paletwa and Matupi Townships, creating a widespread famine in those areas. At this time, *Melocanna baccifera*, a species of bamboo, flowers at one time across a wide area. This event is followed invariably by a plague of black rats in what is called a rat flood. This occurs as the rats multiply in response to the temporary windfall of seeds and leave the forests to forage on stored grain when the bamboo seeds are exhausted, which in turn causes devastating famine. In the past, famines caused by this phenomenon have played a significant part in shaping the region's political history. The most recent spate of flowering, on the bamboo species' genetically-linked timetable, began in May 2006, and the state government and the Indian Army are attempting to prevent a famine. <http://en.wikipedia.org/wiki/Mautam> accessed on 3rd September, 2009

³ The fifth Economic Census was conducted during 2005 in the whole of the State of Mizoram. All economic activities (agriculture and non agricultural) except those involved in crop production and plantation are covered under this census. The fifth Economic Census was conducted both in rural and urban areas of the State. The unit of survey in rural areas were Census villages as classified by 2001 Population Census. In the rural areas as many as 803 number of villages were covered. Urban areas comprised of 22 Census towns as per 2001 Population Census Classification. The unit of survey in urban areas were the block(s) under Urban Frame Survey (UFS) prepared by National Sample Survey Organisation (NSSO). The number of blocks covered during the census was 523.

⁴ As per Census of Government Employees 2008, Mizoram

⁵ "Payment of Wages and Unemployment Allowances", *NREGA Operational Guidelines 2008* states that payment of wages will have to be made through banks and post offices. At present, Mizoram Rural Bank, Mizoram Cooperative Apex Bank, State Bank of India and Post Offices have been used. Section 7.2.1 (iv) allows nationalised and recognised banks to be used. Personal insurances tailor-made for rural households are also encouraged by the Scheme.

⁶ Average size is calculated using the formula Assumed Mean + $\frac{\sum fd'x}{N} \times i$ where Assumed Mean is taken as 7 (mid-point of 6 to 8), $\sum fd'x$ was calculated as -342 for overall sample, -148 for rural sample and -190 for urban sample. N = 640 for overall sample and N=320 for rural and urban sample each. Class intervals or *i* was taken as 3.

⁷ Devendiran found in his study *Leisure and Recreation Pattern of Mizo Youth* that 80.25% of the respondents' family size range between 4 to 6 members per family.

⁸ According to <http://Mizoram.nic.in/about/popu-trend.htm> accessed on 24th January, 2010

⁹ In the study, *Leisure and Recreation Pattern of Mizo Youth* (Unpublished PhD work), Devendiran (2008) found that 74.75% of the respondents belong to a nuclear family.

¹⁰ Philip Kotler, in his widely acclaimed *Marketing Management (Millennium Edition)*, Prentice Hall, New Delhi, quoted Family Life Cycles as Bachelor, Married, Full Nest I, II, III, Empty Nest I, II, Sole Survivor from sources like William D Wells and George Gubar (1966), Partick E Murphy and William A Staples (1979) and Federick W Derrick and Alane E Linfield (1980). Full Nest segments are identified as couples with off-springs.

¹¹ The mid-points of the income range were taken as x and the mean was calculated using discrete series formula i.e. $\frac{\sum xf}{\sum f}$. The mean was calculated at Rs. 12,323.

¹² According to the survey on the website <http://nitawriter.wordpress.com/2008/04/14/dinks-are-high-spenders/>, DINKs "eat out more, in fact almost every day! But it's just eating out. They do it *all* and far more than the other groups – be it frequenting fitness centres, buying books and music, shopping for consumer durables and personal care items! They also spend a lot on entertainment and on vacations. They don't just have double the money than the singles, they have more time than parents."

¹³ About ORG-Gfk: The leader in consumer durable retail research, ORG-Gfk is a joint venture between AC Nielsen ORG-MARG and Gfk Asia. For the last 10 years, it has been providing retail audit data and analysis to consumer durables marketers in the country. The company has been in the forefront of product innovation and market analyses that enable durable marketers to better understand their market and devise more profitable marketing strategies.

¹⁴ Doordarshan relayed the Asian Games 1982 from its first VLP Transmitter installed in Aizawl Tuikhuahtlang. HPT telecast commenced in 1995 and LTP telecast on 12.6.1995. Another HPT Relay Centre was opened at Lunglei in 1995 and two VLPT centers were opened at Saiha and Champhai. Of these, only Aizawl center telecast their local programme has recently increased from one hour to two hours. Besides Doorsdarshan's local programmes, people turn to Cable TV for entertainment and news. About 29 cable operators are doing business in the urban and semi-urban areas. The 'Sky Link' was the first to give Star TV programmes to limited number of subscribers since 1991. The LPS and ZOZAM started their own production centers in 1992 and 1994 respectively. These local programmes have been instrumental in giving information in local language apart from being ready entertainment. LPS programmes have viewers in most of the district headquarters. These local programmes have proved very useful and effective for publicity and they have a great potential for educational purpose as well. (<http://Mizoram.nic.in/more/media.htm>)

¹⁵ Based on the personal experience of the researcher in 2009 Lok Sabha elections. He was on duty at Rastali (Zodin) in Kolasib District. The village has around 150 voters and has no mobile network coverage, electricity and motorable approach road. But few houses have solar powered TV with dish antennas.

¹⁶ AIR Aizawl station started functioning as an auxiliary station in May 1966 with frequency of 150 Watt Medium wave. In 1970 the frequency was improved to 1 Kilowatt and then to 10 Kilowatts in 1975 and to the present frequency of 20 Kilowatts since 1979. Transmission from short wave with a frequency of was started in 1992. Steps are being taken to install FM Stereo Transmitter. A

6 KW FM Radio Station was started in Lunglei in 1995. Soon, a captive earth station to uplink news from Aizawl will be opened here. Two community Radio stations are to be opened at Saiha and Champhai to cover interior places. (<http://Mizoram.nic.in/more/media.htm>) accessed on 12th August, 2009.

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Chapter 4
EXTERNAL INFLUENCES AND BUYING FACTORS

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Chapter 4

EXTERNAL INFLUENCES AND BUYING FACTORS

This chapter has twin objectives. The first objective is to highlight the *input* stage of the model of consumer decision making (see Exhibit 1.1 in Chapter 1) which influences the sample household customer's recognition of a product need and consists of two major sources of information namely, the firms' marketing efforts (the product itself, its price, its promotion and where it is sold) and the external sociocultural influences on the customer (family, friends, neighbours, other informal and noncommercial sources, social class, and cultural and subcultural memberships) or, in other words, the cumulative impact of the sociocultural environment and the marketing efforts of the firms (together known as *external influences*) that are likely to affect what household respondents purchase.

The second objective of the chapter is to identify the factors influencing the purchase of nondurable and durable products. For this purpose, the nondurables are classified into *Food items and grocery*, *Personal care products*, and *Home & house care products*. The durable goods are radio, TV, LPG stove, refrigerator, washing machine, mobile sets, music system, computer, oven, two-wheelers and four-wheelers for the study.

4.1 INTRODUCTION

Consumer behaviour, being the psychological dimension of marketing management, deals with much of what makes consumer units behave.¹ Consumer behaviour is the study of individuals, groups, or organisations and the processes they use to select, secure, use, and dispose of products, services, experiences, or

ideas to satisfy needs and the impacts that these processes have on the consumer unit and society (Lars Perner, 2008). This brings up some important points:

- According to C Chatfield and GJ Goodhardt (1970), behaviour occurs either for the consumer unit, or in the context of a group (e.g., peers influence what kinds of clothes a person wears) or an organisation (people on the job make decisions as to which products the firm should use).
- Consumer behaviour involves the use and disposal of products as well as the study of how they are purchased. Product use is often of great interest to the marketer, because this may influence how a product is best positioned or how we can encourage increased consumption (Eagly A.H. and Chaiken S., 1993). Since many environmental problems result from product disposal (e.g., motor oil being sent into sewage systems to save the recycling fee, or garbage piling up at landfills), this is also an area of interest (Josephine P, 2008).
- Consumer behaviour involves services and ideas as well as tangible products.
- The impact of consumer behaviour on society is also of relevance (Dittmar H, 1992). For example, aggressive marketing of high fat foods, or aggressive marketing of easy credit, may have serious repercussions for the national health and economy.

4.2 EXTERNAL INFLUENCES (*INPUT*)

As discussed in Chapter 1, Schiffman and Kanuk (2008) have viewed the process of consumer decision making as three distinct but interlocking stages: the *input* stage, the *process* stage, and the *output* stage (see Exhibit 1.1).

4.2.1 Sociocultural environment

4.2.1.1 Culture

Researchers in the field of marketing and consumer behaviour consider culture as an important determinant of consumer behaviour (Aaker and Lee, 2001; Gurhan-Canli and Maheswaran, 2000; Han and Shavitt, 1994; Henry, 1976). Cultural influences is defined as a complex sum total of knowledge, belief, traditions, customs, art, moral law or any other habit acquired by people as members of society (Li, Zhou, Nicholls, Zhuang and Kranendonk, 2004). People in South India have a certain style of consumption of food, clothing, savings, etc. This differs from the people in the north of India. Different cultures and habits are predominant in different parts of the world. Japanese have a different culture from that of USA, England or Arabian countries. It should also be noted that within a culture, there are many groups or segments of people with distinct customs, traditions and behaviour (Nicholls, Roslow and Comer, 1994). Samiee and Jeong (1994) stated that subculture may be present within the geographic boundaries of different countries. In Mizoram itself, we have many subcultures, based on tribes, religion or denomination of Churches and so on. As for religion, 99.84% of the total respondents are Christians and normally 10% of the total income of the household is expended towards religious practice.²

4.2.1.2 Social class

Social class can be referred to as the group of households who share similar status in a society (Chaney D, 1996). Social class is determined by parameters like income, education, occupation, etc. Within a social class, households share the same values and beliefs and tend to purchase similar kinds of products (Charter M *et al*, 2002). Their choice of residence, type of holiday,

entertainment, leisure all seem to be alike. The knowledge of social class and their consumer behaviour is of great value to a marketer. As noted from Chapter 3 (Table 3.1), it can be noted that the majority of the household respondents were graduates and were mostly government employed (Table 3.2) earning average income ₹12,323 per month (Table 3.7). Again, from the study, 628 of the 640 households (which are 98.13%) claimed that the main source of entertainment was television, or more specifically, cable television programmes. In fact, a similar study on leisure and recreation pattern of the Mizo youth indicated that three-fourth of the respondents prefer to watch TV for the purpose of seeing a movie (Devendiran C, 2008). The household customers used to pay ₹ 200 per month for cable connections in Mizoram.³

4.2.1.3 Social group

According to Hoyer and Machnis (2004), a social group is a collection of households who share some consumer relationship, attitudes and have the same interest. Such groups are prevalent in societies. These groups could be primary where interaction takes place frequently and, consists of family groups. These groups have a lot of interaction amongst them and are well knitted. Secondary groups are a collection of individuals where relationship is more formal and less personal in nature. These could be political groups, work group and study groups, community based organisations (CBOs) and nongovernmental organizations (NGOs) like Young Mizo Association (YMA),⁴ Mizoram Hmeichhe Insuihkhawm Pawl (MHIP),⁵ and Mizoram Upa Pawl (MUP).⁶ The behaviour of a group is influenced by the members of the group. An individual can be a member of various groups and can have varied influences by different members of groups in his/her consumption behaviour. These exert different influences on

consumption. According to the present study, 100% of the respondents are affiliated with prominent CBOs like YMA, Young Lai Association (Lawngtlai District), Young Chakma Association (Chakma belt of Lawngtlai District) and Mara Thyutlia Py (Saiha District). In a recent study on the Mizo youth, it is found that 45.5% of the respondents involved in community activities with the YMA as mass leisure time activity and preference (Devendiran C, 2008).

4.2.1.4 Family

Family is an important primary group and a strong source of influence on consumer behaviour. The family traditions and customs are learnt by children, and they imbibe many behavioural patterns from their family members, both consciously and unconsciously (Howard and Sheth, 1988). These behaviour patterns become a part of children's lives. In households, many decisions are jointly made which also leave an impression on the members of the family (Nicholls *et al*, 1997). As seen in Chapter 3, the structure of the family is changing and people are going in more for nuclear families which consists of parent, and dependent children signifying the emergence of Full Nest I and II. As discussed in Chapter 5, 66.88% of the total respondents in the present study prefer to shop with other family members. 71.56% of the total respondents' purchases of nondurable products are influenced by their family members and 67% of the respondents are influenced by family members in buying durable products.

4.2.1.5 Personal and other influences

Each consumer unit processes the information received in different ways and evaluates the products in their own personal way (Curren and Harich, 1994). Some consumer units may lay greater emphasis on price, others on quality, and

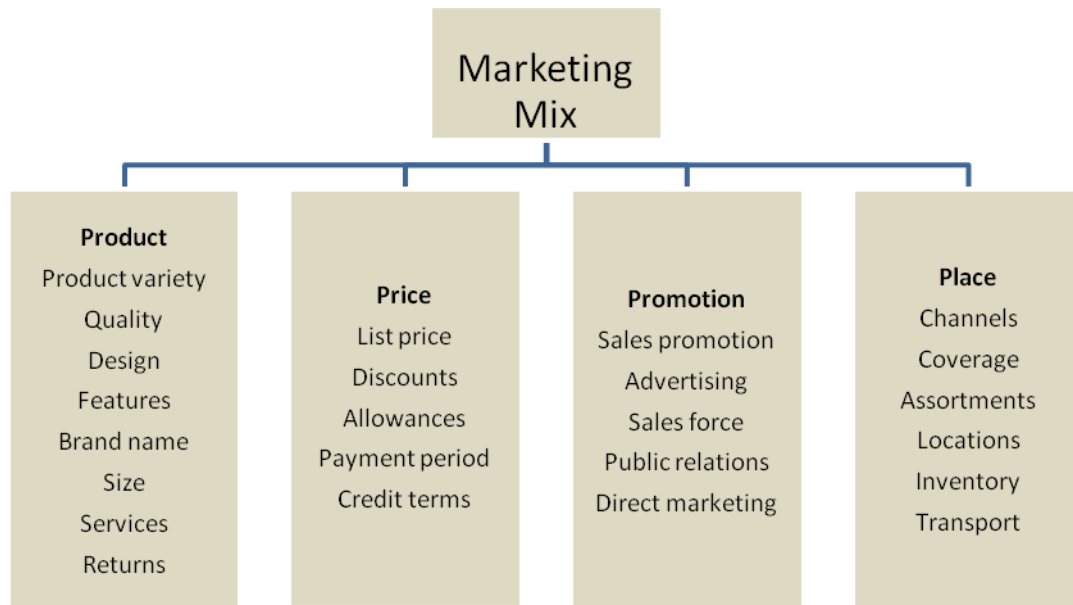
others on status, symbol, convenience of the product, etc. Personal influences go a long way in the purchase of a product.

Consumers are also influenced by events like the Asiad, the Olympics, World Cup, or even religious seasons. (Kumar and Leone, 1988). These leave permanent or temporary impressions on the households and influence the purchase behaviour. In such events, companies advertise their products more intensely with situation factors such as product display, discounts, free gifts and attractive offers introduced thus affecting the household's consumer behaviour (Kumar, 2000).

4.2.2 Marketing efforts (the marketing mix⁷)

The *marketing mix* consist of a firm's product and/ or service offerings to consumers and the methods and tools it selects to accomplish the exchange (Exhibit 4.1). The marketing mix consists of four elements, known as the 4 Ps: the *product* or *service* (i.e. the features, designs, brands, and packaging offered, along with postpurchase benefits such as guarantees and return policies); the *price* (the list price, including discounts, allowances, and payment methods); the *place* (the distribution of the product or service through specific store and nonstore outlets); *promotion* (the advertising, sales promotion, public relations, and sales efforts designed to build awareness of and demand for the product or service).

**Exhibit 4.1
Marketing mix**



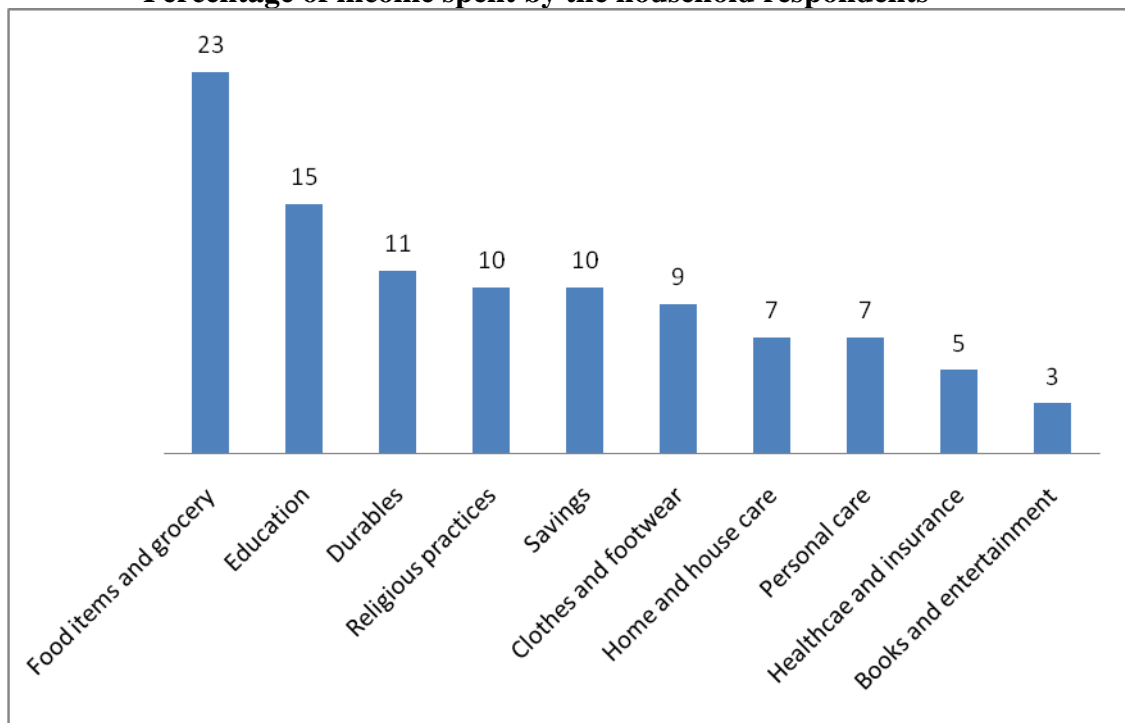
Based on Philip Kotler (2006), *Marketing Management*, p. 19

To identify the significance of the external factors or influences affecting household consumption behaviour for the present study, the household respondents were asked to indicate the impact of some of the external influences viz. price, packaging, health (freshness), features, appearance, flavour, fragrance, promotion, word-of-mouth (WOM) and others for nondurable products. The nondurable products are independently studied to deduct the important external influences or factors influencing the consumer behaviour. Similarly, in case of durable products, variables viz. price, appearance, promotion, word-of-mouth (WOM), after sales service, durability and others were identified for durable products.

4.3 BUYING FACTORS

Before studying the factors influencing the household consumer respondents of Mizoram in buying different products, it is attempted to know the average pattern of their spending on selected segments of consumer goods (Exhibit 4.2) in terms of percentage.

Exhibit 4.2
Percentage of income spent by the household respondents



Note: The figures given are in percentages

For this purpose, the consumer goods are grouped into the following segments: *Food items and grocery* include vegetables, meat and grocery (which are specified for the study as cooking oil, salt, masala and spices). *Personal care* products are classified for the study as toothpaste, bath soap, hair oils/ creams and body lotions. *Home & house care* is segmented as detergents (washing soap and powder), toilet cleaner, glass cleaner and floor polish. Durables products are radio, TV sets, LPG stove, refrigerator, washing machine, mobile sets, music system, computer, oven, two-wheelers and four-wheelers for the study. The other five

segments, which are self-explanatory, are: *Clothes and footwear, Home and house care, Books and entertainment, Religious practices* and *Healthcare and insurance*. The Exhibit shows that the sample households on an average spend 23% of their income on Food items and grocery, followed by Education (15%), Durable products (11%), Religious practices (10%), Clothes and footwear (9%), Personal care (7%), Home and house care (7%), Healthcare and insurance (5%) and Books and entertainment (3%). In general, Mizos give importance to education and parents try to give the best education they can afford to their children, regardless of sex. It is to be noted that Mizoram has achieved the distinction in terms of very high literacy rate (almost on par with the most literate State of Kerala) of about 90%). Further, Mizos are technological-savvy and are easily awed by electronics and gadgets. Many Mizos would go to the extent of owning durables even on credit and instalments. It may be inferred that 11% of monthly income spent on durables reflect the equated monthly instalments paid to own expensive consumer durables. Christianity, as a religion, advocates the paying of ‘tithe’ or a tenth of income to the Church. This practice can be observed in the 10% spending on religious practice by the Christian Mizos.

4.3.1 Food items and grocery

4.3.1.1 Vegetables

Vegetables, for the households in Mizoram, may include pulses, cabbages, squash, leafy vegetables like mustard leafs and *antam*, potatoes, rice beans, roots and bulbs. Pulses are the edible seeds, usually dried, of the pod-bearing family of plants collectively known as legumes, and include dal, lentils, peas and beans. They are an exceptionally rich source of protein, vitamins and minerals, making them important in a vegetarian diet. Garlic, chive, spring onion (known in Quebec

as green onion or échalotte verte), beetroot, radish and other varieties of onions and leeks are called bulb vegetables. The household respondents were asked to indicate the frequency of purchase of vegetables as shown in Table 4.1.

Table 4.1
Purchase frequency of vegetables

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	1 (0.16)	-	1 (0.31)
2 times a week	50 (7.81)	12 (3.75)	18 5.62
Once a week	313 (48.91)	53 (16.56)	240 (75)
Twice a month	210 (32.81)	192 (60)	58 (18.12)
Once a month	66 (10.31)	63 (19.68)	3 (0.93)
Total	640	320	320

Note: Figures in parentheses are percentages.

It can be observed that nearly half of the household customers would purchase vegetables on weekly basis. However, it can be seen that 60% of the rural households purchase vegetables twice a month while 75% of the urban households purchase vegetables once a week. This may be due to the occupational background of the respondents. Large portion of the rural households were agrarian by occupation as seen in Chapter 3 and may not need to go to vegetable markets as often as their urban counterparts. Buying of vegetables in Saturday market is a common practice in urban Mizoram. Further, it is attempted to know the factors influencing the purchase of vegetables. The respondents were asked to indicate the most important factors among the price, packaging, health/freshness, appearance, promotion and word-of-mouth (Table 4.2).

Table 4.2
Buying factors for vegetables

Factors	Number of household customers		
	Total	Rural	Urban
Price	136 (21.25)	79 (24.69)	57 (17.81)
Packaging	28 (4.38)	12 (3.75)	16 (5)
Health/ Freshness	233 (36.41)	100 (31.25)	133 (41.56)
Appearance	25 (3.91)	11 (3.44)	14 (4.38)
Promotion	85 (13.28)	15 (4.69)	70 (21.88)
Word-of-mouth	124 (19.38)	100 (31.25)	24 (7.50)
Others	9 (1.41)	3 (0.94)	6 (1.88)
Total	640	320	320

Notes: 1) Figures in parentheses are percentages.
2) Others includes: Convenience and habit

The table shows that the most important buying factor for vegetables is the freshness of the commodity (36.41%), followed by price (21.25%) and word-of-mouth (19.38%). Freshness of the vegetables is indicated as the most important buying factor for both rural (31.25%) and urban (41.56%) household customers. Yet, it is interesting to note that these responses are quite litigious with appearance as buying factor as only 3.44% of rural customers and 4.38% of urban customers indicated it as the most important factor. This may be justified with the practice of buying comparatively frayed leafy vegetables than the healthy looking ones, the reason being healthy looking leafy vegetables may be the result of use of chemical pesticides and customers would go for vegetables untreated with chemicals as they are to be consumed as food. Significant differences are observed in the responses of the rural and urban customers with regard to promotion and word-of-mouth as buying factors. The difference in responses of rural customers (4.69%) and urban customers (21.88%) with regard to

'promotion' may infer that most of the agriculture produces are brought to the urban markets where sellers compete with each other in terms of lower price, etc. It should be noted that vegetable markets in Mizoram are unorganized with no standard prices fixed by any authority. Word-of-mouth is the most important factor influencing buying of vegetables for 31.25% of rural respondents while only 7.5% of urban household customers mentioned it as the most influencing factor. This may be so as women would go for vegetable shopping in groups or with companions at weekly vegetable markets which are not always in their vicinity which is a common scenario in rural areas. Therefore, WOM was considered an important factor for rural customers than in urban areas where vegetable markets are conveniently accessible.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.57319. The critical value of Pearson's product correlation at .05 level of significance is 0.754 for degree of freedom (df) = 5 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be stated that there is no significant relationship between the responses of the rural and urban households in regard to buying factors for vegetables.

4.3.1.2 Meat

Mizos are basically non-vegetarian. The well-off Mizo households are generally characterised by their ability to buy meat. In fact, a common slogan when the price of pork rises in the year 2006 was "a day's wage cannot bring home a kilo of pork". Of all the meat items, pork may be considered as the most preferred item (Devendiran C, 2008). Pigs are reared by households within their compounds in a separate shed. The pigs are fed with leftover food and cooked fodders. Ready-made meshes supplied by the companies of other States are also

gaining popularity for commercial piggery. Pigs are reared for a year and are slaughtered and marketed locally.

At present, the market rates for pork, smoked and fresh is sold at ₹ 160 per kg, Beef steak is sold at ₹ 200 per kg, dressed chicken is sold at ₹160 per kg and fish is sold at ₹120 per kg.⁸ Mutton is popular among the non-Mizo residents. Specialised meat products like bacon, salami, sausage, hot dogs etc. are imported from Meghalaya under the brand name '*Meat Treat*'. Mizoram Food and Allied Industries Corporation Ltd (MIFCO),⁹ a Government of Mizoram undertaking has started entering meat processing industry, but it has to be mentioned that MIFCO is still struggling with little market share.

Apart from local catch, most of the fish come from Andhra Pradesh¹⁰. Canned fish are imported mostly from Goa and West Bengal, while a variety of canned beef, pork, chicken etc are from Myanmar and Thailand.¹¹ Table 5.3 provides an overview of the estimated consumption of eggs, milk and meat produce in Mizoram for the period of 2006-07 and 2007-08. It may be observed that more than 40% of eggs consumed by the State were imported from other parts of the country. Buffalo milk is less popular in Mizoram as compared to cow's milk. The figures in the table also show the popularity of pork as a meat product.

Table 4.3
Estimated consumption of eggs, milk and meat produce in Mizoram: 2006-08

Sl. No.	Items	Unit	Production	
			2006-07	2007-08
1	2	3	4	5
1	EGGS	Lakhs		
	(i) Desi		204	229
	(ii) Imported		114	173
	TOTAL		348	402
2	MILK	M.T		
	(A) COW			
	(i) Crossbred		12,666	12,871
	(ii) Indegenous		2,638	2,819
	Sub Total		15,304	15,690
	(B) BUFFALOES		694	815
	TOTAL		15,998	16,505
3	MEAT	M.T		
	(i) Cattle		1,842	1,931
	(ii) Buffaloes		32	69
	(iii) Mithun		13	7
	(iv) Goats		64	68
	(v) Pigs		6,810	7,355
	TOTAL		8,761	9,430

Source: Mizoram Statistical Handbook (2008), Govt. of Mizoram

The purchase frequency of meat by the Mizoram household respondents can be seen in Table 4.4, which shows that majority of the rural as well as urban households buy meat at least once a week.

Table 4.4
Purchase frequency of meat

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	85 (13.32)	12 (3.76)	73 (22.88)
Once a week	380 (59.56)	169 (52.97)	211 (66.14)
Twice a month	86 (13.48)	62 (19.36)	24 (7.52)
Once a month	87 (13.64)	76 (23.82)	11 (3.45)
No response	2 (0.31)	1 (0.31)	1 (0.31)
Total	638	319	319

Note: Figures in parentheses are percentages.

It may be observed that urban customers buy meat more frequently than their rural counterparts. Almost 90% of the urban respondents and over 56% of rural respondents buy meat at least once a week.

The factors influencing the purchase of meat as indicated by the Mizoram household respondents can be observed from Table 4.5.

Table 4.5
Buying factors for meat

Factors	Number of household customers		
	Total	Rural	Urban
Price	87 (13.64)	57 (17.86)	30 (9.40)
Packaging	37 (5.80)	21 (6.58)	16 (5)
Health/ Freshness	210 (32.92)	92 (28.84)	118 (36.99)
Appearance	80 (12.54)	31 (9.72)	49 (15.36)
Promotion	94 (14.73)	15 (4.70)	79 (24.76)
Word-of-mouth	116 (18.18)	100 (31.35)	16 (5)
Others	14 (2.19)	3 (0.94)	11 (3.48)
Total	638	319	319

Notes: 1) Figures in parentheses are percentages.
2) Others includes: Convenience and habit

The table shows that the most important factor for buying meat indicated is freshness for 32.92% of respondents, followed by word-of-mouth (18.18%) and seller/ producer (14.73%). It is observed that meat is not always available on regular basis in the rural areas as livestock rearing is not yet recognised as a livelihood opportunity in low populated villages. Therefore, rural customers find it difficult to get fresh meat as compared to the urban customers who have better access for organised and regular meat markets.

Significant differences can be observed between the rural and urban household customers with regard to word-of-mouth. 31.35% of the rural respondents indicated word-of-mouth as the most important among the buying factor while only 5% of the urban customers referred to it as the most significant buying factor. As mentioned earlier, pigs are slaughtered and marketed within the pig-farmer's locality, thus making word-of-mouth an important buying factor for close-knitted rural society.

There is a stark difference in the responses of rural customers (4.70%) and urban customers (24.76%) in regard to promotion. Promotion of meat may be in the form of putting up banners, distribution of flyers and TV ads. As mentioned earlier, *Meat treat*, being a popular processed meat brand from Meghalaya uses such promotional activities. It can be noted such a difference between the rural and urban customers may be due to the fact that imported meat items are mostly marketed in the urban areas.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.523895. The critical value of Pearson's product correlation at .05 level of significance is 0.754 for degree of freedom (df) = 5 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be stated that the relationship between the buying factors for rural and urban samples for meat is insignificant.

4.3.1.3 Grocery

For the present study, cooking oil, salt, masala and spices are classified as grocery. Information from five major wholesalers and stockists¹² were obtained in order to know the popular brands in Mizoram (Table 4.6).

Table 4.6
Popular brands of groceries in Mizoram

	Grocery Items	Brands
1	Cooking Oil	<i>Nutrela Soyumm</i> (Rachi Soya Industries) <i>Kalash</i> (KS Oil) <i>Dhara</i> (Mother Dairy) <i>Dalda</i> (Bunge India) <i>King's</i> (Adani Wilmar) <i>Fortune</i> (Adani Wilmar)
2	Salt	<i>Tata Salt</i> (Tata Chemicals) <i>Shakti</i> (Tata Chemical) <i>Annapurna</i> (HUL)
3	Masala & Spices	<i>MDH</i> (Mahashian Di Hatti) <i>Garam Masala</i> (Darampah Satyapal), <i>Geera Meat Masala</i> (Darampah Satyapal) <i>Haladi</i> (Darampah Satyapal) <i>Red Chilly</i> (Darampah Satyapal) <i>Meat Masala</i> (Pinaki Industries) <i>Turmeric Masala</i> (Shalimar Chemicals) <i>Parampara</i> (Parampara Food Products)

Note: The Company names are indicated in parentheses

The researcher's interaction with the wholesalers and stockists indicated that *Nutrela Soyumm* in the cooking oil segment, *Tata Salt* in the salt segment and *MDH* brand in spice and masala segment are more popular brands among the Mizo households. The wholesaler and stockists held that masala and spices segment is still not very popular as most of the Mizo households are unaccustomed to using heavy spices in their diet even though turmeric powders are greatly in demand.

Table 4.7 shows the purchase frequency of sample households with regard to grocery items.

Table 4.7
Purchase frequency of grocery items

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	32 (5)	12 (3.75)	20 (6.25)
Once a week	308 (48.13)	170 (53.12)	138 (43.12)
Twice a month	160 (25)	62 (19.37)	98 (30.62)
Once a month	140 (21.88)	76 (23.75)	64 (20)
Total	640	320	320

Note: Figures in parentheses are percentages.

It can be observed that 53.13% of the sample household customers purchase grocery at least once in a week. Grocery items, even though they can be stored for some period of time, are constantly consumed daily in cooking and are seen to be purchased once or twice a month by 43.12% of rural customers and 50.62% of urban customers.

The buying factors affecting the purchase of grocery items are shown in Table 4.8.

Table 4.8
Buying factors for grocery

Factors	Number of household customers		
	Total	Rural	Urban
Price	110 (17.19)	72 (22.50)	38 (11.88)
Packaging	90 (14.06)	32 (10)	58 (18.13)
Health	121 (18.91)	42 (13.13)	79 (24.69)
Appearance	82 (12.18)	31 (9.69)	51 (15.94)
Promotion	132 (20.63)	48 (15)	84 (26.25)
Word-of-mouth	97 (15.16)	92 (28.75)	5 (1.56)
Others	8 (1.25)	3 (0.94)	5 (1.56)
Total	640	320	320

Notes: 1) Figures in parentheses are percentages.
2) Others include: Credit facility and stores

The responses indicate that promotion was considered the most important factor by 20.63% of the household customers in Mizoram, followed by the health (18.91% of respondents) and price of the product (17.19% of respondents).

However, significant differences existed between the rural customers and urban customers. 28.75% of the rural household customers indicated word-of-mouth as the most important buying factor for groceries compared to only 1.56% of their urban counterparts. Price as a buying factor was a more important factor for the rural customers (22.50%) than the urban customers (11.88%). This may be due to low purchasing power of rural customers. Health was the most important factor for about one-fourth of the urban customers compared to 13.13% of their rural counterparts. It may be inferred that urban customers are more aware of health issues involved in the consumption of cooking oil and iodised salt than their rural counterparts. It may also be due to less number of brand options available in rural areas and low purchasing power of rural customers. For more

than one-fourth of the urban household customers, promotion was the main factor influencing purchase of groceries while only 15% of the rural customers mentioned it as the most important factor.

Fitting the Pearson's Correlation Analysis, the coefficient between rural and urban samples is arrived at -0.11301. Therefore, it can be deducted that there is a negative relationship between the buying factors for rural and urban samples for grocery.

4.3.2 Personal care products

4.3.2.1 Toothpaste

Toothpaste is one of the personal care representations for nondurable products. From the information obtained from the wholesalers and stockists, some of the popular brands found in the Mizoram market are: *Colgate* (Colgate India Pvt. Ltd.), *Pepsodent* (Hindustan Unilever), *Close-Up* (Hindustan Unilever), *Promise* (Dabur Ltd.), *Calcium* (Sarvotham Care Ltd.), *Vi-John* (Mja Healthcare Division) and *Red Toothpaste* (Dabur Ltd.). Table 4.9 shows the purchase frequency of toothpaste by the sample household customers in Mizoram.

Table 4.9
Purchase frequency of toothpaste

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	-	-	-
Once a week	125 (19.53)	45 (14.06)	80 (25)
Twice a month	175 (27.34)	66 (20.62)	109 (34.06)
Once a month	340 (53.13)	209 (65.31)	131 (40.93)
Total	640	320	320

Note: Figures in parentheses are percentages.

Over half of the sample household customers purchase toothpaste on monthly basis while more than one-fourth of households would buy toothpaste twice a month. About two-thirds of rural respondents preferred to buy toothpaste once a month compared to 40.93% of urban respondents.

Further, Table 4.10 shows the factors affecting the purchase of a brand of toothpaste.

Table 4.10
Buying factors for toothpaste

Factors	Number of household customers		
	Total	Rural	Urban
Price	131 (20.46)	67 (20.94)	64 (20)
Packaging	86 (13.44)	32 (10)	54 (16.88)
Health	89 (13.91)	41 (12.81)	48 (15)
Flavour	58 (9.06)	21 (6.56)	37 (11.56)
Promotion	184 (28.75)	82 (25.63)	102 (31.88)
Word-of-mouth	86 (13.44)	71 (22.19)	15 (4.69)
Others	6 (0.94)	6 (1.88)	-
Total	640	320	320

Notes: 1) Figures in parentheses are percentages.
2) Others include: family habit, and discount

The table indicates that ‘promotion’ was the most important buying factor for toothpaste for 25.63% of the rural customers and 31.88% of the urban customers. Since a variety of toothpaste brands were found in the market, promotion was perceived as the most important determinant affecting the purchase decision of 28.75% of the respondents.

Price was the most significant factor for about one-fifth of the household customers, both urban and rural. It is interesting to note that word-of-mouth was perceived as more important buying factor by the rural customers (22.19%) than the urban customers (4.69%).

Fitting the Pearson’s correlation analysis, the coefficient between rural and urban samples is arrived at 0.6282. The critical value of Pearson's product correlation at .05 level of significance is 0.754 for degree of freedom (df) = 5 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be

deducted that the relationship between the buying factors for rural and urban samples for toothpaste is insignificant.

4.3.2.2 Bath soap

The Mizos were introduced to bath soap by the Christian missionaries as means of keeping personal hygiene in the late 19th century.¹³ As stated earlier, bath soap is considered as a product relating to a segment of personal care, along with toothpaste, hair oil/creams and body lotions. Some of the popular brands of bath soap identified on the basis of data received from the wholesalers and stockists in the Mizoram market are: *Cinthol* (Godrej), *Fiama di Wills* and *Vivel* (ITC), *Lux*, *Pears* and *Lifebouy* (HUL), *Aloe Vera* (VVF Ltd.), *Park Avenue* (SK Helen Curtis International), *Eve* (PT Megasurya), *Dyhna* (Anchor H & BC Pvt. Ltd.), *Lux* (HUL), *Margo* (Henkel Co.) and so on.

With regard to the frequency of purchase, Table 4.11 shows that almost 36% of the sample household customers in Mizoram purchase bath soap once a month, 32.50% purchase twice a month and 30.94% once a week.

Table 4.11
Purchase frequency for bath soap

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	5 (0.78)	2 (0.62)	3 (0.93)
Once a week	198 (30.94)	96 (30)	102 (31.87)
Twice a month	208 (32.50)	100 (31.25)	108 (33.75)
Once a month	228 (35.62)	124 (38.75)	107 (33.44)
Total	640	320	320

Note: Figures in parentheses are percentages

It may be noted that the rural and urban household customers do not differ much with regard to purchase frequency of bath soap.

The factors influencing the purchase of bath soap can be seen in Table 4.12.

Table 4.12
Buying factors for bath soap

Factors	Number of household customers		
	Total	Rural	Urban
Price	82 (12.81)	31 (9.69)	51 (15.94)
Packaging	57 (8.91)	32 (10)	25 (7.81)
Health	112 (17.5)	46 (14.38)	66 (20.63)
Fragrance	137 (21.41)	66 (20.63)	71 (22.19)
Promotion	174 (27.19)	84 (26.25)	90 (28.13)
Word-of-mouth	67 (10.47)	55 (17.19)	12 (3.75)
Others	11 (1.72)	6 (1.88)	5 (1.56)
Total	640	320	320

Notes: 1. Figures in parentheses are percentages.

2. Other factors include: Family habit, foam, and durability

For bath soap, promotion was indicated as the most important buying factor by both the rural respondents (26.25%) and urban respondents (28.13%). *Business Standard*¹⁴ (2009) stated that personal care products, primarily bath soaps, lead TV advertising in all India level. It may be inferred that for media savvy Mizoram household customers (as discussed in Chapter 6), promotion was the most important buying factor for personal care products such as bath soaps. AdEx, from their study, observed that many companies concentrated on ‘Freshness-Fragrance’ feature for positioning their bath soap. This phenomenon may be observed from the present study as fragrance of the soap was perceived to be the most significant buying factor for 20.63% of the rural customers and 22.19% of the urban customers. Health related attributes such as medicated, moisturising and nourishing of soap was considered as the most important buying factor by 14.38% of rural customers and 20.63% of urban customers. However, a

significant difference existed in the responses given to word-of-mouth as the most important buying factor by the rural respondents (17.19%) as against their urban counterparts (3.75%).

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.7492. The critical value of Pearson's product correlation at .05 level of significance is 0.754 for degree of freedom (df) = 5 i.e. (n-2), which is more than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for bath soap is insignificant.

4.3.2.3 Hair oils and creams

Hair Oils and Creams are an important personal care product in Mizo society. As per the researcher's observation, some of the popular brands of hair oils/creams in Mizoram are: *All-Clear* (HUL), *Hair and Care* (Marico Ltd.), *Ayush* (HUL), *Vasmol* (Hygeinic Research Institute Pvt. Ltd.), *Parachute* (Marico Ltd.), *Brylcreem* (Godrej), *Almond Drops* (Bajaj Co.), *Jasmine* (Marico Ltd.) and *Simax* (Sirmour Herbals).

Recently, the younger generation started emulating hair styles of Koreans and Americans that resulted in rising sales of styling gels like *Gatsby*, *Style-Up*, and *Country Gel*. Television broadcasted advertisements for hair creams with superior hair fixing properties to target these young emulators. *Brylcreem*, *Parachute* etc. are the regularly advertised hair oils and creams in the television. The purchase frequency of hair oils and creams by the respondents in the present study are displayed in Table 4.13.

Table 4.13
Purchase frequency of hair oils/creams

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	-	-	-
Once a week	86 (13.44)	32 (10)	54 (16.87)
Twice a month	226 (35.31)	126 (39.37)	100 (31.25)
Once a month	328 (51.25)	161 (50.31)	166 (51.88)
Total	640	320	320

Note: Figures in parentheses are percentages

The table indicates that about half of the household customers purchase hair oils and creams on monthly basis while 35.31% of the respondents would buy twice a month. The factors which motivate the sample household customers to buy a particular brand of hair oils and creams are shown in Table 4.14. Promotion was the most important factor for buying hair oils and creams for 38.13% of the sample customers. AdEx stated that ad volume is growing year by year in hair care sector, indicating 33% jump in the year 2009 alone. Price was the significant motivating factor for 17.97% of the respondents.

Table 4.14
Buying factor for hair oils/creams

Factors	Number of household customers		
	Total	Rural	Urban
Price	115 (17.97)	101 (31.56)	14 (4.38)
Features	85 (13.28)	32 (10)	53 (16.56)
Packaging	32 (5)	21 (6.56)	11 (3.44)
Fragrance	72 (11.25)	30 (9.38)	42 (13.13)
Promotion	244 (38.13)	84 (26.25)	160 (50)
Word-of-mouth	81 (12.66)	49 (15.31)	32 (10)
Others	11 (1.27)	3 (0.94)	8 (2.5)
Total	640	320	320

Notes: 1) Figures in parentheses are percentages.
2) Others include: Habit, and family members

However, the table shows stark differences in the responses given to promotion and price as buying factors by the rural and urban households. While half of the urban households indicated promotion as the most important buying factor, only 26.25% of the rural households indicated the same opinion. 31.25% of rural customers opined that the price of hair oils and creams as the main buying factor. Only 3.75% of the urban customers were price sensitive. It may be inferred that urban respondents were influenced by the promotional efforts of hair oils and creams companies than the rural respondents. The urban respondents seemed to be more fashionable in hairstyling and grooming than their rural counterparts.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.4467. The critical value of Pearson's product correlation at .05 level of significance is 0.754 for degree of freedom (df) = 5 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be

deducted that the relationship between the buying factors for rural and urban samples for hair oils and creams is insignificant.

4.3.2.4 Body lotions

Mizoram has a cool climate with an average temperature of maximum 26.15C and a minimum of 17.28C (as per records in 2007) and an average relative humidity range from 95% to 60%. The climate and humidity of the State invite a good market for body lotions, in the category of personal care products. With the entry of cosmetic brands, including some international brand names, such as *Lakme, Oriflame, Avon, Aviance, Garnier, Dove, Loreal* and *Mary Kay* in Mizoram, body lotions, now has become almost a necessity especially to the urban household customers. Another reason may be the multilevel marketing used by many cosmetic companies. This strategy is used extensively by many companies like *Avon, Aviance, Mary Kay, and Oriflame*, to name a few. Campaigners of different designations for different companies at different levels are 'recruited' to bring in more customers. Multilevel marketing is the main reason why these companies have made presence in almost every town and bigger villages. However, it is difficult to document the actual number of these networks as they do not register themselves as business entity. Apart from the well-known brand names, many products from the neighbouring country, Myanmar are occupying market shelves too. These products are comparatively low priced and come in bigger containers. The purchase frequency of body lotions for the household customers can be seen in Table 4.15.

Table 4.15
Purchase frequency of body lotions

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	-	-	-
Once a week	100 (15.63)	39 (12.18)	61 (19.06)
Twice a month	176 (27.50)	97 (30.31)	79 (24.68)
Once a month	364 (56.88)	184 (58.43)	180 (56.25)
Total	640	320	320

Note: Figures in parentheses are percentages

56.88% of the sample household customers preferred to buy body lotions once a month and 27.50% of them twice a month. Interestingly, body lotions were found to be an essential household product of every household respondent in Mizoram.

Table 4.16 shows the factors motivating the respondents in buying of body lotions.

Table 4.16
Buying factors for body lotions

Factors	Number of household customers		
	Total	Rural	Urban
Price	91 (14.22)	57 (17.81)	34 (10.36)
Packaging	54 (8.44)	41 (12.81)	13 (4.06)
Features	126 (19.69)	65 (20.31)	61 (19.06)
Fragrance	65 (10.16)	30 (9.38)	35 (10.94)
Promotion	281 (43.91)	111 (34.69)	170 (53.13)
Word-of-mouth	23 (3.59)	16 (5)	7 (2.19)
Total	640	320	320

Note: Figures in parentheses are percentages.

Almost 44% of the sample household customers expressed promotion as the most important buying factor for body lotions, followed by product features (19.69%) and price (14.22%). Product features include skin nourishment, moisturising and sun protection. As per AdEx data, there was 24% rise in advertising in 2009 for skin care products, of which body lotions constituted one-fourth of all skin care advertising. Therefore, it may be inferred that promotion played a crucial role as a factor influencing the purchase of body lotions. However, there was a significant difference between the rural (34.69%) and urban (53.13%) customers. This may be due to the increased media exposure on the part of the urban respondents.

Fitting the Pearson's correlation analysis, the coefficient between the rural and urban samples is arrived at 0.93533. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is lesser than the calculated coefficient. Therefore, it can be deducted

that the relationship between the buying factors for rural and urban samples for body lotions is significant.

4.3.3 Home & house care products

4.3.3.1 Detergents

Detergents, along with toilet cleaners, glass cleaners and floor polish, is categorised as home & house care products for the present study. The Indian laundry care market was estimated at ₹ 92 billion for year 2008 and laundry detergents constituted a major share of the market. The Indian laundry detergent market was estimated at Compounded Annual Growth Rate (CAGR) of over 11% between 2008 and 2011. Washing powders constituted a major chunk of the Indian market up to an approximate of 70%, rest being the soaps & bars (30%).¹⁵

Washing powder *Nirma* was a household name made popular by the successful ad in *Doordarshan*. As per the ORG-MARG Rural Consumer Panel (December 1998) survey, *Nirma* brand was ranked highest in terms of penetration in washing cakes and bars category. Before the 1970s, washing powders and bars was considered a 'luxury item' as they were highly priced.¹⁶ Now with the emergence of prominent brands such as *Rin*, *Wheel*, *OK*, *Henko*, *Chek*, *Surf* and *Mr. White*, almost every household in Mizoram have their choice of buy when it comes to detergents. The purchase frequency for detergents of the sample household customers is shown in Table 4.17.

Table 4.17
Purchase frequency of detergents

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	12 (1.88)	3 (0.93)	9 (2.81)
Once a week	164 (25.63)	43 (13.43)	121 (37.81)
Twice a month	223 (34.84)	151 (47.18)	72 (22.50)
Once a month	241 (37.66)	123 (38.43)	118 (36.87)
Total	640	320	320

Note: Figures in parentheses are percentages

It may be observed that almost 38% of the household respondents purchase detergents once a month, about 35% purchase twice a month and nearly 26% buy once a week. However, the present study shows that urban customers buy detergents more frequently than their rural counterparts as 37.81% of the urban customers buy once a week compared to 13.43% of the rural customers.

The factors influencing the purchase of detergents may be seen in Table 4.18.

Table 4.18
Buying factors for detergents

Factors	Number of household customers		
	Total	Rural	Urban
Price	80 (12.50)	63 (19.69)	17 (5.31)
Packaging	80 (12.50)	35 (10.94)	45 (14.06)
Features	202 (31.56)	87 (27.19)	115 (35.94)
Fragrance	40 (6.25)	12 (3.75)	28 (8.75)
Promotion	221 (34.53)	110 (34.38)	111 (34.69)
Word-of-mouth	17 (2.66)	13 (4.06)	4 (1.25)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table shows promotion as the most significant factor influencing the purchase of detergents for 34.53% of the respondents. It may be observed that Hindustan Unilever Limited (HUL), a prominent producer of soaps and detergents in India, alone spent ₹ 265.40 crores in a year for advertising.¹⁷ 31.56% of the sample household customers opined that the product features (e.g. gentleness to fabric, effective cleaning agent and fabric colour protection) as the most important factor affecting the purchase of detergents. Packaging and price of detergents were the most significant factors for 12.50% of household respondents each. It is observed that sachet-packed detergents and economy-sized packages are a convenient buy for different segments of the households. However, significant difference can be seen with regard to price as 19.69% of rural and 5.31% of urban household customers indicated it as the most significant factor influencing the purchase of detergents. It may be inferred that rural customers were more price sensitive than their urban counterparts.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.8438. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is less than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for detergents is significant.

4.3.3.2 Toilet cleaners

For the present study, toilet cleaner is categorised under Home & house care. Household care segment is characterised by high degree of competition and high level of penetration. This segment was estimated to grow at a Compounded Annual Growth Rate (CAGR) of two percent from 2005 to 2010, out of which toilet products were expected to grow dynamically during the same period.¹⁸

Traditionally, the Mizos use pit-latrine type of toilets. Under the government initiatives for good sanitation practice, almost all the villages are now covered by Total Sanitation Campaign (TSC), a flagship programme of Department of Drinking Water Supply, Ministry of Rural Development, Government of India. Commodes were distributed and fitted in schools and given to villagers.¹⁹ Thus, it can be said that toilet cleaners will be in greater demand even in the rural areas. Some of the different brands found in market are: *Sani Fresh* (Dabur Ltd.), *Harpic* (Reckitt), *Domex* (HUL) and *Bref* (Henkel). The purchase frequency of toilet cleaners is shown in Table 4.19.

Table 4.19
Purchase frequency of toilet cleaners

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	-	-	-
Once a week	33 (5.36)	3 (1.01)	30 (9.37)
Twice a month	188 (30.52)	72 (24.32)	116 (36.25)
Once a month	395 (64.12)	221 (74.66)	174 (54.37)
Total	616	296	320

Note: Figures in parentheses are percentages

The table shows that 64.12% of household respondents in Mizoram purchase toilet cleaners on monthly basis and 30.52% of household customers would go for purchase twice a month. The present study shows that urban households buy toilet cleaners more frequently than the rural customers.

The factors influencing buying of toilet cleaners are shown in Table 4.20.

Table 4.20
Buying factors for toilet cleaners

Factors	Number of household customers		
	Total	Rural	Urban
Price	134 (21.75)	75 (25.34)	59 (18.44)
Packaging	32 (5.19)	14 (4.73)	18 (5.63)
Features	177 (28.73)	66 (22.30)	111 (34.69)
Fragrance	132 (21.43)	61 (20.61)	71 (22.19)
Promotion	84 (13.64)	38 (12.84)	46 (14.38)
Word-of-mouth	57 (9.25)	42 (14.19)	15 (4.69)
Total	616	296	320

Note: Figures in parentheses are percentages.

The table shows that 28.73% of the respondents felt product features as the most important buying factor for toilet cleaners, followed by price (21.75%) and fragrance (21.43%). Product features include effectiveness in stain removal, anti-fungal component, easy to spread in toilet bowl and safe for usage in septic tank system. Responses to product features show a significant difference between the rural (22.30%) and urban (34.69%) customers. It may be inferred that the urban customer is more aware of the product features. Further, availability of more number of options in the urban areas may result in more freedom to choose the brand based on product features. It can be observed that 24 rural households did not respond which may be the non- use of branded cleaners due to usage of traditional pit latrines.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.7284. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be

deducted that the relationship between the buying factors for rural and urban samples for toilet cleaners is insignificant.

4.3.3.3 House care products

For the study, glass cleaners and floor polish are classified as house care products. The popular brands of house care products found in the Mizoram market are: *Colin*, *Pril* and *Kiwikleen* (glass cleaners) and *Dighi Polish*, *Mansion Polish*, *Lizol* and *Red Cardinal* (floor polish) as shown in Table 4.21. The purchase frequency of these products is shown in Table 4.22.

Table 4.21
House care products in Mizoram market

	House Care Items	Brands
1	Glass Cleaners	<i>Colin</i> (Reckitt) <i>Pril</i> (Henkel) <i>KiwiKleen</i> (Godrej)
2	Floor Polish	<i>Dighi Polish</i> <i>Mansion Polish</i> (Reckitt) <i>Lizol</i> (Reckitt) <i>Red Cardinal</i> (Reckitt)

Table 4.22
Purchase frequency of house care products

Purchase Frequency	Number of household customers		
	Total	Rural	Urban
Daily	-	-	-
3 times a week	-	-	-
2 times a week	-	-	-
Once a week	54 (8.64)	12 (3.90)	42 (13.25)
Twice a month	206 (32.96)	91 (29.55)	115 (36.28)
Once a month	365 (58.40)	205 (66.56)	160 (50.47)
Total	625	308	317

Note: Figures in parentheses are percentages

The table shows that the majority of the Mizoram household respondents purchase house care items on monthly basis and about one-third of the sample

respondents purchase twice a month. While about half of the urban respondents purchase these products more frequently (either once a week or twice a month), only about one-third of the rural customers have exhibited such behaviour.

Table 4.23 shows the factors influencing the purchase of house care products.

Table 4.23
Buying factors for house care products

Factors	Number of household customers		
	Total	Rural	Urban
Price	186 (29.76)	97 (31.49)	89 (28.08)
Packaging	112 (17.92)	55 (17.86)	57 (17.98)
Features	211 (33.76)	96 (31.17)	115 (36.28)
Promotion	63 (10.08)	29 (9.42)	34 (10.73)
Word-of-mouth	53 (8.48)	31 (10.06)	22 (6.94)
Total	625	308	317

Note: Figures in parentheses are percentages.

One-third of the sample household customers felt the product features as the most significant factor influencing purchase of house care products. It is observed that product features like polish-shine, streak-free cleaning and so on were considered by the customers while buying house care products. As house care products are not a necessity, price was seen as an important buying factor by about 30% of the household customers. It is interesting to note that packaging is quite a significant buying factor for 17.92% of the respondents. The convenience of the packaging for use, for example, spray-gun bottling for glass cleaners, may be the reason for such a response. 12 rural households and 3 urban households did not respond, which may be inferred that these households do not buy house care products.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.9597. The critical value of Pearson's product correlation at .05 level of significance is 0.878 for degree of freedom (df) = 3 i.e. (n-2), which is lesser than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for house care products is significant.

4.3.4 Durable products

4.3.4.1 Radio

Radio seems to be more popular medium for the rural households than their urban counterparts. Interaction with an official from All India Radio (AIR), Aizawl indicates that most of the songs selected to be played in 'song demand programmes' are made from the rural areas. Radio is widely used as a means of information to communicate incidents such as death of a person to relatives living in villages as villagers are seen to have their portable radio sets with them even at their farm houses. As observed in Chapter 3 (Table 3.9), 64.06% of the respondents in rural areas and 56.87% of the respondents in urban areas owned radios. Furthermore, it is observed that most of the urban households owned radios only because it comes as an additional feature of their music system. Some of the different radio brands owned by the respondents in Mizoram are: *Aiwa, Kchibo, Philips, Sony, National, BPL, ECB, Dimic, Samsung, LG, Easton, Mason* and *Aika*. Of these brands, *Philips* seems to be the most popular brand, followed by *Sony* and *National* among the respondents. Table 4.24 shows the factors influencing the purchase of radios by the sample household customers.

Table 4.24
Buying factors for radio

Factors	Number of household customers		
	Total	Rural	Urban
Price	102 (26.36)	60 (29.27)	42 (23.08)
Appearance	25 (6.41)	13 (6.34)	12 (6.59)
Promotion	100 (25.84)	53 (25.85)	47 (25.82)
Word-of-mouth	28 (7.24)	15 (7.32)	13 (7.14)
After sales service	54 (13.95)	21 (10.24)	33 (18.13)
Durability	78 (20.16)	43 (20.97)	35 (19.23)
Total	387	205	182

Note: Figures in parentheses are percentages.

The important buying factors for radio as observed from the study are: price for 26.56% of the respondents, followed by promotion (26.04%) and durability (20.13%). With regard to rural-urban differences, the rural respondents were more price sensitive than their urban counterparts.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.893. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is less than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for radios is significant.

4.3.4.2 Television set

Television is one of the fastest selling durable products in Mizoram since the first broadcasting of *Doordarshan* programme in 1982. Since then, television has become such a household necessity in Mizoram that 68.13% of the rural household respondents and 96.63% of the urban household respondents

claimed the ownership of this durable in the present study (see Table 3.9 in Chapter 3). Television is the second most owned durable among both the rural and urban household customers next to a mobile phone among the rural respondents, and LPG stove among the urban respondents. Table 4.25 shows the factors influencing the purchase of TV sets by the sample household customers in Mizoram.

Table 4.25
Buying factors for TV sets

Factors	Number of household customers		
	Total	Rural	Urban
Price	67 (12.74)	45 (20.64)	22 (7.14)
Appearance	24 (4.56)	13 (5.96)	11 (3.57)
Promotion	259 (49.24)	83 (38.07)	176 (57.14)
Word-of-mouth	8 (1.52)	3 (1.38)	5 (1.62)
After sales service	90 (17.11)	47 (21.56)	43 (13.96)
Durability	78 (14.83)	27 (12.39)	51 (16.56)
Total	526	218	308

Note: Figures in parentheses are percentages.

The present study shows that promotion (49.24%) is the most important factor in the purchase of television sets, followed by after-sales service (17.11%) and durability of the product (14.83%). Significant differences existed between the responses given by rural and urban customers, with regard to promotion. AdEx reported that TV sets are the most advertised durable product in print media.²⁰ However, as is discussed in Chapter 5 (see Table 5.9) rural households opined print media as a less significant source of information for durables and thus only one-fourth of the rural households felt promotion as the most important buying factor as against 55% of their urban counterparts. As TV

is an expensive durable product, price as a buying factor was more important consideration for the rural customers (20.64%) whose purchasing power is lower than their urban counterparts (7.14%). Further, the urban household customers may purchase such household durables under installment, making price less prominent as a buying factor. It is interesting to note that the urban respondents accorded more importance to durability (16.56%) than after sales service (13.96%) while rural household customers gave more importance to after sales service (21.56%) than durability (12.39%).

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.8730. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is less than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for television is significant.

4.3.4.3 LPG gas stove

As already discussed in Chapter 3, LPG gas stove was owned by 98.43% of the urban household respondents and 65.31% of rural household respondents. In fact, it was the third most owned durable product by the sample household customers. Some of the LPG stove brands owned by the respondents are: *Sunflame, LG, Parvati, Suryaflame, Tata, Goldflame, Indane, Usha, Butterfly, Prestige and Marvel*. Of these, *Indane* was the most owned stove brand, followed by *Sunflame* and *Sunflower*. It may be noted that Aizawl district has 11 LPG agents, Lunglei district has 4 agencies, Kolasib district has 3 agencies, Champhai district has 2 agencies and Lawngtlai, Mamit, Serchhip and Saiha districts have

one agency each. An attempt is made to study the factors influencing the purchase of LPG stove among the sample household customers in Mizoram (Table 4.26).

Table 4.26
Buying factors for LPG gas stove

Factors	Number of household customers		
	Total	Rural	Urban
Price	123 (23.47)	64 (30.62)	59 (18.73)
Appearance	38 (7.25)	18 (8.61)	20 (6.35)
Promotion	27 (5.15)	7 (3.35)	20 (6.35)
Word-of-mouth	37 (7.06)	19 (9.09)	18 (5.71)
After sales service	83 (15.84)	13 (6.22)	70 (22.22)
Durability	216 (41.22)	88 (42.11)	128 (40.63)
Total	524	209	315

Note: Figures in parentheses are percentages.

The table indicates durability as the most prominent buying factor for the purchase of LPG stove by more than two-fifth of the household respondents. This may be due to the fact that LPG is quite hazardous if it is defective. This is followed by price (23.47%) and after-sales services (15.84%). Yet, significant difference may be observed in the responses given by the rural and urban samples with regard to price and after-sales service. Almost one-third of the rural customers perceived price as the main important buying factor as against only 18.73% of their urban counterparts. While 22.22% of the urban household customers indicated after sales service as the most important factor, only 6.22% of the rural customers expressed the same view.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.814. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e.

(n-2), which is lower than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors of LPG for rural and urban customers for LPG stoves is significant.

4.3.4.4 Refrigerator

Refrigerator is one of the most owned durable products owned by the Mizoram households as discussed in Chapter 3. It was owned by 59.06% of rural household respondents and 95.63% of urban household respondents. Some of the popular brand names used by the sample households are: *LG, Samsung, Godrej, Kelvinator and Videocon*. Of these, *LG, Godrej and Samsung* were the leading brands among the sample customers. Table 4.27 shows the factors affecting the purchase of refrigerator by the respondents.

Table 4.27
Buying factors for refrigerator

Factors	Number of household customers		
	Total	Rural	Urban
Price	70 (14.14)	27 (14.29)	43 (14.65)
Appearance	38 (7.68)	12 (6.35)	26 (8.05)
Promotion	179 (36.16)	52 (27.51)	127 (41.50)
Word-of-mouth	59 (11.92)	25 (13.23)	34 (11.11)
After sales service	85 (17.17)	35 (18.52)	50 (16.34)
Durability	64 (12.93)	38 (20.11)	26 (8.05)
Total	495	189	306

Note: Figures in parentheses are percentages.

Promotion was the most important buying factor for 36.16% of the household customers for the purchase of refrigerator, followed by after-sales service (17.17%) and price (14.14%). Significant difference can be seen in the responses given by the rural (27.51%) and urban (41.50%) customers with regard

to promotion as the most important buying factor. It may be inferred that the variance is due to the difference in exposure to media by the rural and urban respondents. Further, the stark difference in responses to durability as the main factor for purchase of refrigerator by the rural (20.11%) and urban respondents (8.05%) may be inferred that the urban households can easily access technical support for repairs from servicing centres while the rural households are at a disadvantage in this regard and will have to bank on the durability of product.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.7760. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is more than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for refrigerator is insignificant.

4.3.4.5 Washing machine

It is observed that washing machine, till the late 1990s, was considered as a luxury product in Mizoram. However, the sale of washing machine has risen considerably in recent years. The dealers of *Samsung, Godrej, Videocon, Onida, LG, Electrolux, Panasonic* etc. started penetrating into the urban and the rural markets as well. It is observed that the most owned brands among the respondents are: *LG, whirlpool* and *Samsung*. The buying factors which influenced the household customers in the purchase of washing machine are shown in Table 4.28.

Table 4.28
Buying factors for washing machine

Factors	Number of household customers		
	Total	Rural	Urban
Price	41 (12.24)	28 (22.40)	13 (6.19)
Appearance	37 (11.04)	13 (10.40)	24 (11.43)
Promotion	102 (30.45)	34 (27.20)	68 (32.38)
Word-of-mouth	28 (8.36)	12 (9.60)	16 (7.62)
After sales service	55 (16.42)	13 (10.40)	42 (20)
Durability	72 (21.49)	25 (20)	47 (22.38)
Total	335	125	210

Note: Figures in parentheses are percentages.

Promotion was considered the most important buying factor for washing machine by 30.45% of the sample household customers in Mizoram, followed by durability (21.49%) and after sales service (16.42%). Like other consumer durables, promotion was considered as the main buying factor by rural (27.20%) and urban (32.38%) respondents. Significant differences in the responses of urban and rural customers may be seen with regard to after sales service and price. With regard to after sales service, it may be inferred that rural customers have to depend on technical support being provided by the dealers located in nearby urban and semi-urban areas. As for price, almost one-fourth of the rural respondents considered it as the main buying factor for washing machine. However, it can be inferred that even for expensive durable products like washing machines, the urban households can opt for easy payment schemes like installments and credit, and also due to their better purchasing power, the urban households appear to be less price sensitive.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.5271. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is more than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for washing machine is insignificant.

4.3.4.6 Mobile handsets

As discussed in Chapter 3, the introduction of mobile phones in Mizoram is comparatively new. BSNL is the first mobile service provider, launching the service for only 500 subscribers for the first time in 2003. According to the Statistical Handbook (2008), almost three lakhs subscribers were the registered subscribers of different service providers in Mizoram. Even the new entrants like Tata Indicom have 7,500 subscribers as on February 1st, 2010 and Vodafone has 20,000 subscribers as on January 1st, 2010. As elaborated in Chapter 3, 72.81% of rural household respondents and 93.75% of urban household respondents owned the mobile phones. Popular mobile handset brands in the Mizoram market are: *Nokia, Motorola, Samsung, Blackberry, LG, Seimens, Bleu, Sony Ericsson, Karrbon, Micromax* etc. Of these, *Nokia* is found to be very popular among the customers in Mizoram. Table 4.29 shows the factors influencing the purchase of mobile handsets by the respondents.

Table 4.29
Buying factors for mobile handsets

Factors	Number of household customers		
	Total	Rural	Urban
Price	44 (8.26)	36 (15.45)	8 (2.67)
Appearance	79 (14.82)	40 (17.17)	39 (13)
Promotion	235 (44.09)	74 (31.76)	161 (53.67)
Word-of-mouth	50 (9.38)	16 (6.87)	34 (11.33)
After sales service	45 (8.44)	20 (8.58)	25 (8.33)
Durability	80 (15.01)	47 (20.17)	33 (11)
Total	533	233	300

Note: Figures in parentheses are percentages.

Promotion played an important role in influencing the purchase of mobile handsets for 44.09% of the respondents, followed by durability (15.01%) and appearance (14.82%). Stark differences, however, can be seen in the responses given by rural and urban households. More than half of the urban customers opined to promotion as buying factor while only 31.76% of the rural customers expressed the same opinion. The rural respondents were more price sensitive than their urban counterparts. Interestingly, urban customers (11.33%) were more responsive to word-of-mouth than their rural counterparts (6.87%). Mobile sets are feature-rich, expensive, personal and portable durable, and the owners tend to wield it a lot in public and show off to friends. It may be stated that mobile sets have become more than an instrument of communication, rather a fashion statement for those who can afford it. Thus, word-of-mouth may be an important factor influencing the urban respondents.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.812. The critical value of Pearson's product

correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is lesser than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for mobile phones is significant.

4.3.4.7 Music system

Music has always been the Mizo sentiment, whether in the sociocultural set up or in religion. Music can be heard in the houses of bereaved, weddings, worship, political gatherings and festivals. The Christian missionaries brought the turntable or gramophone which introduced the Mizos to music system in the late 19th century. The following brands of music system are found popular in Mizoram: *Sony, Aiwa, Philips, Samsung, Sonex, Panasonic, Aptech, Taiwa, Beston* etc. As per observation, the most popular brands of music system in urban household customers are: *Sony, Aiwa, Philips* and *Samsung* while china-made brands such as *Taiwa* and *Aptech* etc. are quite popular among the rural households. As observed in the previous Chapter, while 33.43% of the rural household respondents said that they owned a music system, 55.93% of the urban respondents claimed the ownership of a music system. However, it should be noted that the rising popularity of computers with its wide range of functions such as music system is affecting the popularity of stand-alone music system. The factors influencing the purchase of music system are shown in Table 4.30.

Table 4.30
Buying factors for music system

Factors	Number of household customers		
	Total	Rural	Urban
Price	168 (31.52)	103 (44.21)	65 (21.67)
Appearance	86 (16.14)	21 (9.01)	65 (21.67)
Promotion	121 (22.70)	37 (15.88)	84 (28)
Word-of-mouth	22 (4.13)	10 (4.29)	12 (4)
After sales service	53 (9.94)	11 (4.72)	42 (14)
Durability	83 (15.57)	51 (21.89)	32 (10.67)
Total	533	233	300

Note: Figures in parentheses are percentages.

Price was considered as the most important buying factor for music system by 31.52% of the sample household customers, followed by promotion (22.70%) and appearance (16.14%). As in the case of many other consumer durables, the responses given to price by rural respondents (44.21%) and urban (21.67%) respondents exhibited a wide range of difference. As the rural areas lacked the shops which provide after-sales servicing and technical support, only 4.72% of the rural respondents mentioned it as the most important factor influencing the purchase of the music system as against 14% of their urban counterparts. Further, for music system, it may be observed that there are stark differences to almost every buying factor except word-of-mouth.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.3754. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is lesser than the calculated coefficient. Therefore, it can be deducted

that the relationship between the buying factors for rural and urban samples for music system is insignificant.

4.3.4.8 Computer

It is observed that Mizos are generally technologically adventurous; thus, computer has become a fast growing household asset among the people of Mizoram. Registered business firms like Sunflower Electronics, Mizoram Trade Centre, Computer World, Zoram Computer Clinic, Vanso Technocraft, Fel Fel Electronics, CT Computers etc. are the prominent computer dealers in the capital city of Aizawl. They get their products mostly from Guwahati, Kolkata and Delhi. Although, most of the household customers buy assembled sets, branded sets' sales are catching up among the customers. Brands such as *Acer*, *Wipro*, *IBM* and *HP* are the most popular ones among the household customers. As explained in Chapter 3, while only 15% of the rural household respondents owned computers, 58.43% of the urban respondents claimed the ownership of the same. The factors affecting the purchase of computers are shown in Table 4.31.

Table 4.31
Buying factors for computers

Factors	Number of household customers		
	Total	Rural	Urban
Price	28 (11.91)	18 (37.50)	10 (5.35)
Appearance	5 (2.13)	1 (2.08)	4 (2.14)
Promotion	48 (20.43)	8 (16.67)	40 (21.39)
Word-of-mouth	13 (5.53)	7 (14.58)	6 (3.21)
After sales service	97 (41.28)	3 (6.25)	94 (50.27)
Durability	44 (18.72)	11 (22.92)	33 (17.65)
Total	235	48	187

Note: Figures in parentheses are percentages.

More than two-fifth of the respondents felt after-sales service as the most important factor for the purchase of a computer, followed by promotion (20.43%) and durability (18.72%). It may be noted that the rural areas due to lack of dealers and after sales servicing centres dealing with computers, the rural respondents did not consider after sales service as the most important buying factor but for more than half of the urban respondents, it was the most important buying factor. Significant differences may be seen in the responses of the rural and urban sample in regard to price and word-of-mouth. It may be inferred that for the urban household sample, price was an insignificant issue for a versatile durable like computers while the rural sample were seen to be price sensitive. Further, it may be observed that the urban respondents were more educated in information technology and does not rely much on word-of-mouth as their rural counterparts.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at -0.2938. Therefore, it can be deducted that there is a negative relationship between the buying factors for rural and urban samples for computer system.

4.3.4.9 Ovens

Ovens are not as widely used as compared to other consumer durables in Mizoram. Only 4.68% of rural respondents and 20.13% of the urban respondents claimed the ownership of ovens (see Chapter 3) even though many brands like *Bajaj, Crompton Greaves, Samsung, LG, Godrej, Videocon, Electrolux, Whirlpool, Haier, Onida* etc. are found in the market. Of these, *Bajaj, LG* and *Samsung* are popular brands among the sample respondents who owned an oven. The factors influencing the purchase of ovens are shown in Table 4.32.

Table 4.32
Buying factors for ovens

Factors	Number of household customers		
	Total	Rural	Urban
Price	22 (27.50)	13 (86.67)	9 (13.85)
Appearance	3 (3.75)	-	3 (4.62)
Promotion	20 (25)	1 (6.67)	19 (29.23)
Word-of-mouth	12 (15)	1 (6.67)	11 (16.92)
After sales service	16 (20)	-	16 (24.62)
Durability	7 (8.75)	-	7 (10.77)
Total	80	15	65

Note: Figures in parentheses are percentages.

Price (27.50%) was a prominent buying factor influencing the sample customers, followed by promotion (25%) and after-sales service (20%). The Mizo dietary habits and cooking style can do without the use of ovens and thus it is still not popular among the households even in urban places. As cooking can be done using LPG or gas stove (and firewoods in some rural households), buying of oven is found to be extravagant among the rural and urban customers. It may be observed that price was the most important buying factor for almost all the rural respondents. However, promotion and after sales service were more important factors for buying oven for the urban respondents.

Fitting the Pearson's Correlation Analysis, the coefficient between rural and urban samples is arrived at -0.1455. Therefore, it can be deduced that there is a negative correlation between the buying factors for rural and urban samples for ovens.

4.3.4.10 Two-wheelers (bikes and scooters)

According to The Society of Indian Automobile Manufacturers (SIAM),²¹ the total production of two-wheelers, manufacturer-wise, may be seen in Table 4.33.

Table 4.33
Production of two-wheelers in India in 2008

	Manufacturer	Units produced
1	Hero Honda	8,97,520
2	Bajaj Auto	5,44,906
3	Honda	2,40,047
4	TVS Motor	2,04,527

Source: The Society of Indian Automobile Manufacturers (SIAM), Report-VII, 2008

Two-wheelers have always been a trend among the Mizos. Apart from the utility purpose as a means of transportation, two-wheelers have become more of a fashion statement for the youth. Mizoram had 26357 privately owned and 770 Government-owned two-wheelers registered till 2007 under the Transport Department (Statistical Handbook, 2008). The prominent authorised dealers of two-wheelers in the State include: Standard Motor Works for Bajaj automobiles in Aizawl and Lunglei districts, TVS Tlau for TVS Company in Aizawl, Thansanga & Sons for Yamaha in Aizawl, Kaia & Sons for Hero Honda in Aizawl and Lawma Enfield for Royal Enfield in Aizawl. Information obtained from the Transport Department, Government of Mizoram indicates that a good number of two-wheelers registered were Bajaj and Hero Honda made bikes. Recently, Yamaha has launched their flagship bikes with watered-down designs in the form of R-15 and FZ at affordable prices. These introductions pushed the Yamaha sales among the Mizo youth, making it the largest selling bike in the year 2009, according to market sources. It is also interesting to note that scooty is fast-gaining popularity among the females. This greatly accelerated the number of

registered vehicles in Mizoram during the year 2009-10, clocking more than 12 new registrations per day in the latter months of 2009.²² In the field study, the researcher observed that the most owned bikes among the respondents were *Pulsar* manufactured by Bajaj and *Karizma* by Hero Honda. It should be noted that the questionnaire was administered to the respondents prior to the introduction of newer models of Yamaha bikes in Mizoram. The factors influencing the purchase of two-wheelers are shown in Table 4.34.

Table 4.34
Buying factors for two-wheelers

Factors	Number of household customers		
	Total	Rural	Urban
Price	24 (11.82)	19 (26.03)	5 (3.85)
Appearance	26 (12.81)	7 (9.59)	19 (14.62)
Promotion	71 (34.98)	15 (20.55)	56 (43.08)
Word-of-mouth	7 (3.45)	3 (4.11)	4 (3.08)
After sales service	30 (14.78)	14 (19.18)	16 (12.31)
Durability	45 (22.17)	15 (20.55)	30 (23.08)
Total	203	73	130

Note: Figures in parentheses are percentages.

As observed in Chapter 3 (see Table 3.9) only 31.72% of the household respondents own a two-wheeler and therefore, 437 of the sample households did not respond to the factors influencing purchase of two-wheelers. 34.98% of the household customers felt promotion as the most important buying factor for two-wheelers, followed by durability (22.17%) and after sales service (14.78%).

The table further shows that price was the most important factor for 26.03% of rural respondents compared to only 3.85% of urban respondents. This difference may be explained that the price of two-wheelers is an important

consideration for the rural household customers than their urban counterparts because of the lower purchasing capacity of the former compared to the latter. Again, the urban household customers can purchase on installment basis offered by dealers. Similarly, 43.68% of the urban customers were influenced by promotion compared to only 20.55% of their rural counterparts. This variance in responses may be due to the difference in media exposure between the rural and urban respondents and influence of advertisements.

Fitting the Pearson's correlation analysis, the coefficient between rural and urban samples is arrived at 0.28841. The critical value of Pearson's product correlation at .05 level of significance is 0.811 for degree of freedom (df) = 4 i.e. (n-2), which is greater than the calculated coefficient. Therefore, it can be deduced that the relationship between the buying factors for rural and urban samples for two-wheelers is insignificant.

4.3.4.11 Four-wheelers

It would be useful to look at the road network of Mizoram as this has implications for the marketers of cars. It may not be out of the context to make a comparison of the road network of the North East Region with the network in the rest of the country. The road network per capita is significantly higher in the NER relative to the rest of the country (North Eastern Vision 2020, 2008). Given the hilly terrain and the low density of population, this cannot be considered as an achievement. However, road length per unit area is higher only in Assam, Nagaland and Tripura and not in the other hill States. Since this would have been a more accurate indicator of the ease of movement of passenger and freight traffic, one can conclude that road infrastructure is relatively deficient in the NER States (North Eastern Region Vision 2020, 2008). This is particularly true for a hilly

State of Mizoram as other modes of travel are either too expensive or not possible to provide. According to the information provided by the Public Works Department (PWD),²³ Mizoram is connected with a network of primary and secondary roads having a total length of about 6840 kms. Of this, 4430 kms (64.77%) are under state PWD, 1790 kms (26.17%) under Border Roads Organisation (BRO) and the remaining 620 kms (9.06%) are specific purpose link roads constructed by State Government agencies namely, Rural Development, Agriculture, Horticulture, Soil Conservation and Forest Departments. While there has been 7.81% increase in road density in the state since the late 1990s, the current road density of 32.43 kms / 100 sq. kms is below India's national average of 48.80 kms /100 sq. kms. All of Mizoram's 23 towns and 341 of its 764 villages have now been connected by all-weather roads. While 338 more villages are connected with fair weather roads, 85 villages are not yet connected by any type of roads. The majority of earthen roads connecting villages are 'jeepable links' of unspecified standard. However, the State has seen a tremendous growth of four-wheelers in the past few years. As per the records available with the State Government's Transport Department,²⁴ Mizoram had a total population of 2908 government-owned four-wheelers and 17313 private vehicles population (Table 4.35).

Table 4.35
Number and type of four-wheelers in Mizoram as on 31st March 2007

Type of vehicle	Government owned	Private owned
1. Motor Cars	284	6,692
2. Jeeps	1,209	2,665
3. Cabs	-	4,728
4. Gypsy	1,415	2,197
5. Maxi Cabs	-	1,031
Total	2,908	17,313

The Aizawl based authorised dealers are: Hrangbana & Sons for Maruti Suzuki, Zodin for Hyundai, Lalhmingthanga & Sons for Mahindra & Mahindra, National Business Centre for Tata and P& Sons for Tata (commercial carriers). Since, cars are expensive, only 5.93% of the rural respondents and 37.18% of the urban respondents owned the cars. The popular brands in the market are: *Maruti's 800, Gypsy, Alto, A-Star, Ritz and Zen*; Hyundai's *Santro, i10, i20 and Getz*; Mahindra's *Scorpio and Bolero*; and Tata's *Sumo and Indica*. Table 4.36 shows the factors affecting in the purchase of a brand of a four wheeler.

Table 4.36
Factors influencing the purchase of four-wheeler

Factors	Number of household customers		
	Total	Rural	Urban
Price	31 (22.46)	17 (89.47)	14 (11.76)
Appearance	21 (15.22)	-	21 (17.65)
Promotion	28 (20.29)	-	28 (23.53)
Word-of-mouth	8 (5.80)	-	8 (6.72)
After sales service	37 (26.81)	1 (5.26)	36 (30.25)
Durability	13 (9.42)	1 (5.26)	12 (10.08)
Total	138	19	119

Note: Figures in parentheses are percentages.

As discussed in Chapter 3, only 138 (21.56%) of the household respondents own a car and therefore, the remaining 78.44% of the sample households were not asked to respond to this question. The important buying factors considered while purchasing cars were: after sales service for 26.81% of the respondents, price (22.46%) and promotion (20.29%). Price was found to be the main factor influencing the rural respondents (89.47%) while after sales

service was the main consideration by the urban respondents (30.25%), followed by promotion (23.53%) and appearance (17.65%).

Fitting the Pearson's Correlation Analysis, the coefficient between rural and urban samples is arrived at -0.2515. Therefore, it can be deduced that there is a negative relationship between the buying factors for rural and urban samples for cars.

4.3 CHOICEST BUYING FACTORS

In this section, an attempt is made to identify the respondents' three choicest buying factors for nondurable and durable products on the basis of the empirical data presented in the previous section.

In case of vegetables and meat, the sample respondents' choicest factor influencing their buying behaviour was health (Table 4.37). Promotion was the choicest factor affecting the purchase of grocery.

Table 4.37
Respondents' three choicest buying factors for food and grocery items

Ranks	Vegetables	Meat	Grocery
1	Health	Health	Promotion
2	Price	Word-of-mouth	Health
3	Word-of-mouth	Promotion	Price

Note: Ranking is given on the basis of the figures shown in Tables 4.2, 4.5 & 4.8

Coming to the second choicest buying factor, there was no unanimity among the respondents in respect of three items namely, vegetables, meat and grocery. Price was the second choicest buying factor for vegetables, word-of-mouth for meat, and health for grocery. With regard to the third choicest buying factor, again the select households differed in their response. Word-of-mouth was the third choicest buying factor for vegetables, promotion for meat and price for grocery. It may be concluded that health, promotion, price and Word-of-mouth

were the prominent factors (not necessarily in the same order) influencing the purchase of food and grocery items.

However, the rural and urban respondents were different in terms of the three choicest factors influencing their purchasing behaviour as indicated in Table 4.38 and 4.39.

Table 4.38
Rural respondents' three choicest buying factors for food and grocery items

Ranks	Vegetables	Meat	Grocery
1	Health/ Word-of-mouth	Word-of-mouth	Word-of-mouth
2	Price	Health	Price
3	-	Price	Health

Note: Ranking is given on the basis of the figures shown in Tables 4.2, 4.5 & 4.8

Table 4.39
Urban respondents' three choicest buying factors for food and grocery items

Ranks	Vegetables	Meat	Grocery
1	Health	Health	Promotion
2	Promotion	Promotion	Health
3	Price	Appearance	Package

Note: Ranking is given on the basis of the figures shown in Tables 4.2, 4.5 & 4.8

Word-of-mouth was the choicest factor for the rural respondents in respect of three items, namely, vegetables, meat and grocery. It is to be noted that health along with the word-of-mouth was the choicest buying factor for the rural respondents in case of vegetables. While price was the second choicest buying factor, in case of vegetables and grocery items, health was considered the second choicest factor in case of purchase of meat for the sample households in rural Mizoram. Overall, it can be inferred that the important factors affecting the rural respondents in the purchase of food and grocery items were: word-of-mouth, health and price (not necessarily in the same order). One of the major reasons that informal sources such as friends, neighbours, and relatives have a strong influence on a customer's behaviour is because that they are perceived as having nothing to gain from their purchase recommendation. That is why word-of-mouth

communication is very effective. Interestingly, informal communications sources, called *opinion leaders*, often do profit psychologically, if not tangibly, by providing product information to others. A person may obtain a great deal of ego satisfaction by providing solicited as well as unsolicited information and advice to friends. This ego gratification may actually improve the quality of the information provided, because the opinion leader often deliberately seeks out the latest detailed information in order to enhance his or her position as “expert” in a particular product category. The fact that the opinion leader does not receive material gain from their recommended action increases the likelihood that the advice will be seriously considered (Schiffman and Kanuk, 2008). Although marketers had long ago recognised the perils of negative word-of-mouth that can result in rumours about products, today they are more acutely concerned this issue than ever before. As pointed out by Schiffman and Kanuk (2008), digital technologies now enable disgruntled consumers to reach millions of people easily through SMS (Short Message Servicing) on mobile phones and Web sites and described their often-exaggerated negative experiences with products and services. Persistent critics of marketers who initiate bad publicity online are called *determined detractors*. Some of the factors that motivate consumers to engage in word-of-mouth are: consumer involvement with the product, self involvement, alleviating postpurchase uncertainty and dissonance (by convincing others to make a similar purchase), seeking information, and concern for others. A recent study identified the following factors as the primary motives behind WOM: venting negative feeling, concern for others, extroversion and positive self enhancement, social benefits, economic incentives, helping the company, and advice seeking (Thorsten HT *et al.*,2004). This discussion would highlight the

important role being played by WOM in influencing the household respondents of Mizoram especially in rural areas. Therefore, the marketers have to be very careful in initiating WOM campaigns and in making use of opinion leaders in market places in Mizoram.

The urban respondents differed from their rural counterparts as health was considered the choicest buying factor for vegetables and meat. But in case of grocery, promotion was their choicest buying factor. It can be concluded that health and promotion were the top two important factors influencing the buying of food and grocery items in case of urban respondents. The urban respondents were less price sensitive as only in case of vegetables, price was figured as the third choicest buying factor. Appearance was the third choicest buying factor for meat, and packaging was the third choicest buying factor for grocery.

In case of personal care products, the sample respondents' choicest factor influencing their buying behaviour was promotion for all the four items of personal care products, namely, toothpaste, bath soap, hair oils/ creams and body lotions as indicated in Table 4.40.

Table 4.40
Respondents' three choicest buying factors for personal care products

Ranks	Toothpaste	Bath soap	Hair oils/creams	Body lotions
1	Promotion	Promotion	Promotion	Promotion
2	Price	Fragrance	Price	Health
3	Health	Health	Packaging	Price

Note: Ranking is given on the basis of the figures shown in Tables 4.10, 4.12, 4.14 & 4.16

Price was the second choicest buying factor for toothpaste and hair oils/ creams while fragrance was the second choicest buying factor for bath soap and health was the second choicest factor for body lotions. Coming to the third choicest buying factor, health was a buying factor for both toothpaste and bath

soap while packaging and price were the buying factors for hair oils/ creams and body lotions, respectively. It may be concluded that promotion, price, health, fragrance and packaging were the prominent factors (not necessarily in the same order) influencing the purchase of personal care products.

With regard to the rural and urban respondents, promotion was the choicest buying factor for all items of personal care products, except in the case of rural respondents for hair oils/creams as indicated in Tables 4.41 and 4.42. Price was considered the choicest buying factor by the rural respondents for hair oils/creams.

Table 4.41
Rural respondents' three choicest buying factors for personal care products

Ranks	Toothpaste	Bath soap	Hair oils/creams	Body lotions
1	Promotion	Promotion	Price	Promotion
2	Word-of-mouth	Fragrance	Promotion	Health
3	Price	Word-of-mouth	Word-of-mouth	Price

Note: Ranking is given on the basis of the figures shown in Tables 4.10, 4.12, 4.14 & 4.16

Table 4.42
Urban respondents' three choicest buying factors for personal care products

Ranks	Toothpaste	Bath soap	Hair oils/creams	Body lotion
1	Promotion	Promotion	Promotion	Promotion
2	Price	Fragrance	Packaging	Health
3	Packaging	Health	Fragrance	Fragrance

Note: Ranking is given on the basis of the figures shown in Tables 4.10, 4.12, 4.14 & 4.16

There was no unanimity among the rural respondents in respect of their second choicest buying factor for all types of personal care products studied. Price was considered the third choicest factor for toothpaste and body lotions by the rural respondents while word-of-mouth was considered as the third choicest factor for bath soap and hair oils/creams by them. Overall, it can be inferred that the important factors affecting the rural respondents in their purchase of personal care

products were: promotion, word-of-mouth, price, fragrance and health (not necessarily in the same order).

Promotion was the urban respondents' choicest buying factor for all types of personal products. Fragrance was considered one of the three choicest buying factors influencing the urban respondents in case of three types of personal care products, namely, bath soap, hair oils/creams and body lotions. While packaging was an important consideration for toothpaste and hair oils/creams, health was considered an important buying factor in case of bath soap and body lotions. It can be inferred that the important factors affecting the urban respondents in their purchase of personal care products were: promotion, fragrance, packaging, health and price (not necessarily in the same order).

It can be concluded that the rural respondents were more price sensitive than their urban counterparts in case of personal care products, and word-of-mouth was considered as an important buying factor by the rural respondents. Respondents' three choicest buying factors for home & house care products were indicated in Table 4.43. In case of home & house care products, product features was considered the choicest factor influencing buying behaviour for toilet cleaners and house care products. For detergents, it was the second choicest factor. Price was also considered one of the three choicest buying factors for all three types of home & house care products. Packaging was the third choicest factor in case of detergents and house care products.

Table 4.43
Respondents' three choicest buying factors for home & house care products

Ranks	Detergents	Toilet cleaners	House care
1	Promotion	Features	Features
2	Features	Price	Price
3	Price/Packaging	Fragrance	Packaging

Note: Ranking is given on the basis of the figures shown in Tables 4.18, 4.20 & 4.23

It may be concluded that features, price, packaging, fragrance and promotion (not necessarily in the same order) were the prominent buying factors influencing the purchase of home & house care.

However, the rural and urban respondents were different in terms of their choicest factors as indicated in Tables 4.44 and 4.45.

Table 4.44
Rural respondents' three choicest buying factors for home & house care products

Ranks	Detergents	Toilet cleaners	House care
1	Promotion	Price	Price
2	Features	Features	Features
3	Price	Fragrance	Packaging

Note: Ranking is given on the basis of the figures shown in Tables 4.18, 4.20 & 4.23

Table 4.45
Urban respondents' three choicest buying factors for home & house care products

Ranks	Detergents	Toilet cleaners	House care
1	Features	Features	Features
2	Promotion	Fragrance	Price
3	Packaging	Price	Packaging

Note: Ranking is given on the basis of the figures shown in Tables 4.18, 4.20 & 4.23

While product features was the choicest buying factor for urban respondents in case of three kinds of home & house care products, it was the second choicest for the rural respondents. The rural respondents considered price as one of their choicest buying motive for all home & house care products studied. The urban respondents felt pricing was an important buying factor in case of toilet

cleaners and house care products. Packaging was an important buying factor for the respondents in case of detergents and house care products.

It may be concluded that features, price, promotion, fragrance and packaging were the prominent factors (not necessarily in the same order) influencing the purchase of home & house care products for the rural respondents. Features, packaging, price, promotion and fragrance were the prominent factors (not necessarily in the same order) for the urban respondents.

The choicest buying factors affecting the purchase of durables are indicated in Table 4.46.

Table 4.46
Respondents' three choicest buying factors for durable products

Ranks	Radio	Television	LPG	Refrigerator	Washing machine	Mobile handset	Music system	Computer	Oven	Two wheeler	Four wheeler
1	Price	Promotion	Durability	Promotion	Promotion	Promotion	Price	After sales service	Price	Promotion	After sales service
2	Promotion	After sales service	Price	After sales service	Durability	Durability	Promotion	Promotion	Promotion	Durability	Price
3	Durability	Durability	After sales service	Price	After sales service	Appearance	Appearance	Durability	After sales service	After sales service	Promotion

Note: Ranking is given on the basis of the figures shown in Tables 4.24, 4.25, 4.26, 4.27, 4.28, 4.29, 4.30, 4.31, 4.32, 4.34 & 4.36

The household respondents indicated promotion as one of the three prominent factors influencing the purchase of all durable products with the only

exception of LPG. For all durables, after sales service was an important factor influencing their purchase, except radio, mobile handsets and music system. Interestingly, price was not a buying factor for 5 out of the 11 select durable products, namely, television, washing machine, mobile handset, computer and two-wheelers. Further, durability was not considered an important buying factor for refrigerator, music system, oven and four-wheelers. Appearance of the product was an important factor for mobile handset and music system.

Table 4.47
Rural respondents' three choicest buying factors for durable products

Ranks	Radio	Television	LPG	Refrigerator	Washing machine	Mobile handset	Music system	Computer	Oven	Two wheeler	Four wheeler
1	Price	Promotion	Durability	Promotion	Promotion	Promotion	Price	Price	Price	Price	Price
2	Promotion	After sales service	Price	Durability	Price	Durability	Durability	Durability	Word-of-mouth/ Promotion	Promotion/ Durability	After sales service/ Durability
3	Durability	Price	Word-of-mouth	After sales service	Durability	Appearance	Promotion	Promotion	—	—	—

Note: Ranking is given on the basis of the figures shown in Tables 4.24, 4.25, 4.26, 4.27, 4.28, 4.29, 4.30, 4.31, 4.32, 4.34 & 4.36

Table 4.48
Urban respondents' three choicest buying factors for durable products

Ranks	Radio	Television	LPG	Refrigerator	Washing machine	Mobile handset	Music system	Computer	Oven	Two wheeler	Four wheeler
1	Promotion	Promotion	Durability	Promotion	Promotion	Promotion	Promotion	After sales service	Promotion	Promotion	After sales service
2	Price	Durability	After sales service	After sales service	Durability	Appearance	Appearance/ Price	Promotion	After sales service	Durability	Promotion
3	Durability	After sales service	Price	Price	After sales service	Word-of-mouth	—	Durability	Word-of-mouth	Appearance	Appearance

Note: Ranking is given on the basis of the figures shown in Tables 4.24, 4.25, 4.26, 4.27, 4.28, 4.29, 4.30, 4.31, 4.32, 4.34 & 4.36

The rural respondents were more price sensitive as price was among the three most significant buying factors for all durables, except refrigerator and mobile handset (Table 4.47). Further, durability was one of the prominent factors for purchase of all the select durables, except television and oven. Promotion and/or word-of-mouth were important buying factors influencing the rural respondents in case of all select durables, except four-wheelers. After sales service was

considered an important factor in case of TV, refrigerator, two-wheelers and four-wheelers. Appearance was an important buying factor only in the case of mobile handsets.

With regard to the urban respondents, promotion and/ or word-of-mouth were one of the most prominent buying factors for all durable products except LPG (Table 4.48). Price was an important buying factor for radio, LPG, refrigerator and music system only. Interestingly, after-sales service was not considered a prominent factor for buying radio, mobile handset, music system and two-wheelers. Further, appearance was a significant buying factor for mobile handset, music system and two-wheelers. Durability was considered as an important buying factor for radio, television, LPG, washing machine, computer and two-wheelers.

Notes

¹ Lars Perner of Marshal School of Business, University of Southern California has written in his article "Consumer Behaviour: The Psychology of Marketing" about how consumer behaviour is the psychological or human dimension of marketing. He depicted that consumer behaviour is the quotient of various factors acting on the buying unit. Some may be out of the marketer's control locus while some can be intrinsic.

² Tithe or 'a tenth' of the income/produce is set apart for religious offering in Christianity.

³ The rate is fixed by the Cable TV Operators and Owners Association in Mizoram.

⁴ The Young Mizo Association (YMA) is a non-political, Voluntary organisation, established on the 15th June 1935 at Aizawl, Mizoram. It is the largest non-government organisation in Mizoram.

⁵ Mizo Hmeichhe Insuihkhawm Pawl (MHIP) was established on the 6th of July 1974 and was registered under Registration No. 5 of 1977, Society Act 1860 (Act XXI of 1960) It's headquarter is located in Aizawl, the capital of Mizoram. The complete address is Treasury Square, Aizawl. Tel- 323464. The MHIP is one of the biggest voluntary organisations in Mizoram. Any organisation that is solely engaged in social welfare works may be affiliated to the MHIP. The area of work covers the entire corner of the State. The organisation is sub divided into seven sub-headquarters. These sub-headquarters are further divided into 16 blocks and 700.

⁶ Mizoram Upa Pawl (MUP) is the association of elderly citizens in Mizoram. Members are of 50 years of age and above. It is headquartered in Aizawl with branches and units all over Mizoram.

⁷ The marketing mix is generally accepted as the use and specification of the 'four Ps' describing the strategy position of a product or service in the marketplace. The 'marketing mix' is a set of controllable, tactical marketing tools that work together to achieve company's objectives. One version of the marketing mix originated in 1912 when James Culliton said that a marketing decision should be a result of something similar to a recipe. This version was used in 1953 when Neil Borden, in his American Marketing Association presidential address, took the recipe idea one step further and coined the term "marketing-mix". A prominent marketer, E. Jerome McCarthy, proposed a 4 P classification in 1960, which has seen wide use. The four Ps concepts are explained in most marketing textbooks and classes. (http://en.wikipedia.org/wiki/Marketing_mix)

⁸ The rates from Aizawl market were on September 10, 2009 obtained by own market survey. The rates are quite uniform throughout the State, as these rates are fixed by their respective associations and unions.

⁹ After 16 years of construction, The Pork and Poultry Processing Plant constructed at the outskirts of Zemabawk, near Bung Bangla was finally opened by Mr.B. Lalthlengliana, Minister of Industries on 23rd April, 2008. The opening function was conducted by MIFCO Managing Director, Mr. Lalarliana Renthlei. MIFCO Chairman Mr.D. Thangliana was the guest of Honour.Asst Manager (Tech)Mr. H. Lalrochama gave the report of the process of formation of the plant. For this plant, MIFCO started getting fund from the central government from May 10, 1993 and the last time the fund was received was on December 9, 2005. For the construction of this plant, the central government contributed ₹ 175.65 lakhs and the same amount of money was contributed by the state government and altogether the total cost of production was amounted to ₹341.30 lakhs. It is estimated that the pork and poultry Plant could prepare 50 pigs and 500 nos. of poultry. It is expected that the plant could produce 360 metric tonnes of pigs, meat, 84 metric tonnes of ham and 300 metric tonnes of dressed chicken.

¹⁰ According to Zofish, a major fish business in Mizoram, they import fish from Andhra Pradesh via Assam twice a week. They claim that they sell around 20,000 kgs per week at a wholesale rate of ₹70 – 90.

¹¹ Most of the big retail shops carry canned goods from Mosia Agency, Chanmary: Aizawl.

¹²They are: BT Enterprise, H Huliana & Sons, Bama Charan Dey & Sons, Masuma Traders, Mizoram Agencies, Hauva & Sons and RTP.

¹³ A tradition as told by the early church leaders. When the Welsh missionaries first came to Mizoram, they exclaimed that the Mizos are the dirtiest tribe. They started personal hygiene campaigns and even gave soap as prizes to those who stood ranked in various contests in elementary schools and Sunday schools.

¹⁴ The source of data was from TAM (Television Audience Measurement) Media Research, Business Standard, December 17th, 2009.

¹⁵ [Market Research Data \(marketresearchdata.org\)](http://marketresearchdata.org) is a professionally managed domain by a group of intellectuals who have been working in various industries in the core areas of market research. This information was published on the internet on Wednesday, 30 December 2009 at 18:06 hours.

¹⁶ Sourced at <http://www.nirma.co.in/detergents.htm> accessed on 23th September, 2008.

¹⁷ The Economic Times, *HLL's advertising and promotions costs rise by 50%*, February 15,2006.

¹⁸ <http://www.naukrihub.com/india/fmkg/overview/household-care/> accessed on 23th September, 2008.

¹⁹ TSC has special consideration for fitting commodes in IAY houses. IAY or Indira Awaz Yojana is a housing scheme under the Ministry of Rural Development, Govt. of India meant for poor rural households, especially widows.

²⁰ As reported by AdEx in <http://www.exchange4media.com/e4m/others/analysis05032010.asp> accessed on 13th September, 2008.

²¹ The Society of Indian Automobile Manufacturers (SIAM) is the apex industry body representing 44 leading vehicle and vehicular engine manufacturers in India and is an important channel of communication for the automobile industry with the government, national and international organisations. The Society works closely with all the concerned stakeholders and actively participates in formulation of rules, regulations and policies related to the automobile industry. SIAM organises the biennial Auto Expo series of trade fairs in co-operation with Confederation of Indian Industry (CII) and Automotive Component Manufacturers Association of India (ACMA). Statistical Reports are issued periodically and the figures given in the paragraph is an extract from Market Share Analysis Report - Report-VII, 2008.

²² According to the Transport Department, 418 and 325 new registrations of two-wheelers were recorded in the month of November and December, 2009. The number of newly registered two-wheelers in the month of June 2010 was only 270 and 218 during June, 2010.

²³ Public Works Department is an organ of the Government of Mizoram for connectivity and road development and maintenance. The information was retrieved from the citizen domain at <http://Mizopwd.nic.in/rdpolicy.htm> accessed on 13th September, 2008.

²⁴ Based on the Annual Report of Transport Department, Government of Mizoram for 2007-08.

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Chapter 5
CONSUMER DECISION MAKING AND POSTDECISION BEHAVIOUR

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Chapter 5

CONSUMER DECISION MAKING AND POSTDECISION BEHAVIOUR

This chapter attempts to deal with some aspects relating to the consumer decision making (*process*), and the postdecision behaviour (*output*) of the sample household customers in Mizoram.

5.1 CONSUMER DECISION MAKING (THE *PROCESS*)

The second stage of the model of consumer decision making (see Exhibit in Chapter 1), which is known as the *process* stage focuses on how consumers make decisions. The psychological concepts (motivation, perception, learning, personality and attitudes) are the internal influences that affect consumers' decision making processes. As demonstrated in the *process* component of the decision making model, the act of making a consumer decision consists of three stages: *need recognition*, *prepurchase search* and *evaluation of alternatives*.

5.1.1 Need recognition

The recognition of unsatisfied need is likely to occur when a consumer is faced with a "problem," as has already been noted in Chapter 1. Theories of consumer decision-making vary, depending on the researcher's assumptions about the nature of human kind. The various models of consumers (economic view, passive view, cognitive view and emotional view) explained consumers and their decision making processes in different ways. It has been argued that the *classical economic model* of an all-rational consumer is unrealistic for different reasons. Consumers operate in an imperfect market in which they do not maximise their decisions in terms of economic considerations. Indeed, the consumer generally is unwilling to engage in extensive decision making activities and will settle, instead, for a "satisfactory" decision, one that is "good enough."

For this reason, the economic model is often rejected as too idealistic and simplistic. For example, research has found that consumers' primary motivation for price haggling, which was long thought to be the desire to obtain a better price, may instead be related to the need for achievement, affiliation and dominance (Michael AJ *et al*, 1997). Quite opposite to the rational economic view of consumers is the *passive* view that describes the consumer as basically submissive to the self-serving interest and promotional efforts of marketers. According to this view, consumers are perceived as impulsive and irrational buyers, ready to yield to the manipulative aims of marketers. The main limitation of the passive model is that it fails to recognise that the consumer plays an equal role in many buying situations, if not dominant role. Many research studies on consumer behaviour support the proposition that consumers are rarely objects of manipulation. Hence, the passive view should also be rejected as unrealistic. The third model, known as *cognitive* view, portrays the consumer as a *thinking problem solver*. According to this view, consumers are frequently pictured as either receptive to or actively searching for products and services that solve their "problems" and enrich their lives. The cognitive, or problem solving, view describes the consumer who falls somewhere between the extremes of the economic and passive views, who does not (or cannot) have total knowledge about available product alternatives and, therefore, can't make *perfect* decisions, but who nonetheless actively seeks information and attempts to make satisfactory decisions (Schiffman and Kanuk, 2008). Consistent with the problem-solving view is the notion that a great deal of consumer behaviour is goal-directed (Richard P., Bagozzi and Utpal Bholakia, 1999). In reality, however, customers are likely to associate deep feelings or emotions such as joy, fear, love, hope, sexuality, and fantasy with certain

purchases. Consumers' moods are also important to decision making. Compared to emotions, moods are generally lower in intensity and longer lasting and are not as directly coupled with action tendencies and explicit actions as emotions. Mood appears to be important to consumer decision making, because it impacts on when consumers shop, where they shop and whether they shop alone or with others. It also is likely to influence how the consumer response to actual shopping environments (i.e. at point of purchase). Some retailers attempt to create a mood for shoppers, even though shoppers enter the store with a preexisting mood. Research suggests that a store's image or atmosphere can affect shopper's moods; in turn, shopper's moods can influence how long they stay in the store, as well as other behaviour that retailers wish to encourage (Ruth Belk Smith and Elaine Sherman, 1993).

The theories of McDougall (1928), Maslow (1954) and Max-Neef (1992) offer starting points to model needs as driving factors of behaviour. McDougall (1928) identified eighteen human needs (innate propensities or instincts). Examples are the need to seek (and perhaps to store) food, the need to explore strange places and so on. McDougall's listing of what people need represents an early attempt to state universal motivational forces. However, the listing lacks a theoretical perspective on the relationships between the various needs. Maslow presented a well-known hierarchical ordering of needs, assuming that lower order needs in the hierarchy must be at least partially satisfied before needs higher in the hierarchy may become important sources of motivation. From the bottom to the top of his needs-pyramid, Maslow discerns physiological, safety, social, esteem, and self-actualisation needs. Jim Blythe (2008) refers to the actualisation and egoistic needs as hedonistic.¹ Hedonism, in customer behaviour refers to the

pleasurable aspect of customerism. For example, giving more importance to appearance of clothing rather than the ability to keep out the cold characterises hedonism. On the other hand, utilitarianism relates to practicality aspect of customerism.

In this background, the household respondents were asked to indicate the situations (Table 5.1) under which they normally recognise the need for purchase of nondurable and durable products.

Table 5.1
How do you normally recognise the need for purchase of nondurable products?

Situations	Number of household customers		
	Total	Rural	Urban
1. When I ran out of stock	458 (71.56)	265 (82.81)	193 (60.31)
2. When new batch came to the stores	59 (9.22)	22 (6.88)	37 (11.56)
3. When I need to keep surplus stock	49 (7.66)	10 (3.13)	39 (12.19)
4. When I am motivated by advertisements	27 (4.22)	12 (3.75)	15 (4.69)
5. Out of curiosity	9 (1.41)	2 (0.63)	7 (2.19)
6. When I am influenced by friends/peers	16 (2.50)	4 (1.25)	12 (3.75)
7. When product appearance is appealing	16 (2.50)	3 (0.94)	13 (4.06)
8. Other situations	6 (0.94)	2 (0.63)	4 (1.25)
Total	640	320	320

Notes: 1) Figures in parentheses are percentages

2) Other situations include: news of new shop opening, mood to go shopping etc.

The most prominent factor which motivates 71.56% of the sample household customers to buy nondurables was depletion of present stock. 82.81% of the rural respondents buy nondurables when they ran out of stock. It suggests that the vast majority of the rural respondents buy nondurables only out of

compulsion compared to a much lesser number of the urban respondents (60.31%). From the table, it can be seen that 6.88% of the sample household customers in rural areas come to shop as and when a new batch of goods reaches the stores while 11.56% of the sample urban household customers exhibited such a buying habit. This may be due to better purchasing power of the sample household customers in urban areas and availability of more efficient distribution channels there. Further, only 3.13% of the sample rural households were inclined to keep surplus stocks while 12.19% of their urban counterparts prefer to keep surplus stock of nondurables. Such a difference between the rural and urban respondents may be due to the disparity of incomes between the two groups of respondents. As already discussed in Chapter 3 (section 3.2.4), the average monthly income of the Mizoram rural households was ₹ 10,508 while the urban households was ₹ 14,138.

It is attempted to find out whether there is any homogeneity between the responses given by the sample rural and urban households. A preview account of the overall ranking of seven buying motives for nondurable goods are shown in Table 5.2.

Table 5.2
Consumers' ranking of the situations under which they normally purchase nondurable products

Situations	Ranks		
	Overall	Rural	Urban
1. When I ran out of stock	1	1	1
2. When new batch came to the stores	2	2	3
3. When I need to keep surplus stock	3	4	2
4. When I am motivated by advertisements	4	3	4
5. Out of curiosity	5	5	6
6. When I am influenced by friends/ peers	5	6	5
7. When product appearance is appealing	6	7	7
8. Other situations	7	7	8

Note: Based on Table 5.1

Fitting the ranks in Spearman's rank correlation analysis, the coefficient is calculated at 0.889. As the calculated 't' value gave 4.755, which is greater than the tabulated 't' or $t_{(n-2)}^{(\alpha)} = 2.45$, there is a significantly high correlation in the ranking of buying motives for nondurables by the rural and urban household respondents. Thus, Hypothesis H1: *There is no significant difference between the rural and urban household customers with regard to need recognition of nondurable products* is statistically tested and accepted.

Hundal (2001) identified that even rural household customers consider certain durables as necessity as source of entertainment, education, information and comfort. According to Pareek (1999), both the urban and rural areas have immense untapped potential for durable goods. Thus, to understand various situations which would compel the customers to recognise the need for purchase of durable products, the researcher has considered various buying motives identified by previous studies {e.g., Kapoor (1976), Saini (1986), Narang (2001), Shivakumar and Arun (2002), Reddy (2004) and Shidokar (2005)}. Table 5.3 indicates how rural and urban household customers normally recognise the need for purchase of durable products.

Table 5.3
How do you normally recognise the need for purchase of durable products?

Situations	Number of household customers		
	Total	Rural	Urban
1. When the present durable not working properly	307 (47.97)	211 (65.94)	96 (30)
2. When the present durable is out dated	70 (10.94)	27 (8.44)	43 (13.44)
3. When there is pressure from the family	58 (9.06)	23 (7.19)	35 (10.94)
4. When I am motivated by advertisements	69 (10.78)	21 (6.56)	48 (15)
5. Just for the sake of owning	81 (12.66)	21 (6.56)	60 (18.75)
6. When I am influenced by friends/ peers	34 (5.31)	4 (1.25)	30 (9.38)
7. No particular reason	14 (2.19)	11 (3.44)	3 (0.94)
8. Others (Please specify)	7 (1.09)	2 (0.63)	5 (1.56)
Total	640	320	320

Notes: 1. Figures in parentheses are percentages
2. Other situations include: news of new shop opening & mood to go shopping.

Nearly 48% of the sample household customers indicated that the improper functioning of the existing durable goods as a motivating factor for buying a new one. However, there was a marked difference between the rural and urban respondents as around two-third of the rural respondents indicated this as a buying motive, whereas only 30% of their urban counterparts mentioned the same as a buying motive. 6.56% of the rural respondents opined that they buy durables just for the sake of owning while 18.75% of the urban respondents expressed the same view. This may be due to the lifestyle differences between the rural and urban respondents.

The table further shows that the urban respondents (15%) were more motivated by advertisements than their rural counterparts (6.56%). Similarly,

buying of durable goods due to the influence of peers and neighbours was more prevalent among the urban household customers (9.38%) as compared to their rural counterparts (1.25%). Buying durables just for the sake of owning was found to be more prominent in the urban sample (18.75%) than in rural sample (6.56%), an indication that the sample urban households afford to be more egoistic in nature than the sample rural households.

Table 5.4 demonstrates the overall ranking of the situations under which they normally purchase durable products.

Table 5.4
Consumers' ranking of the situations under which they normally purchase durable products

Situations	Ranks		
	Overall	Rural	Urban
1. Present durable not working properly	1	1	1
2. Sake of owning	2	4	2
3. Present durable is out dated	3	2	4
4. Advertisement influence	4	4	3
5. Pressure from the family	5	3	5
6. Influence of peers and neighbours	6	6	6
7. No particular reason	7	5	8
8. Others (Please specify)	8	7	7

Note: Based on Table 5.3.

The rank correlation gave a positive 0.696 'r' value. As the calculated 't' value gave 2.45, which is greater than the tabulated 't' or $t_{(n-2)}^{(a)} = 2.45$, it can be concluded that there is no significant difference between rural and urban household respondents in ranking the buying motivates in respect of durables. Thus, Hypothesis H2: *There is no significant difference between the rural and urban household customers with regard to need recognition of durable products* is statistically tested and accepted.

5.1.2 Prepurchase search and evaluation of alternatives

After having recognised his or her need, the customer usually searches his or her memory (the *psychological field* depicted in the model as explained in Chapter 1) before seeking external sources of information regarding a given consumption-related need. Past experience is considered an internal source of information. The greater the relevant past experience, the less external information the customer is likely to need to reach a decision. Many buying decisions are based on a combination of past experience (internal sources) and marketing and non-commercial information (external sources). The degree of perceived risk can also influence this stage of the decision process (Schiffman and Kanuk, 2008). The act of shopping is an important form of external information. According to a study, there is a big difference between men and women in terms of their response to shopping. Whereas most men do not like to shop, most women claim to like the experience of shopping; and although the majority of women found shopping to be relaxing and enjoyable, the majority of men did not feel that way (Matthew Klein, 1998). In another study, it is found that the newspaper choice decisions have long term marketing implications. Brand loyalties in case of newspaper are found to be very strong. Though telegu newspaper subscribers were known for their readiness to encourage a new daily, they were not found changing their newspaper frequently. Once they start subscribing to a daily of their choice, they continued to buy it for several years (Jyoti Kumar NVR, 2003).

While evaluating potential alternatives, buyers tended to use two types of information as discussed by Schiffman and Kanuk (2008): a list of brands (or models) from which they plan to make their selection; and the criteria they will

use to evaluate each of the brands (or models). In this regard, some aspects of *prepurchase search* and *evaluation of alternatives* such as the product/brand options available, sources of information about the products, place of purchase, shopping time, influence of family, and mode of payment have been studied in this section for the purpose of exploring how the sample households arrived at the buying decisions.

5.1.2.1 Product/Brand options

As the number of product/brand options available in the marketplace is the basic determinant of evaluation of alternatives,² the respondents were asked to indicate their opinion on this aspect. In this regard, the respondents were asked to state their opinion whether they have enough options to choose from in buying nondurables and durable products. For this purpose, Likert five point scale was used. A Likert scale is a psychometric scale commonly used in questionnaires, and is the most widely used scale in survey research. When responding to a Likert questionnaire item, respondents specify their level of agreement to a statement in the format of ‘strongly agree,’ ‘agree,’ ‘no opinion,’ ‘disagree’ and ‘strongly disagree.’ The scale was named after its inventor-psychologist, Rensis Likert.³ The respondents were asked to respond to a statement, “I have enough options in buying non durables.” The responses would range from ‘strongly agree’ to ‘strongly disagree’ as shown in Table 5.5.

Table 5.5
I have enough options in buying nondurables

Response	Number of household customers		
	Total	Rural	Urban
Strongly agree	91 (14.22)	43 (13.44)	48 (15)
Agree	283 (44.22)	114 (35.63)	169 (52.81)
No opinion	76 (11.88)	21 (6.56)	55 (17.19)
Disagree	123 (19.22)	100 (31.25)	23 (7.19)
Strongly Disagree	35 (5.47)	31 (9.69)	4 (1.25)
No response	32 (5.00)	11 (3.44)	21 (6.56)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table indicates that 13.44% of the respondents in rural areas have strongly agreed with the statement and 35.63% have agreed with the same. This shows that half of the respondents in rural areas gave a positive response to the statement. Regarding the urban sample, 67.81% of the respondents have agreed with the statement. Further, the table shows that 40.94% of the rural respondents gave a negative response to the statement while only 8.44% of their urban counterparts responded negatively in this regard. It may be inferred that more number of rural respondents (131 or 40.94%) were less satisfied with the availability of options with regard to nondurables, compared to the urban respondents (27 or 8.44%).

Fitting the correlation coefficient for rural and urban respondents, the correlation 'r' value is calculated at a positive 0.627. This 'r' value, when analysed with t-test, gave a calculated 't' value of 1.6108. This value is less than the tabulated value which is 2.78. This indicates that the relationship between the rural and urban respondents in respect of the statement is not significant.

The household respondents were also asked to state their opinion whether they have enough options to choose from in buying durable products (Table 5.6).

Table 5.6
I have enough options in buying durables

Response	Number of household customers		
	Total	Rural	Urban
Strongly agree	64 (10.00)	12 (3.75)	52 (16.25)
Agree	185 (28.91)	53 (16.56)	132 (41.25)
No opinion	130 (20.31)	98 (30.63)	32 (10)
Disagree	175 (27.34)	100 (31.25)	75 (23.44)
Strongly Disagree	58 (9.06)	39 (12.19)	19 (5.94)
No response	28 (4.38)	18 (5.63)	10 (3.13)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table shows that while 38.91% of the sample customers agreed with the statement, 36.4% of them disagreed with the statement. However, there exists a significant difference between the responses of urban and rural respondents. 57.50% of the urban respondents agreed with the statement whereas only 20.31% of the rural respondents expressed the same opinion that they have enough options in buying durable products. It may be concluded that more number of urban respondents (57.50%) were satisfied with the options available in the durable market compared to their rural counterparts (20.31%).

Fitting the correlation coefficient for rural and urban respondents, the correlation 'r' value is calculated at a positive 0.244. This 'r' value, when analysed with t-test, gave a calculated 't' value of 0.5309. This value is less than the tabulated value which is 2.78. This indicates that the relationship between the

rural and urban households in respect to the statement is not significant. This is justified as the positive response is less than negative responses in case of the rural respondents while the positive response is much greater than the negative response in urban households.

5.1.2.2 Sources of information

The credibility of the source affects the impact of the message. The sponsor of the communications - and his or her perceived honesty and objectivity – has an enormous influence on how the communication is accepted by the receiver. When the source is well respected and highly thought of by the intended audience, the message is much more likely to be believed. Conversely, a message from a source considered unreliable or untrustworthy is likely to be received with scepticism and may be rejected. Credibility is built on a number of factors, of which the most important is the perceived intention of the source. Not-for-profit sources generally have more credibility than for-profit (commercial) sources (Schiffman and Kanuk, 2008). According to Kolter and Keller (2006), an aroused customer will be inclined to search for more information. The milder search state is called heightened attention. Heightened attention means the state when a person simply becomes more receptive to information about a product. At the next level, the person may enter an active information search: looking for reading material, phoning friends, going online, and visiting stores to learn about the product. The information sources fall into four groups: Personal (family, friends, neighbours, and acquaintances), Commercial (advertising, Web sites, salespersons, dealers, packaging, displays), Public (mass media, customer-rating organisations) and Experiential (handling, examining, and using the product). The relative amount and influence of these sources vary with the product category and the buyer's

characteristics.⁴ Through gathering information, the customer learns about competing brands and their features (Sontakki, 1997). According to a study (Shekhar V Sawant, 2007), the household customers will come to know only a subset of these brands. As the household customer gathers more information, only a few brands will remain as strong contenders for possible purchase. Then, household customer makes a final choice from this set. Engel JF *et al* (1986) observed that the sources of information differ according to the product characteristics. In this backdrop, an attempt is made to identify the information sources for the purchase of nondurable and durable products in case of household customers in Mizoram. The information sources for nondurable products identified for this purpose are: shopkeepers & salespersons, window shopping, brochures, print media, peers, friends and neighbours, television, radio and Internet as shown in Table 5.7.

Table 5.7
Main sources of information for nondurable products

Sources	Number of household customers		
	Total	Rural	Urban
Shopkeepers & salespersons	307 (47.97)	211 (65.94)	96 (30)
Window shopping	70 (10.94)	29 (9.06)	41 (12.81)
Brochures	58 (9.06)	15 (4.69)	43 (13.44)
Print media	69 (10.78)	16 (5)	53 (16.56)
Peers, friends and neighbors	81 (12.66)	21 (6.56)	60 (18.75)
Television	34 (5.31)	15 (4.69)	19 (5.94)
Radio	14 (2.19)	11 (3.44)	3 (0.94)
Internet	0	0	0
Others (Please specify)	7 (1.09)	2 (0.63)	5 (1.56)
Total	640	320	320

Notes: 1. Figures in parentheses are percentages
2. Other sources include: flyers, posters and hoardings.

47.97% of the sample household customers depended on shopkeepers & sales people for getting information about the nondurable goods. 12.66% of the respondents claimed that their peers, friends and neighbours are the main source of information, followed by window shopping (10.94) and print media (10.78%).

With regard to the rural-urban differences, nearly two-thirds of the household respondents in rural areas relied upon the shopkeepers and salespersons as their main source of information and only 30% of the urban household respondents depended on this source of information. Only 8.13% of the rural household respondents indicated media, be it the print (magazines, journals, catalogues, brochures etc.) or electronic (television, radio and Internet) while a comparatively large percentage of 36.88% of urban household respondents claimed the media as the main source of information for nondurable products. A

significant gap can also be seen in respect of the rural (6.56%) and urban (18.75%) respondents regarding peers, friends and neighbours as a source of information. This may be due to the difference in occupational and social background of the two samples. Another significant observation from Table 5.7 is that there was no significant difference between the urban and rural respondents with regard to TV as a source of information for nondurable goods.

Table 5.8 shows the overall ranking of the sources of information regarding nondurable products.

Table 5.8
Ranking of source of information for nondurables products

Source	Ranks		
	Overall	Rural	Urban
Shopkeepers & salespersons	1	1	1
Peers, friends and neighbors	2	3	2
Window shopping	3	2	5
Print media	4	4	3
Brochures	5	5	4
Television	6	5	6
Radio	7	6	8
Others	8	7	7
Internet	-	-	-

Note: Based on Table 5.7

Fitting the ranks in Spearman's Correlation, the 'r' value is calculated at 0.789. When the 'r' value is tested for significance, t-test gave 3.145 value, which is higher than the tabulated 't' of 2.45. This shows that the correlation between the rural and urban respondents is highly significant.

The respondents' sources of information with regard to durable products are represented in Table 5.9.

Table 5.9
Main sources of information for durable products

Source of Information	Number of household customers		
	Total	Rural	Urban
Shopkeepers & salespersons	144 (22.50)	119 (37.19)	25 (7.81)
Window shopping	125 (19.53)	57 (17.81)	68 (21.25)
Brochures	49 (7.66)	12 (3.75)	37 (11.56)
Print media	94 (14.69)	15 (4.69)	79 (24.69)
Peers, friends and neighbors	78 (12.19)	32 (10)	46 (14.38)
Television	113 (17.66)	56 (17.5)	57 (17.81)
Radio	29 (4.53)	27 (8.44)	2 (0.63)
Internet	6 (0.94)	-	6 (1.88)
Others (Please specify)	2 (0.31)	2 (0.63)	-
Total	640	320	320

Notes: 1) Figures in parentheses are percentages
2) Other sources include: flyers, posters and hoardings.

From the table, it can be seen that shopkeepers & sales people (22.50%) play the most important role in providing information for durable products, followed by window shopping (19.53%), TV (17.66%) and print media (14.69%).

Interestingly, significant differences existed between the rural and urban respondents with regard to certain sources of information. For example, about 38% of the sample household customers in rural areas depended mostly on shopkeepers and sales people as a main source of information for durable products compared to only about 8% of the sample households in urban areas.

About one-fourth of the urban respondents cited the print media as the main source of information for durable products, followed by window shopping (21.25%) and TV (17.81%). The customers in rural areas relied heavily on TV (17.50%), followed by radio (8.44%) and print media (4.69%).

It may be noted that only two respondents (0.63%) in urban areas sought information from radio before buying durables while 27 respondents (8.44%) felt radio as a main information source in rural areas.

The overall ranking of the sources of information based on the aforesaid table for durable products is shown in Table 5.10.

Table 5.10
Ranking of source of information for durables

Variables	Ranks		
	Overall	Rural	Urban
Shopkeepers & salespersons	1	1	6
Window shopping	2	2	2
Television	3	3	3
Print media	4	6	1
Peers, friends and neighbors	5	4	4
Brochures	6	7	5
Radio	7	5	8
Internet	8	9	7
Others	9	8	9

Note: Based on Table 5.9

Fitting the ranks in Spearman's Correlation, the 'r' value is calculated at 0.477. When the 'r' value is tested for significance, t-test gave 1.325 value, which is lower than the tabulated 't' of 2.45. This shows that the correlation between the rural and urban respondents is not significant and therefore, not homogeneous in terms of their sources of information.

5.1.2.3 Place of purchase

As the number of products and brands are increasing in the market, so are the selling outlets, and it becomes a complex decision for the household customer to choose the purchase outlets (Hafstrom, Chae and Chung, 1992). The selecting of type of stores also involves almost the same process as selecting a product. A purchase outlet relates to a service or a product which caters to the customer. Even though trade occurs from the stores,⁵ it also occurs from catalogues, direct mail via print media, television, radio and the Internet (Krishnamacharyulu and

Ramakrishnan, 2002). Purchases are also made in weekly markets which are put up in different areas on different days. The customer may give first preference to the store or the product or, he may give equal importance to both. Sometimes, one prefers a store first, where friendly and logical advice to buy the product are catered, and prefers to buy a product/brand of second priority, if the customer is assured of proper service and proper guidance, rather than buying a product of choice on first priority and missing out on other important aspects of purchase (Bagozzi and Fiorelli, 1996).

The customers tend to buy from the store that is closest to them. All other things being equal, larger stores are preferred to smaller stores. People will go to smaller stores or nearby stores for minor items, but for purchasing items of high value, or speciality items, people will take the trouble of going to distant places and choose the best. Location creates an impact on the customer (Saraswathi, 2008). Travel time to reach the store is an important factor. If it takes more time to reach the store and if there are obstacles on the way it is a barrier in the way of shopping for many households. The square feet of floor space is also an important factor. Customers like ample space to move around and want to see the displays and the products closely. Location of the store may not be so much important to many as may be other variables such as the price, the variety, store quality and cleanliness and the ambience of the store. Stores in attractive surroundings are preferred to those in unattractive surroundings. Moreover, much research (e.g., Sasser *et al.* 1978; Gronroos 1982; Lehtinen and Lehtinen, 1982; and Parasuraman *et al.* 1985) confirms the notion that purchase quality, as perceived by the customers, stem from a comparison (or evaluation) of what they feel purchase outlets do offer i.e. their perceptions. In the present study, inquiries are made

where from the households normally made their purchase and the reasons for their purchase in that particular store.

Table 5.11 shows why the sample household customers buy nondurables from a particular shopping outlet.

Table 5.11
Reasons for purchase in a particular store for nondurable goods

Reasons	Number of household customers		
	Total	Rural	Urban
Availability of quality products	249 (38.91)	125 (39.06)	124 (38.75)
Ambience of the shop	25 (3.91)	5 (1.56)	20 (6.25)
Reasonable prices	135 (21.09)	84 (26.25)	51 (15.94)
Availability of choice	61 (9.53)	21 (6.56)	40 (12.50)
Sales personnel services	125 (19.53)	53 (16.56)	72 (22.50)
Location	43 (6.72)	31 (9.69)	12 (3.75)
Others (Please specify)	2 (0.31)	1 (0.31)	1 (0.31)
Total	640	320	320

Notes: 1. Figures in parentheses are percentages
2. Other reasons include: general popularity of the store and store owner.

Availability of quality products, reasonable prices and sales personnel services were three most important reasons indicated by the respondents for preferring a store for nondurable goods in that order.

There was no significant difference between the rural and the urban respondents as far as the availability of quality products with nearly 40% of them indicated it as the most important reason for preferring a particular shop for the purchase of nondurable products. For the 26.25% rural respondents, reasonable price was an important reason for shopping in a particular place. The figure is comparatively lower in urban sample households as only 15.94% of them

indicated it as a reason. This may be due to the reason that most of the shops in urban areas operate their business on a competitive pricing basis. It can be assumed that as rural areas, being displaced from the main supply chain would be having shops charging at prices higher than the Maximum Retail Prices (MRP).

The help and assistance offered by the sales personnel was another significant reason for purchasing in a particular outlet in rural areas (16.56%) and in urban areas (22.50%). This finding is in conformity with Table 5.7, which indicated the significance of shop keepers and sales people as main source of information for nondurable products for 43.91% of the respondents. However, availability of choice and location of the shop were not important reasons influencing the shopping behaviour for 83.75% of the respondents.

Fitting the correlation analysis, the 'r' value is calculated at 0.897. The calculated 't' value is arrived at 4.537, which is more than the tabulated 't' of 2.75. This signifies that there is no significant difference between the rural and urban household respondents with regard to the reasons why they purchase nondurables from a particular store.

The reasons as to why household purchase durable products from a particular place are tabulated in Table 5.12.

Table 5.12
Reasons for purchase in a particular store for durable products

Reasons	Number of household customers		
	Total	Rural	Urban
Ambience	67 (10.47)	12 (3.75)	55 (17.19)
Location	66 (10.31)	55 (17.19)	11 (3.44)
After sales service	151 (23.59)	73 (22.81)	78 (24.38)
Effective demonstration	61 (9.53)	21 (6.56)	40 (12.50)
Availability of choice	102 (15.94)	39 (12.19)	63 (19.69)
Sales personnel services	52 (8.13)	31 (9.69)	21 (6.56)
Reasonable prices	35 (5.47)	11 (3.44)	24 (7.50)
No response	104 (16.25)	78 (24.38)	28 (8.75)
Total	640	320	320

Note: Figures in parentheses are percentages

With regard to durable products, the most important reason indicated by 23.59% of the household respondents for buying from a particular store was after sales service provided by the store. This is followed by availability of product choice (15.94%), ambience (10.47%) and location (10.31%).

22.81% of rural respondents and 24.38% of urban respondents purchase durables from a particular shop because of the efficient after-sales service they are expected to offer, which shows the importance of this factor for both rural and urban samples. However, ambience of the shop was less important for rural respondents than their urban counterparts. About one-fifth of the urban household customers mentioned availability of choice as an important reason as against 12.19% customers in rural areas. This may be due to the fact that rural households are accustomed to the limited options of durables. One interesting finding is that more number of rural respondents gave importance to location of the shop

compared to the urban respondents. This may be due to the fact that location of the shop is the least important factor in case of urban respondents as they may be having easy and convenient access to many shops offering durable products. Effective demonstration as a factor for purchasing durable goods in a particular store is more prominent among urban household respondents (12.50%) when compared to their rural counterparts (6.56%). With regard to another related factor, namely, sales personnel assistance, about 10% of the rural respondents and nearly seven percent of urban respondents indicated it as an important reason for their selecting of a shop. Taking effective demonstration and sales personnel services together, 17.66% of the respondents highlighted them as the most important reason influencing their shopping behaviour in case of durable products.

Fitting the correlation analysis, the 'r' value is calculated at 0.214. As the calculated 't' i.e. 0.4905 is smaller than the tabulated 't' i.e. 2.57, it can be deducted that there is no relationship between the rural and urban respondents in respect of the reasons for choosing a shop for the purchase of durable goods.

Table 5.13
Preferred place of purchase for nondurable products

Places	Number of household customers		
	Total	Rural	Urban
Any random shop	314 (49.06)	211 (65.94)	103 (32.19)
Neighborhood store	108 (16.88)	54 (16.88)	54 (16.88)
Shop in the main bazar	177 (27.66)	32 (10)	145 (45.31)
Other places (please specify)	23 (3.59)	12 (3.75)	11 (3.44)
No response	18 (2.81)	11 (3.44)	7 (2.19)
Total	640	320	320

Notes: 1. Figures in parentheses are percentages
2. Other places include: door-to-door salespersons & hawkers.

In general, the nondurable goods are considered as convenience goods.⁶ In other words, the customer usually purchases convenience goods frequently, immediately and with minimum effort (Kotler *et al*, 2007). As shown in Table 4.13, nearly 50% of the respondents preferred to buy from any shop at random, followed by a shop in the main bazar (27.66%) and from a neighbourhood store (16.88%). However, there is a marked difference between the rural and urban respondents as about two-third of the rural respondents prefer to buy from any random shop and only one-third of the urban respondents exhibited the same behaviour. It can also be observed from the table that 45.31% of the respondents in urban areas preferred to go to the main bazar for purchase of nondurables while only 10% of the rural respondents preferred to do so.

It may be inferred that the urban household respondents are showing more loyalty towards a particular shop than their counterparts in rural areas.

To test the relationship of the rural and urban respondents with regard to their preferred place of purchase for nondurable products, Rank Correlation

analysis is used. The overall ranking of the place of purchase is shown in Table 5.14.

Table 5.14
Ranking of place of purchase for nondurables

Places	Ranks		
	Overall	Rural	Urban
Any random shop	1	1	2
Main market	2	3	1
Neighbourhood store	3	2	3
Other places	4	4	4

Note: Ranking is given on the basis of Table 5.13

The 'r' value is calculated at a positive 0.7 while the calculated 't' value is arrived at 1.6977. As the calculated 't' value is less than the tabulated value i.e. 3.18, it can be stated that the correlation between the rural and urban respondents regarding their preferred place of purchase of nondurable goods is insignificant.

With regard to durable goods, almost 48% of the respondents preferred to buy durable goods from reputed shops or authorised dealers (Table 5.15).

Table 5.15
Preferred place of purchase for durable products

Places	Number of household customers		
	Total	Rural	Urban
Any random shop	171 (26.72)	103 (32.19)	68 (21.25)
Grey market	48 (7.50)	22 (6.88)	26 (8.13)
Authorised dealers	122 (19.06)	24 (7.5)	98 (30.63)
Reputed shops	185 (28.91)	91 (28.44)	94 (29.38)
No response	114 (17.81)	80 (25)	34 (10.63)
Total	640	320	320

Note: Figures in parentheses are percentages

However, it is also observed that over one-fourth of the respondents preferred to buy from any shop at random.

The table further shows that 32.19% of rural respondents and 21.25% of urban respondents preferred to buy from any shop at random. Only 6.88% of rural respondents and 8.13% of urban respondents would like to buy low priced products by purchasing from grey markets. A grey market is the trade of a commodity through distribution channels which, while legal, are unofficial, unauthorised, or unintended by the original manufacturer.⁷ Significant differences existed between the urban and rural respondents with regard to their preference to buy from reputed shops and authorised dealers. In urban areas, 60% of respondents preferred to buy from reputed shops and authorised dealers together whereas, only 36% of rural respondents wanted to buy from such shops. It is important to note that 25% of the rural respondents and 10.63% of the urban respondents did not respond to the question. This may be due to certain constraints such as less frequency of purchase of durable goods, low awareness and less accessibility to durable goods.

To test the homogeneity of the rural and urban respondents with regard to their places of purchase for durable products, rank correlation analysis is used (Table 5.16).

Table 5.16
Respondents' choicest places of purchase for durable products

Places	Ranks		
	Overall	Rural	Urban
Reputed shops	1	2	2
Any random shop	2	1	3
Authorised dealers	3	4	1
Grey Market	4	3	4

Note: Ranking is given on the basis of Table 5.15

The 'r' value is calculated at a positive 0.3 while the calculated 't' value is arrived at 0.5447. As the calculated 't' value is less than the tabulated value i.e. 3.18, it can be stated that the correlation between the rural and urban respondents

regarding the places of purchase for durable goods is insignificant and thus, no relationship is found between the two groups of respondents in this regard.

5.1.2.4 Shopping time

According to Matin Khan (2006), shopping time is a situational factor which affects the buying decision process.⁸ For the marketer, knowing the every possible aspect of his market segment is crucial. Making available the products to be sold at the convenience of the customer denote an effective marketing mix. Having the right product at the right time greatly influences the buying decision process (Capgemini, 2007).

Recently, discussions are being held at various levels to have a separate time-zone for the North-eastern States. Nitin Gokale⁹ cited that Bangladesh, which is west of India's north-east, is six hours ahead of the Greenwich Mean Time (GMT) and the Indian Standard Time (IST) is five-and-a-half hours ahead of the GMT. This implies that the North-east States are ready to work a good 60 minutes before the other parts of India. The sunrise at Aizawl on 19th April, 2010 was timed at 4:55 a.m. while Mumbai was timed at 6:19 a.m. Again, it was observed that the sunset at Aizawl was timed at 5:41 p.m., while Mumbai was timed at 6:57 p.m.¹⁰ Therefore, the Mizo lifestyle in general and purchasing behaviour in particular, like the other north-easterners, is strongly tied to the early sunrise and sunset.¹¹ It is in this backdrop, the respondents were asked to indicate their preferred shopping time.

Table 5.17 suggests that 41.56% of rural respondents and 40.94% of the urban respondents preferred to shop before 11 a.m. 20.31% of rural respondents prefer to go for shopping during 11 – 1 p.m., while 17.50% of the urban respondents preferred to do shopping at that time.

Table 5.17
Preferred shopping time of the respondents

Time	Number of household customers		
	Total	Rural	Urban
Before 11 am	264 (41.25)	133 (41.56)	131 (40.94)
11 am to 1 pm	121 (18.91)	65 (20.31)	56 (17.50)
1 pm to 3 pm	131 (20.47)	100 (31.25)	31 (9.69)
3 pm to 6 pm	93 (14.53)	2 (0.63)	91 (28.44)
No response	31 (4.84)	20 (6.25)	11 (3.44)
Total	640	320	320

Note: Figures in parentheses are percentages

It can be noted that there is not much difference between the rural and urban respondents as about 60% of them want to complete their shopping by 1 p.m. However, in the early afternoon i.e. 1 to 3 p.m., 31.25% of the rural respondents like to do shopping while less than 10% of the urban respondents prefer to do the same thing. The urban respondents who preferred to go shopping between 3 to 6 p.m. constituted 28.44%. But only 0.63% of the rural respondents go for shopping after 3 p.m. This variance may be due to lifestyle and occupational differences between the respondents. Most of the urban respondents were employed in government sector and would find it convenient to shop in the evening after work.

Rank correlation analysis was used to test the relationship of the rural and urban respondents with regard to their preferred shopping time based on Table 5.18.

Table 5.18
Ranking of preferred shopping time

Time	Ranks		
	Overall	Rural	Urban
Before 9 am	1	1	1
12 to 3	2	4	2
09 to 12	3	3	3
3 to 6 pm	4	2	4

Note: Ranking is given on the basis of Table 5.17

The ranks of rural and urban responses for their respective shopping time preference gave a rank correlation ‘r’ value of 0.3. The ‘t’ value was calculated at 0.5447, which was lower than the tabulated ‘t’ of value 3.18. This demonstrates there no significant relationship between the rankings of the rural and urban respondents with regard to their shopping time preference.

5.1.2.5 Influence of family

As the primary customer decision-making unit, the family has been the subject of intense examination for a number of years (Davis and Rigaux, 1974; Park, 1982; Childers and Rao, 1992). Although children do have their say in certain unique product categories (e.g. biscuits), their impact on family decision-making is rather limited (Spiro, 1983). Therefore, the fundamental question of who makes what purchase decisions in a household generally resides with the husband and wife (Howard, 1989). The diminishing roles that men and women perform in the society have resulted in the merging of traditional sex roles (Komarovsky, 1961; Blood, 1963). Changes in marital roles have led to the husband’s greater influence in decisions the wife had traditionally assumed, and the wife’s greater influence in areas traditionally assumed to be the husband’s domain (Assael, 2001). The progressive literacy rate and educational values may have been a factor of women empowerment. Women are increasingly performing tasks assigned traditionally to men, achieving greater autonomy in economic and

social support and recognition (Arnott, 1972). Studies have cited women’s increasing role in decisions as a result of greater economic power and autonomy (Advertising Age, 1982).

In this context, it is attempted to study the impact of family on the shopping behaviour of the sample households in Mizoram and also the family’s impact in purchase of nondurable and durable products. Likert’s five point scale was used for this purpose. The respondents were asked to respond to the statement “I prefer to shop with family members.”

Table 5.19 indicates that two-third of the sample household customers prefer to shop with family members.

Table 5.19
I prefer to shop with family members

Responses	Number of household customers		
	Total	Rural	Urban
Strongly agree	139 (21.72)	56 (17.50)	83 (25.94)
Agree	289 (45.16)	139 (43.44)	150 (46.88)
No opinion	106 (16.56)	78 (24.38)	28 (8.75)
Disagree	47 (7.34)	26 (8.13)	21 (6.56)
Strongly Disagree	30 (4.69)	10 (3.13)	20 (6.25)
No response	29 (4.53)	11 (3.44)	18 (5.63)
Total	640	320	320

Note: Figures in parentheses are percentages.

17.50% of the rural respondents strongly agreed that they prefer to shop with family members and 43.44% of them agreed with the statement. This shows that a total of 60.94% of the rural respondents positively responded to the statement. In urban areas, 25.94% of the respondents strongly agreed and 46.88% of the respondents agreed with the statement, showing that a total of 72.82% of

the urban respondents gave a positive response that they prefer to shop with family members. Only 11.26% of the rural household respondents and 12.81% of the urban respondents gave a negative response to the statement. In other words, nearly three-fourth of household respondents in urban areas prefers to shop with family members when compared to only 60.94% of the respondents in rural areas. This may be due to the availability of more number of shopping complexes and departmental stores in urban areas where shopping is considered a family outing, providing entertainment and pleasure for the whole family.

Chi-Square χ^2 is applied to the above responses to determine whether there is any significant difference between the rural and urban respondents in their preference to shop with other family members (Table 5.20).

Table 5.20
 χ^2 for the respondents' preference to shop with family members

f_o	f_e	$f_o - f_e$	$(f_o - f_e)^2$	$(f_o - f_e)^2 / f_e$
76	73	3	9	0.123288
70	73	-3	9	0.123288
146	156	-10	100	0.641026
166	156	10	100	0.641026
78	48	30	900	18.75
18	48	-30	900	18.75
11	24.5	-13.5	182.25	7.438776
38	24.5	13.5	182.25	7.438776
5	12.5	-7.5	56.25	4.5
20	12.50	7.5	56.25	4.5
4	6	-2	4	0.666667
8	6	2	4	0.666667
			χ^2	64.23951

The χ^2 critical values for 5 'df' for 0.5 and 0.01 levels of significance are 11.070 and 15.086 while the obtained value is 64.23951, which is higher than these values. Thus, it can be concluded that there is no significant difference between rural and urban respondents in their preference to shop with family members.

Table 5.21 shows the responses given by the respondents to the statement “I am influenced by family members in purchase of nondurable products.”

Table 5.21
I am influenced by family members in purchase of nondurable products

Responses	Number of household customers		
	Total	Rural	Urban
Strongly agree	146 (22.81)	76 (23.75)	70 (21.88)
Agree	312 (48.75)	146 (45.63)	166 (51.88)
No opinion	96 (15)	78 (24.38)	18 (5.63)
Disagree	49 (7.66)	11 (3.44)	38 (11.88)
Strongly Disagree	25 (3.91)	5 (1.56)	20 (6.25)
No response	12 (1.88)	4 (1.25)	8 (2.50)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table suggests that 71.56% of household respondents agreed with the statement whereas only 11.57% responded to the statement negatively. With regard to the difference between the urban and rural respondents, the responses exhibit a similar pattern as 73.76% of the former and 69.38% of the latter agreed with the statement. However, there is a significant difference between the urban and rural customers as far as the negative response is concerned. Only 5% of the rural respondents disagreed with the statement while 18.13% of the urban respondents disagreed. Therefore, it is evident that family plays more important role in case of urban household respondents in purchase of nondurable products.

Fitting the Pearsonian correlation, the ‘r’ value is arrived at 0.8529. As the calculated ‘t’ is valued at 3.267, which is higher than the tabulated ‘t’ of 2.78, it can be deducted that there is a significant correlation between the rural and urban when it comes to the influence of family members in the purchase of nondurable

products. Thus, Hypothesis H3: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing nondurable products* is statistically tested and accepted.

With regard to durable products, about two-thirds of the respondents agreed with the statement that they were influenced by family members in purchase of durable products (Table 5.22). Only 15.47% respondents responded negatively to the statement.

Table 5.22
I am influenced by family members in purchase of durable products

Variables	Number of household customers		
	Total	Rural	Urban
Strongly agree	190 (29.69)	115 (35.94)	75 (23.44)
Agree	238 (37.19)	135 (42.19)	103 (32.19)
No opinion	92 (14.38)	44 (13.75)	48 (15)
Disagree	65 (10.16)	21 (6.56)	44 (13.75)
Strongly Disagree	34 (5.31)	5 (1.56)	29 (9.06)
No response	21 (3.28)	0	21 (6.56)
	640	320	320

Note: Figures in parentheses are percentages.

There is a wide gap between the urban and rural respondents as 78.13% of rural respondents mentioned that family plays an important role in purchase of durable products compared to 55.63% of their urban counterparts. The similar pattern is reflected in the negative responses given by the rural respondents (8.12%) and urban respondents (22.81%)

The correlation between the rural and urban respondents is arrived at the 'r' value of 0.9743. The 't' value is calculated as 8.5986, which is higher than the tabulated value of 2.78. It can be deducted from these findings that there is a

significant correlation between the rural and urban respondents when it comes to the influence of family members in buying durable products. However, even though the two samples (i.e. the rural and urban respondents) were related in the influence of family members when buying durable products, it should be noted that the disparity in figures may be due to the difference in terms of financial position and lifestyle. Urban household respondents, in general, are assumed to be financially well-off and buying of costly durable products may not need much of planning and discussion with family members as compared to rural household respondents. Thus, Hypothesis H4: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing durable products* is statistically tested and accepted.

To test whether there is any correlation between the influence of family members in purchase decision for nondurable goods and the respondents' preference to shop with other family members, Pearsonian correlation coefficient analysis is used. It is calculated that the coefficient is quite high at a positive value of 0.997, which gives 't' value of 25.76. This calculated value is higher than the tabular value of 2.78 which denote that the relationship between the influence of family members in purchase decision for nondurable goods and respondents' preference to shop with other family members is highly significant.

Again, to test whether there is any correlation between the influence of family members in purchase decision for durable goods and the respondents' preference to shop with other family members, Pearsonian correlation coefficient analysis is used. It is calculated that the coefficient is a positive value of 0.941, which gives 't' value of 5.60. This calculated value is higher than the tabular value of 2.78 which denote that the relationship between influence of family

members in purchase decision for durable goods and respondents' preference to shop with other family members is very significant.

5.1.2.6 Mode of payment

The customer gets tempted to buy new products, easy credit facility being one of the major factors. New attributes such as Equated Monthly Installments (EMIs) lure the customers and such innovations help the marketers to expand the size of market. For example, there are many reasons for the impressive growth of the Indian car industry. Some of these are: comparatively easy availability of vehicle finance, attractive rates of interest, and convenient installments. Competition has forced manufacturers to be innovative and responsive to customer demands and needs. Now India is not alien to quality and perfection, customer expectations have soared to higher levels. Depending upon customers needs, four segments - small, midsize, premium and sports utility vehicles currently represent the car market in the country.¹²

The gap between the existing and desired state of mind is provided by the marketing stimuli. Marketing efforts not only are aimed at increasing the gap between the existing and desired state of mind, but also to increase the tension level where need recognition is ensured (Melvyn Thomas, 2009). Marketers therefore make efforts to provide easy payment facility (credit), or through bank loans and other financing companies. Marketing tactics such as easy payment facility (credit) may lead to problem recognition (Crick, 2007) which leads to felt need and then ultimately to purchase, the final step in the process. Unless the purchase is made, all efforts of layout, atmosphere, and effort of the salesman are a waste. The trend these days is shifting to credit sales to the extent that credit has also become a product (Gatersleben and Vlek, 1997). In this context, the

respondents were asked whether they purchase products, in general, on cash basis or credit basis or installment basis (Table 5.23).

Table 5.23
Methods of purchase by the respondents

Method	Number of household customers		
	Total	Rural	Urban
Cash basis	506 (79.06)	273 (85.31)	233 (72.81)
Credit basis	72 (11.25)	45 (14.06)	27 (8.44)
Installment basis	62 (9.69)	2 (0.63)	60 (18.75)
Total	640	320	320

Note: Figures in parentheses are percentages.

The table shows that a vast majority (79.06%) of the respondents purchase products by cash payment. 85.31% of the rural respondents and 72.81% of the urban respondents prefer to buy on cash basis. 14.06% of the rural respondents generally buy on credit basis while 8.44% of urban respondents prefer to do so. This may be due to the reason that many households in rural areas would generally find it hard to make both ends meet and have to resort for credit. Further, the dealers may not find it difficult to sell on credit basis to some of their customers due to close interpersonal relations which are inherent in village life. As for installments, 18.75% of the urban respondents buy on installment basis, while a negligible 0.63% of the rural respondents would buy on installment basis. As most of urban respondents were salaried, it is more convenient for them to go for EMI.

To test whether the area of households' residence affect the mode of payment, nonparametric Chi-Square test is used. The χ^2 for mode of payment is calculated as shown in Table 5.24.

Table 5.24
Calculation of χ^2 for the method of purchase

f_o	f_e	$f_o - f_e$	$(f_o - f_e)^2$	$(f_o - f_e)^2 / f_e$
273	253	20	400	1.581028
233	253	-20	400	1.581028
47	36	11	121	3.361111
27	36	-9	81	2.25
2	31	-29	841	27.12903
60	31	29	841	27.12903
χ^2				63.03123

The χ^2 critical values for degree of freedom¹³ (df)=2 for 0.5 and 0.01 levels of significance are 5.991 and 9.210 while the obtained value is 63.03123, which is higher than these values. It can be concluded that there is no significant difference in the methods of purchase preferred by the rural and urban respondents in case of their purchases.

5.2 POSTDECISION BEHAVIOUR (THE *OUTPUT*)

This stage of the consumer decision making model consists of two closely related postdecision activities: purchase behaviour and postpurchase evaluation. The objective of both these activities is to enhance the consumer's satisfaction with his or her purchase.

According to Dasbiwas and Das (2007), customer satisfaction is one of the most unassailable concepts of modern management practice. Satisfaction or dissatisfaction cannot be generalised, i.e. there is no accepted definition of satisfaction or dissatisfaction. If customer satisfaction is a cumulative effect of many factors put together, the effect of individual factors cannot be gauged easily. Customer satisfaction is largely influenced by the perceived value of the product that the customer experiences while purchasing and consuming the product (Quelch and Kosnik, 1992; Anderson *et al.*, 1994; Piercy, 1996; and Davila and Simons, 1999). Customer dissatisfaction may lead to discontinued purchase of the

products or brands and may change to a new brand or a new product (Kotler, 2003). Further, dissatisfaction with purchase can lead to more insistent reaction other than just discontinued purchase. In India, a number of legislations are enacted to advocate consumer rights and protection. Complaints can be lodged to the concerned authorities if the consumer felt his/her rights are violated. For example, the Sale of Goods Act, 1930; the Law of Torts; the Prevention of Food Adulteration Act, 1954; the Essential Commodities Act, 1955; the Trade and Merchandise Marks Act, 1958; the Standards of Weights and Measures Act, 1976; and the Customer Protection Act, 1986 are some of the legislations to safeguard the interest of the consumers.

Therefore, customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations (Schiffman and Kanuk, 2008). In this connection, the respondents were asked whether they have any prepurchase expectation of the product before making actual purchase (Table 5.25).

Table 5.25
Whether household customers have prepurchase expectation of the product

Response	Number of household customers		
	Total	Rural	Urban
Yes	454 (70.94)	218 (68.13)	236 (73.75)
Sometimes	141 (22.03)	71 (22.19)	70 (21.88)
No	45 (7.03)	31 (9.69)	14 (4.38)
Total	640	320	320

Note: Figures in parentheses are percentages.

68.13% of the rural respondents and 73.75% of the urban respondents have pre-purchase expectation of the product. 22.19% of the rural respondents and 21.88% of urban respondents have such pre-purchase expectation only for

“sometimes.” 9.69% of the rural respondents and 4.38% of the urban respondents purchase products without any pre-purchase expectation. It may be due to low degree of product knowledge on the part of the rural respondents in general and also due to availability of less number of products and/or brand options in rural market.

The χ^2 critical values for 2 ‘df’ for 0.5 level of significance is 5.991 and the obtained value is 7.142971, which is higher than the table value (Table 5.26). This denotes that there is no significant difference between the rural and urban respondents when it comes to having pre-purchase expectation of the product.

Table 5.26
 χ^2 calculation for the respondents’ pre-purchase expectation of the product

f_o	f_e	$f_o - f_e$	$(f_o - f_e)^2$	$(f_o - f_e)^2 / f_e$
218	227	-9	81	0.356828
236	227	9	81	0.356828
31	22.5	8.5	72.25	3.211111
14	22.5	-8.5	72.25	3.211111
71	70.5	0.5	0.25	0.003546
70	70.5	-0.5	0.25	0.003546
			χ^2	7.142971

However, satisfaction does not necessarily guarantee brand loyalty even though it assumes critical significance in the entire purchase process (Corey, 1991; and Lilien *et al.*, 1999). In the present study, the respondents were further enquired whether they are willing to try other brands even though they are satisfied with the brand they are presently using.

Table 5.27 shows that nearly 40% of the household respondents were willing to try other brands even though satisfied. About 30% of the respondents did not agree with the statement. In other words, about 30% of the respondents seem to be exhibiting brand loyalty for the present brands they are using. However, there is a significant difference between the urban respondents and their

rural counterparts in terms of brand loyalty. Half of the respondents in urban areas were willing to change their present brands whereas only about 30% of the respondents in rural areas were of the same opinion. This may be due to lack of availability of many product/brand options in rural areas and the low level of product/brand awareness among the rural respondents.

Table 5.27
I am willing to try other brands even though satisfied

Responses	Number of household customers		
	Total	Rural	Urban
Strongly agree	71 (11.09)	12 (3.75)	59 (18.44)
Agree	183 (28.59)	82 (25.63)	101 (31.56)
No opinion	199 (31.09)	123 (38.44)	76 (23.75)
Disagree	150 (23.44)	89 (27.81)	61 (19.06)
Strongly disagree	37 (5.78)	14 (4.38)	23 (7.19)
Total	640	320	320

Note: Figures in parentheses are percentages.

An attempt is made to know whether the customers felt any dissatisfaction with their purchase. Interestingly, all the respondents had some bad experience with their purchase at some point of time. The respondents were asked to give the most important reason for their dissatisfaction with the product. The reasons identified for causing dissatisfaction are: not enough options, ignorance, carelessness, low quality, defective product and poor after sales service. It is to be noted though the responses are applicable for nondurables and durables, after-sales service is relevant only in case of durable products.

Table 5.28 shows that ‘Not enough options’ is the most important source of dissatisfaction with the purchase for 23.44% of the respondents, followed by

ignorance (22.50%), defective product (17.81%), carelessness (15.31%), poor after sales service (11.41%) and low quality (9.53%).

Table 5.28
Reasons for dissatisfaction with the purchases

Reasons	Number of household customers		
	Total	Rural	Urban
Not enough options	150 (23.44)	110 (34.38)	40 (12.50)
Ignorance	144 (22.50)	89 (27.81)	55 (17.19)
Carelessness	98 (15.31)	10 (3.13)	88 (27.50)
Low quality	61 (9.53)	37 (11.56)	24 (7.50)
Defective product	114 (17.81)	57 (17.81)	57 (17.81)
Poor after sales service	73 (11.41)	17 (5.31)	56 (17.50)
Total	640	320	320

Note: Figures in parentheses are percentages.

For 34.38% of the rural respondents, ‘Not enough options to choose from’ was the main cause for dissatisfaction with the purchases compared to 12.50% of the urban respondents. ‘Ignorance about the product’ was also seen as an important source of dissatisfaction for 27.81% of the rural respondents while only 17.19% of the urban respondents were of that view. Interestingly, 27.50% of the urban respondents confessed that they were ‘careless’ while making buying decisions which caused dissatisfaction afterwards. But only 3.13% of the rural respondents were of such opinion. An equal number of the urban and rural respondents (17.81% each) had some bad experience with regard to defective products. However, 56 urban respondents (17.50%) have complaint with the quality of after sales service in case of durable goods as against only 5.31% of the rural respondents. It is to be noted that urban respondents, in general, may be in

the habit of buying more number of durable goods when compared to their rural counterparts. It is interesting to note that the rural respondents were more careful in purchasing products but were prone to dissatisfaction due to less number of product/brand options and their low quality. In contrast, though the urban respondents can get better quality products due to the availability of more number of options, they were more prone to complacency and carelessness while making their purchases.

Fitting the Pearsonian correlation coefficient, the 'r' value came -0.424 showing there is no relationship, or rather, negative correlation between the rural and urban household respondents in their identified reasons for dissatisfaction.

There can be a number of ways to react to an unsatisfying purchase experience. How the Mizo household respondents would react to unsatisfying purchase can be observed from Table 5.29.

Table 5.29
Ranking customer responses to dissatisfying purchase

Response	Overall		Rural respondents		Urban respondents	
	Weighted Score	Rank	Weighted Score	Rank	Weighted Score	Rank
No action	411	5	301	3	110	5
Discontinue purchase	1146	2	700	1	446	2
Complaining to seller/producer	1189	1	503	2	686	1
Spreading of negative word of mouth	634	3	215	4	419	3
Complaining to consumer court	460	4	201	5	259	4

Making a complaint to the seller/producer was the most preferred response, followed by the discontinuance of purchase, spreading the word of mouth, complaining to consumer court and not initiating any action. Respondents

were asked to rank the first three responses as per order of preference. Number of responses given for 1st rank was multiplied by 3, 2nd rank responses by 2 and number of 3rd rank responses by 1. Thus, weighted scores are calculated by giving weightages to the ranks.

In the case of rural respondents, ‘discontinuance of purchase’ scored the first rank, followed by ‘lodging complaints to the seller/producer,’ ‘no action,’ ‘negative word of mouth’ and ‘complaining to consumer court.’ For the urban respondents, ‘complaining to seller/producer’ is ranked first, followed by ‘discontinuance of purchase,’ ‘negative word of mouth,’ ‘complaining to the consumer court’ and ‘no action.’

It should be noted that the rural and urban respondents are not significantly correlated as the tabulated ‘t’ i.e. 3.18 is greater than the calculated ‘t’ i.e. 1.20.

The postpurchase behaviour in disposing of the product is an indication of how aggressively the household respondents react to a dissatisfactory purchase.

Table 5.30 shows the preferred responses of the respondents.

Table 5.30
Means of disposing of the product in case of dissatisfying purchase

Means	Overall		Rural		Urban	
	Weighted Scores	Ranks	Weighted Scores	Ranks	Weighted Scores	Ranks
Throw it away	624	4	453	3	171	4
Resell, if possible	1070	2	500	2	570	2
Ask for reimbursement	1274	1	546	1	728	1
Donate it to someone	753	3	321	4	432	3
Just keep it as it is	119	5	100	5	19	5

The table indicates that except for ‘donating it to someone’ and ‘throwing the product away,’ the ranks accorded based on responses given by the rural and

urban respondents were the same. Further, as the calculated t-value is higher than the tabulated t, the responses of the rural and urban respondents are significantly correlated.

Further, the study made an attempt to know whether the respondents were aware of their rights as consumers (Table 5.31).

Table 5.31
Are you aware of your rights as a consumer?

Response	Number of household customers		
	Total	Rural	Urban
Yes	381 (59.53)	176 (55)	205 (64.06)
No	103 (16.09)	21 (6.56)	82 (25.63)
Can't say	156 (24.38)	123 (38.44)	33 (10.31)
Total	640	320	320

Note: Figures in parentheses are percentages.

Out of the 640 respondents, 381 i.e. 59.53% claimed that they are aware of their rights as customers. It is interesting to note that 64.06% of urban respondents were aware of consumer rights as against 55% of the rural respondents. Although Mizoram is in the process of achieving total literacy, it is distressing to note that 45% of the rural respondents and 35.94% of the urban respondents were unsure or ignorant of their rights as a consumer. Since long, consumers in India have been exploited because of the ignorance of their rights. They face a plethora of problems affecting their rights and interests and are often cheated by means of adulteration, over pricing, shortage in weighments, fraudulent advertisements, deceptive packaging and poor sales services. The Government of India has passed a number of legislations to safeguard the consumer interests and the consumers should be educated about their rights and responsibilities. With the focus on empowering consumers, the Government and prominent NGOs (e.g. Consumer

Coordination Council, Consumer Guidance Society of India, Consumer Association of India, Grahak Shakti etc.) have been implementing an innovative and intensive multimedia campaign, "Jago Grahak Jago" (meaning Wake up Consumer) to create consumer awareness in the country. Under its "Jago Grahak Jago" initiative, the Department of Consumer Affairs, Government of India has tried to reach consumers through print advertisements in national as well as regional newspapers, TV commercials in *Doordarshan* and private channels, audio ads in All India Radio and private FM channels, tied-up with the postal department for display of posters on consumer awareness and printing and distribution of publicity material.¹⁴

Notes

¹ Jim Blythe elaborated the concept of hedonism and utilitarianism aspects of consumerism in his book, *Consumer Behaviour* published in 2008 by Thomson Learning.

² Decision making can be regarded as an outcome of mental processes (cognitive process) leading to the selection of a course of action among several alternatives. Every decision making process produces a final choice. The output can be an action or an opinion of choice (http://en.wikipedia.org/wiki/Decision_making)

³ Likert, Rensis (1932), "A Technique for the Measurement of Attitudes", *Archives of Psychology* 140: 1–55

⁴ Generally speaking, the consumer receives the most information about a product from commercial sources—that is, marketer-dominated sources. However, the most effective information often comes from personal sources or public sources that are independent authorities. More than 40 percent of all car shoppers consult *Consumer Reports*, making it the biggest single source of information. Each information source performs a different function in influencing the buying decision. Commercial sources normally perform an information function, whereas personal sources perform a legitimising or evaluation function. For example, physicians often learn of new drugs from commercial sources but turn to other doctors for evaluation.

⁵ Organised retailing was almost absent in India till the 1990s, though the roots can be traced back to the late 1800s with the establishment of 'Spencers' departmental store in south India in 1897, which had a different sub-division within itself, a phenomenon common in hypermarkets and large retail stores today.

⁶ Philip Kotler and Keller, 2009, *Marketing Management*, Pearson Prentice Hall, Indian Ed. Pp. Pearson Prentice Hall, New Delhi, p.18

⁷ http://en.wikipedia.org/wiki/Grey_market accessed on 12th August, 2009

⁸ A situation is the prevailing conditions at a certain time. When related to purchases, situational factors may be many in number, but for all purposes, five basic situational factors are considered. These are: physical surroundings, social surroundings, task definitions, temporal decisions and antecedent conditions.

⁹ Nitin Gokale is the Senior Editor, Defense and Strategic Affairs (NDTV). The statement is an extract from his article 'NESTing in Delhi', dated July 13, 2007 and can be found in <http://www.ndtv.com/convergence/ndtv/showcolumns.aspx?id=COLEN20070018782> accessed on 12th August, 2009.

¹⁰ <http://weather.in.msn.com/local.aspx?wealocations=wc:INXX0200> accessed on 12th August, 2009.

¹¹ <http://Mizoram.ozg.in/2009/07/separate-time-zone-for-northeast-states.html> accessed on 5th September, 2009.

¹² Retrieved from <http://www.content4reprint.com/cars-and-trucks/classics/scenario-of-car-industry-in-india.htm> accessed on 24th July, 2009.

¹³ Degree of freedom or 'df' is calculated as (Number of rows - 1)(Number of columns - 1).

¹⁴ Govt's innovative consumer campaign 'Jago Grahak Jago' retrieved from http://timesofindia.indiatimes.com/India/Govts_innovative_consumer_campaign_Jago_Grahak_Jago/articleshow/3876110.cms accessed on 27th October, 2010.

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Chapter 6

MEDIA AND CONSUMER BEHAVIOUR

This chapter, as a concluding part of the thesis, focuses the media scenario in Mizoram and the media habits of the sample household customers in the State. Communication is the tool that marketers used to persuade consumers to act in a desired way. Today, the media and communication models that have been used for decades are undergoing fundamental changes. Driven by technology, mass communication is going through the greatest changes since the development of spoken and written language (Schiffman and Kanuk, 2008). In view of the special role played by media firms and their offerings, it is intended to study the role of media in the lives of the household respondents in the present chapter. The researcher has considered media as one of the external influences (the *input*), an important factor influencing the consumer decision making (the *process*) and also an important force affecting postdecision behaviour (the *output*) in terms of the model of consumer decision making as enunciated by Schiffman and Kanuk (2008) and applied throughout the present study. The conceptual framework relating to communication and media is taken up in the following section.

6.1 COMMUNICATION AND MEDIA

It is communication that brings all organisations to life. It enlivens all forms of human endeavours. Communication informs and inspires, consoles and comforts, motivates and controls, integrates and disintegrates, builds and unbuilds confidence, changes people's attitudes, spreads work ethic and so on. Some estimates show that about three-fourth of an active human being's life is spent on communication (Jyoti Kumar NVR, 2003).

In communication, media (singular medium) are the storage and transmission channels or tools used to store and deliver information or data (McQuail and Denis, 2000). According to Baigi (2004), it is often referred to as synonymous with mass media or news media, but may refer to a single medium used to communicate any data for any purpose. If communication is directed at the masses, it becomes mass communication. And those who monitor such communications at unspecified audiences are known as media of mass communication. Newspaper is one among such media. The stock-in-trade is information called news, which is packed in the form of a daily newspaper. Here the newspaper firm monitors information, the target masses being the receivers. This information that is passed on to the audiences is mass communication. It is a product for the firms in newspaper business intended for outside customers. This is how media products, media businesses and media firms have come into existence. Besides newspapers or magazines, they specialise in products like books and cinema, radio broadcasting and telecasting, dance and drama, song and music and several other forms of this nature (Jyoti Kumar NVR, 2003).

Mass media denote a section of the media specifically designed to reach a large audience (AN Mani, 2006; PPB Wimmer *et al*, 2003). The term was coined in the 1920s with the advent of nationwide radio networks, mass-circulation of newspapers and magazines. However, some forms of mass media such as books and manuscripts have already been in use for centuries. The most popular form of print media is newspapers, journals and magazines. Mass media include not only printed materials but also electronic and the Internet media. According to Roy L Moore (1977), one of the most durable issues in marketing deals with the effects of mass media on consumers is the potentiality of mass media to synthesise and

stimulate wants. According to Nilson (1995), internationalisation of the media has changed the market conditions. He observed that the media's influence and ability to change perceptions and behaviours is so strong that traditional analytical tools for studying the market are insufficient. According to Joel Sussman,¹ the media are presented as a marketing tool for a variety of promotions aimed at gaining success in the market. Media also can serve as a means for positive change in consumer perceptions (East, 1990). To elaborate further, Jean Dreze and Amartya Sen (1995) emphasised that newspapers, as a media product, were instrumental in building up public pressure on the governments in democratic countries to undertake famine prevention measures. Further, Dreze and Sen visualized a great role for the media in general and newspapers in particular: In acting as one of the potential bases of public action not only against standard economic inequalities based on gender, caste, literacy and other characteristics; in highlighting less immediate and less catastrophic deprivations, but more complex to analyse and less easy to remedy problems, such as lack of school facilities or clean water, non-functioning of schools and lack of medical care for endemic diseases; in highlighting social marginalisation and psychological hardships from which the widowed women in India suffer, and also domestic violence from which the women in India are suffering; and in activating public participation in all such activities through skills and traditions of investigating journalism.

However, the media will also probably affect the behaviour of the consumers in a negative manner. Raboy and Dagenais (1995) hold the view that because of the internationalisation of products and news, modern society is characterised by a seemingly endless series of critical events, real and perceived, general and specific. The internationalisation of the market place has given market

elements such as firms and industries important roles that can be played out in the media (Booth, 1993). Thus, it may be noted that, whether the effect is positive or negative, media play an important role in shaping the buying behaviour and in influencing the consumer's information search process (see Section 5.1.2.2 in Chapter 5).

6.2 MEDIA SCENARIO IN MIZORAM

According to the Mizoram Presbyterian Church,² the first printing press was established in the year 1911 by the pioneer missionary, Dr. Fraser and the first offset press was commenced in 1979. In this section, the media scenario in Mizoram has been discussed under the following heads: print media, electronic media and the Internet. For this purpose, the researcher has utilised the information provided by the Information and Public Relations Department.³

6.2.1 Print media

It is interesting to note that for a small size of around nine lakh population in Mizoram, there were as many as 88 dailies (local English and Mizo medium) with a combined circulation of 79,580 copies (see *Annexure 5*).

The advent of satellite and cable TV, together with introduction of more sophisticated printing technology and computers have, in a way transformed media in Mizoram. Their impact is clearly visible on newspapers viz. dailies and non-dailies in terms of contents and appearance.

With competition on the rise, the principle of 'survival of the fittest' trend has seemed to set in particularly, in the capital city of Mizoram. The State government has given press accreditation to 77 journalists including press-photographers and TV cameramen. An interesting development, however, is the increase of news magazines of late. The national newspapers such as *The Hindu*,

Telegraph, Times of India, The Statesman have been in circulation throughout Mizoram. Mizoram being a remote corner of North East India, the national newspapers reach the readers there from Kolkata and Guwahati by air on the next day. Specialised magazines of sports, music, fashion, education, business etc. are in great demand especially, in Aizawl and Lunglei. It is observed that about 35 such magazines are available in the newsstands in Aizawl and Lunglei (see Annexure 5). Some of the lifestyle product magazines such as *Digit, Chip, Computer World, My Mobile, Autocar* and so on focusing on niche markets can also be found in newsstands. Women magazines such as *Marie Claire, Gladrags, Cosmopolitan, Elle* and *Femina* are catching up the attention of the Mizo ladies. Gossip magazines like *Hi!, People* etc have gained serious buyers among the younger generation.

6.2.2 Electronic media

There has been rapid progress in the penetration of electronic media, namely, radio and TV in Mizoram. This is largely due to growing media awareness and access by the general public. Radio seems to continue as a popular media vehicle in the rural Mizoram. *All India Radio (AIR)* started its station in Aizawl as an auxiliary station in May 1966 with the frequency of 150 watt medium wave. In 1970 the frequency was improved to one kilowatt and then to 10 kilowatts in 1975 and to the present frequency of 20 kilowatts since 1979. Transmission from short wave was started in 1992. A six KW FM radio station was started in Lunglei in 1995. Soon, a captive earth station to uplink news from Aizawl will be opened, according to the official sources of *AIR*, Aizawl. Two community radio stations are to be opened in Saiha and Champhai towns to cover interior Mizoram.

Doordarshan (a TV channel owned by Government of India) relayed the Asian Games in 1982 from its first VLP transmitter installed in Aizawl. HPT telecast commenced in 1995 and LTP telecast on June 12th 1995. Another HPT Relay Centre was opened at Lunglei in 1995 and two VLPT centres were opened in Saiha and Champhai. Of these, only Aizawl centre has recently increased their telecast of local programme from one hour to two hours. Besides *Doorsdarshan's* local programmes, people turned to cable TV channels for entertainment and news. About 29 cable operators are operating in the urban and semi-urban areas in Mizoram. *Sky Link* was the first firm to telecast Star TV programmes to a limited number of subscribers since 1991. *LPS* and *ZOZAM*, the local media firms, started their own production centres in 1992 and 1994, respectively. The local programmes have been instrumental in giving information and entertainment in Mizo language. *LPS* programmes have generated subscribers in most of the district headquarters. It is observed that such local programmes have proved very effective in forming public opinion and they have great potential for educating the masses on issues of topical importance.

6.2.3 The Internet

The Internet was pioneered by Bharat Sanchar Nigam Limited (BSNL), a public sector telecommunication firm, in Mizoram in the year 1998. However, BSNL started giving out commercial subscriptions since the beginning of 1999 as dial-up connection via phone lines. Since then, BSNL has started offering schemes like post-paid and pre-paid internet connectivity. At present, broadband services are being offered by BSNL in every district headquarters. A total of 2,880 broadband connections have been given to subscribers in the State, according to the official sources of BSNL. A data-card (a portable wireless device for

connecting internet) under the names Network Interface Card (NIC) and EVDO has been introduced. NIC can be used where BSNL cellular towers are receptive. EVDO, a faster and higher technology is yet to be made operational. Tata Indicom, a private player, has started offering fast wireless internet broadband since 2008 and has given services to over 1000 customers in Aizawl. Recently, they have introduced the wireless internet services to Lunglei and Kolasib districts.

Table 6.1 gives a bird's eye view of the present media scenario in Mizoram with regard to print media, TV, radio and the Internet. As mentioned earlier, it is interesting to note that there were as many as 88 dailies with a combined circulation of 79,580 copies. In other words, Mizo language segment presents a favourable case in terms of Dailies to Thousand People (DTP) as it has 81 copies per one thousand people.⁴ In certain studies conducted by Robin Jeffrey (1997) and Jyoti Kumar NVR (2003) on Indian languages newspapers, it was revealed that there were 29 dailies to thousand people in all India scenario in 1991. In Malayalam segment, the DTP was the highest with 71 copies, followed by Gujarati (45 copies), Punjabi (31 copies), Marathi and Hindi (25 copies each), Tamil and Oriya (22 copies each), Kannada (21 copies), Bengali (20 copies) and Telugu (10 copies). It may be inferred that the newspaper culture is very much in existence in the remote State of Mizoram despite the serious constraints such as high cost of publication and transportation, and lack of advertising support.

Direct-to-home (DTH) services offered by the firms such as *Zee Group*, *Tata Sky*, *Reliance* and *Airtel* are gaining more popularity in Mizoram with the recent introduction of high definition TV sets using Liquid Crystal Display (LCD) and Light Emitting Diodes (LED) technologies. It is worth mentioning that there

has been significant rise in the subscriptions of DTH services in rural Mizoram, where conventional local cable TV networks could not reach.

Table 6.1
Media scenario in Mizoram in 2009

	Media	District	No. of players	Subscribers
Print Media	Daily newspapers	Aizawl	29	49,900
		Champhai	8	5,700
		Kolasib	6	4,000
		Lawngtlai	7	4,740
		Lunglei	12	6,740
		Mamit	5	1,850
		Saiha	11	2,000
		Serchhip	10	4,650
	Magazines	Aizawl	8	31,000
	Lunglei	2	1,100	
Television	Cable TV	Aizawl	2	-
		Champhai	1	2,000
		Kolasib	2	3,500
		Lawngtlai	2	2,000
		Lunglei	3	18,000
		Mamit	2	2,200
		Saiha	2	2,000
		Serchhip	1	3,500
	Direct-to-home TV	Whole State	4	-
<i>Doordarshan</i>	Whole State	-	-	
Radio	<i>All India Radio</i>	Whole State	-	-
	FM Station	Aizawl	1	-
		Lunglei	1	-
Internet	BSNL DataOne	Aizawl	1	2,092
		Champhai	1	140
		Kolasib	1	204
		Lawngtlai	1	53
		Lunglei	1	213
		Mamit	1	33
		Saiha	1	83
		Serchhip	1	62
	Tata Indicom	Aizawl	1	1,000
		Kolasib	1	-
Lunglei		1	-	

Notes:

1. Fields with unavailable data are left blank
2. Compiled from information provided by the Mizoram Journalists Association, the Information and Public Relations Department, Government of Mizoram, BSNL office and Tata Indicom. None of the dailies and magazines is a member of the Audit Bureau of Circulations (ABC)

6.3 MEDIA HABITS

Media consumption patterns across various consumer profiles may be useful to gauge consumer behaviour. The media habits of consumers provide insights that lead to superior media planning and communication strategy by marketers.⁵

6.3.1 Print media

The present study aimed at understanding different dimensions of the readership habits of the select household customers in terms of their frequency of reading dailies and magazines, the number of dailies being read by them, factors responsible for buying dailies and magazines, preference for different types of magazines and the degree of interest shown by the respondents towards advertisements.

6.3.1.1 Frequency of reading the daily

The regularity of newspaper readership is shown in Table 6.2.

Table 6.2
How frequently the respondents read the daily?

Response	No. of household customers		
	Total	Rural	Urban
Everyday	380 (59.38)	134 (47.88)	246 (76.88)
Frequently	110 (17.19)	88 (27.50)	22 (6.88)
Occasionally	150 (23.44)	98 (30.63)	52 (16.25)
Never	-	-	-
Total	640	320	320

Note: Figures in parentheses are percentages

The responses in Table 6.2 are interpreted as 'Everyday' which may signify six days a week (dailies are not published on Sundays in Mizoram), 'Frequently' may signify readership of a newspaper more than three times per week, while 'Occasionally' may signify readership of less than three times per

week. Interestingly, 640 respondents in the present study read a newspaper. It is worth noting that almost three-fifth of the respondents read the newspaper everyday. 47.88% of the rural respondents and 76.88% of their urban counterparts read newspapers every day. 27.50% of the sample rural households and 6.88% of the sample urban households are frequent readers while 30.63% of rural and 16.25% of urban households occasionally read newspapers. Not surprisingly, a recent study among the Mizo youth indicated that the majority of the respondents (73%) read newspaper for at least half an hour every day.⁶

The χ^2 values for 2 d.f. in the table for 0.5 level of significance is 5.991 and the obtained value is 86.71719, which is higher than these values. This shows that there is no significant difference between the responses of the select rural and urban households.

6.3.1.2 Number of dailies read

The number of newspapers normally read by the respondents is shown in Table 6.3.

Table 6.3
Number of dailies normally read by the respondents

No. of dailies read	No. of household customers		
	Total	Rural	Urban
1	258 (40.31)	159 (49.69)	99 (30.94)
2	150 (23.44)	93 (29.06)	57 (17.81)
3	116 (18.13)	30 (9.38)	86 (26.88)
4	54 (8.44)	12 (3.75)	42 (13.13)
5	42 (6.56)	12 (3.75)	30 (9.38)
6	7 (1.09)	1 (0.31)	6 (1.88)
No response	13 (2.03)	13 (4.06)	-
Total	640	320	320

Note: Figures in parentheses are percentages

Two-fifth of the respondents read only one newspaper. It may be observed that nearly 50% of the rural respondents and 30.94% of the urban respondents read only one newspaper. It is worth noting that there is a stark difference between the sample rural and urban households as 9.38% of rural households and 26.88% of the urban households read three newspapers. Interestingly, almost one-fourth of the sample urban households read 4 to 6 newspapers. As noted by Jyoti Kumar NVR (2003), literacy is considered as one of the bases on which the newspaper grew. Increased per capita income and urbanisation are expected to promote daily circulations. The English daily commanding the highest Dailies-to-People ratio of 183 copies indicates this. All the English knowing people in India were not only literate, their educational, income and urbanisation levels were also high. Next to English, literacy levels were high in Malayalam segment (89.9%) and so also the DTP ratio (71 copies). Such a tendency suggest that the more literacy rate, the larger the newspaper circulations. As observed earlier, the State of Mizoram

presents a favourable case in terms of Dailies to Thousand People as it has 81 copies per one thousand people.

Fitting the correlation analysis, the coefficient is arrived at 0.743557. The critical value of Pearson's product correlation at 0.5% level of significance is 0.754 for d.f = 5. Since the calculated coefficient is less than the tabulated value, the sample rural and urban households are not significantly related with regard to the number of newspapers read.

6.3.1.3 Readership of magazines

Magazines are the non-dailies including monthlies and weeklies. According to the information obtained from the Mizoram Journalists' Association (MJA), Aizawl and Lunglei are the only two districts to publish magazines. However, they have penetrated even into the interior parts of Mizoram.

Table 6.4 shows the frequency of readership of magazines by the respondents.

Table 6.4
How frequently the respondents read magazines?

Responses	Number of household customers		
	Total	Rural	Urban
Regularly	342 (53.44)	122 (38.13)	220 (68.75)
Occasionally	229 (35.78)	139 (43.44)	90 (28.13)
Never	68 (10.63)	58 (18.13)	10 (3.13)
No response	1 (0.16)	1 (0.31)	-
Total	640	320	320

Note: Figures in parentheses are percentages

More than half (53.44%) of the total household respondents read the magazines regularly and 35.78% of the respondents read occasionally. 10.63% of the respondents are not in the habit of reading any magazine. There is a significant

difference between the rural customers and urban customers as 38.13% of the former and 68.75% of the latter read the magazines regularly. While 18.13% of rural customers never read a magazine, only 3.13% of the urban customers are in the same habit. It may be inferred that urban households are more associated with magazines than the rural households. This is statistically proved as correlation coefficient is calculated at 0.743906, showing that there is no significant relationship between the rural and urban households with regard to the readership of magazines as the critical value of Pearson's product correlation at 0.05% level of significance is 0.950 at d.f.=2.

6.3.1.4 Buying factors for dailies

It is intended to identify the most important factors or buying motives influencing the respondents in the choice of their daily. Brand loyalties in case of the newspaper were found to be very strong, as observed by Jyoti Kumar NVR (2003). Table 6.5 indicates the factors responsible for buying a particular brand of a daily.

Table 6.5
Factors responsible for buying a particular daily

Factors	Number of household customers		
	Total	Rural	Urban
Printing quality	44 (6.88)	23 (7.19)	21 (6.56)
Front page	111 (17.34)	66 (20.63)	45 (14.06)
Contents	222 (34.69)	102 (31.88)	120 (37.50)
Editor	71 (11.09)	33 (10.31)	38 (11.88)
Popularity	192 (30)	96 (30)	96 (30)
Total	640	320	320

Note: Figures in parentheses are percentages

The main factor responsible for buying or subscribing to a particular newspaper is contents as indicated by the sample rural (31.88%) and urban (37.50%) households. This signifies the importance of contents in terms of coverage and quality. Interestingly, 30% of the respondents, both in rural and urban areas, opined that their buying decision was influenced by the popularity of the newspaper. In his study, Devendhiran (2008) observed that the Mizo daily *Vanglaini* enjoyed immense popularity among the Mizo youth as 91.75% of the respondents read it. The appeal of front page is the most important buying factor for 17.34% of the respondents. In a close-knit Mizo society, the credibility of the editor also plays an important role in shaping the success of a newspaper. Therefore, 11.09% of the sample household customers gave utmost importance to the editor of the daily they buy.

The correlation coefficient is calculated at 0.94673, which is greater than the critical value of Pearson's product correlation at 0.05% level of significance at 0.878 for d.f.=3 which denotes an insignificant relationship between the responses of the sample rural and urban households.

6.3.1.5 Buying factors for magazines

Non-dailies, particularly weeklies and monthlies in regional languages play a predominant role in initiating and promoting newspaper culture (Jyoti Kumar NVR, 2003). School-goers, when they are still in the lower classes of a high school learn reading habits scanning through such of those magazines. Such magazines are a matter of irresistible attraction to them and also to the grown up college goers, men and women at home, as observed by Jyoti Kumar NVR (2003). Furthermore, women are of special importance. Compared to men, their news interest is lesser but their interest in a monthly or weekly in a language of their

own is well known, whether they are working or not. In general, magazines contain less news and more features, particularly some short stories and other features of general interest. Women readers take their own time in completing such reading than rushing through a daily newspaper. Magazine is more a she-product and newspaper a he-product. Nevertheless, irrespective of the gender and the age, people thus initiated into reading the magazines gradually, graduate themselves into newspaper readers (Jyoti Kumar NVR, 2003). On the basis of his study, Jyoti Kumar suggested that marketers of newspapers should also seriously think of bringing out non-dailies on healthy lines, which in turn may help foster the newspaper culture. Table 6.6 indicates the factors responsible for buying a particular brand of magazine.

Table 6.6
Factors responsible for buying a particular magazine

Factors	No. of household customers		
	Total	Rural	Urban
Printing quality	56 (8.75)	24 (7.40)	32 (10)
Cover page	162 (25.31)	116 (36.25)	46 (14.38)
Contents	210 (32.81)	89 (27.81)	121 (37.81)
Editor	92 (14.38)	20 (6.25)	72 (22.50)
Popularity	120 (18.75)	71 (22.19)	49 (15.31)
Total	640	320	320

Note: Figures in parentheses are percentages

Nearly one-third of the respondents attached utmost importance to the contents while choosing a magazine, as in case of dailies. Cover page was the most important factor influencing the purchase of a magazine for about one-fourth of the respondents. While 37.81% urban respondents were mostly influenced by the contents compared to 27.81% of their rural counterparts, more number of rural

respondents (36.25%) were highly motivated by the cover page as against the urban respondents (14.38%).

The correlation coefficient is calculated at 0.225732, which is lesser than the critical value of Pearson's product correlation at 0.05% level of significance at 0.878 for d.f.=3. Thus, it may be concluded that the sample rural and urban households are not significantly correlated when responding to buying factors for magazines.

Tables 6.7 and 6.8 are constructed based on the previous two tables (Tables 6.5 and 6.6) with a view to compare the buying factors influencing the purchase of a particular brand of a daily and magazine in rural and urban areas. Cover page was number one buying factor in case of magazines, followed by the contents and popularity for the rural respondents. However, in the case of dailies, the contents, popularity and front page were the most influencing buying factors in that order for the rural respondents. Editor and printing quality were the two least important buying factors in case of dailies and magazines for the rural respondents.

With regard to urban respondents, contents, editor and popularity of the magazine were three most important buying factors in that order. In case of the purchase of dailies, the contents, popularity and front page were the most influencing factors in that order.

Table 6.7
Factors responsible for buying a particular daily and magazine: Rural respondents

Factors	Dailies	Magazines
Printing quality	23 (7.19)	24 (7.40)
Front/Cover page	66 (20.63)	116 (36.25)
Contents	102 (31.88)	89 (27.81)
Editor	33 (10.31)	20 (6.25)
Popularity	96 (30)	71 (22.19)

Notes:

1. Figures in parentheses are percentages
2. Based on Tables 6.5 and 6.6

The calculated correlation coefficient is valued at 0.720115, which is lesser than the critical value of Pearson's product correlation at 0.05% level of significance at 0.878 for d.f.=3. Therefore, the responses given by the sample rural households in respect of newspapers and magazines are not correlated.

Table 6.8
Factors responsible for buying a particular daily and magazine: Urban respondents

Factors	Dailies	Magazines
Printing quality	21 (6.56)	32 (10)
Front/Cover page	45 (14.06)	46 (14.38)
Contents	120 (37.50)	121 (37.81)
Editor	38 (11.88)	72 (22.50)
Popularity	96 (30)	49 (15.31)

Notes:

1. Figures in parentheses are percentages
2. Based on Tables 6.5 and 6.6

The calculated correlation coefficient is valued at 0.719565, which is lesser than the critical value of Pearson's product correlation at 0.05% level of

significance at 0.878 for d.f.=3. Thus, it can be stated that there is no relationship between the buying factors of newspapers and magazines in case of the sample urban households.

6.3.1.6 Preferences for local, national and international magazines

Although the national newspapers such as *The Hindu*, *Telegraph*, and *Times of India* have been in circulation throughout Mizoram, it is found that their circulations are confined to only some towns with very limited number of subscribers. Understandably, the magazines enjoy more life compared to dailies. Therefore, the magazines of all kinds, local, national and international enjoy better circulation throughout the State.

It is in this background that the researcher has made an attempt to know the preferences of the sample household customers for different types of magazines namely, local, national and international. Table 6.9 shows that more than 72% of the household respondents preferred local magazines (published from Mizoram) and 21.09% of the respondents preferred national magazines (published from the other States of India).

Table 6.9
Respondents' preferences for different types of magazines

Types of magazines	No. of household customers		
	Total	Rural	Urban
Local	462 (72.19)	284 (88.75)	178 (55.63)
National	135 (21.09)	12 (3.75)	123 (38.44)
International	21 (3.28)	2 (0.63)	19 (5.94)
No response	22 (3.44)	22 (6.88)	-
Total	640	320	320

Note: Figures in parentheses are percentages

The sample rural households were more fascinated to read the local magazines (88.75%) as against their urban counterparts (55.63%). However, 38.44% of the sample urban households would go for national publications, while only 3.75% of the sample rural households preferred it. The variances between the responses given by the urban and rural respondents may be attributed to the differences in lifestyles, income, level of education, the availability of magazines, etc. between the rural and urban areas.

The correlation coefficient is calculated at 0.763558, which is lower than the critical value of Pearson's product correlation at 0.05% level of significance at 0.950 for d.f. = 2. Thus, there is no significant correlation between the responses of rural and urban samples in their preference of magazines.

6.3.1.7 Interest shown to print advertisements

Advertisements are a source of information for the present and prospective customers and at the same time, a good source of income for the media business. In other words, the business of a newspaper is to sell news to readers, then sell those readers to advertisers (Jyoti Kumar NVR, 2003). In the present study, the respondents were asked as to how frequently they read the advertisements in the print media (dailies and magazines). Table 6.10 shows that 87.82% of the household respondents read the press advertisements either regularly or occasionally. Almost 55% of the respondents were regular in reading the advertisements.

Table 6.10
How frequently the respondents read the advertisements?

Responses	Number of household customers		
	Total	Rural	Urban
Regularly	348 (54.38)	156 (48.75)	192 (60)
Occasionally	214 (33.44)	132 (41.25)	82 (25.63)
Never	78 (12.19)	32 (10)	46 (14.38)
Total	640	320	320

Note: Figures in parentheses are percentages

Interestingly, the rural respondents were more or less showing the same interest in advertisements as in case of their urban counterparts.

The χ^2 critical values for d.f. = 2 in the distribution table for 0.5 and 0.01 levels of significance are 5.991 and 9.210 and the obtained value is calculated at 17.9192. This shows that there is homogeneity between responses of the two samples. However, it should be noted that the degree of responses varies between the two samples. This can be due to the more reliance of advertisement as source of information for the urban households (see Section 5.1.2.2 in Chapter 5).

6.3.2 Television

Electronic media may be sub-categorised as television and radio in this section. As stated in Chapter 3 (see Section 3.2.6), about 60% of the respondents owned radio. However, only 2.03% of the household respondents considered radio as main source of information for nondurable goods. Further, 4.53% of respondents felt radio as a main source of information for durable goods, as mentioned in Chapter 5 (see Section 5.1.2.2). Therefore, the researcher has confined to analyse only television viewership habits in this section.

6.3.2.1 Frequency of watching TV

Table 6.11 shows that 46.72% of the household respondents view TV everyday while 33.28% view TV frequently (three times a week), and 20% watch occasionally (less than three times a week).

Table 6.11
How frequently the respondents watch the TV?

Responses	Number of household customers		
	Total	Rural	Urban
Everyday	299 (46.72)	115 (35.94)	184 (57.50)
Frequently	213 (33.28)	111 (34.69)	102 (31.88)
Occasionally	128 (20)	94 (29.38)	34 (10.63)
Total	640	320	320

Note: Figures in parentheses are percentages

It can be observed that more number of urban household respondents (57.50%) watch TV everyday compared to their rural counterparts (35.94%). This may be due to lifestyle differences between the urbanites and rural masses. Moreover, as the respondents in rural areas face certain hardships, they have less leisure time in their hands. Therefore, they were less regular in watching TV than their urban counterparts.

6.3.2.2 Hours spent in watching TV on weekdays

The number of hours spent in watching TV during weekdays i.e. Monday till Friday (educational institutions and government offices observe 5-day week in Mizoram) by rural and urban household respondents is shown in Table 6.12.

Table 6.12
No. of hours spent by the respondents in watching TV on weekdays

Responses	Number of household customers		
	Total	Rural	Urban
Up to an hour	238 (37.19)	127 (39.69)	111 (34.69)
Around 2 hours	192 (30)	94 (29.38)	98 (30.63)
3 hours and above	210 (32.82)	99 (30.94)	111 (34.69)
Total	640	320	320

Note: Figures in parentheses are percentages

From the table, it can be observed that 37.19% of the household respondents spend an hour a day on weekdays. Nearly one-third of the households watch TV for three hours and above. There is no significant difference between the urban and rural respondents. A similar finding was made by Devendiran (2008) in his study on the leisure and recreation pattern of the Mizo youth.⁷

The correlation coefficient is calculated at 0.985416. Since this calculated coefficient is greater than the critical value of Pearson's product correlation at the 0.05% level of significance i.e. 0.950 for d.f. = 2, the time spent by the sample rural and urban households watching TV during weekdays is significantly related.

6.3.2.3 Hours spent in watching TV on weekends

The number of hours spent by the respondents in front of TV during weekends i.e. Saturdays and Sundays is shown in Table 6.13.

Table 6.13
Number of hours spent by respondents in watching TV on weekends

Responses	No. of household customers		
	Total	Rural	Urban
Up to an hour	215 (33.59)	100 (31.25)	115 (35.94)
Around 2 hours	188 (29.38)	96 (30)	92 (28.75)
3 hours and above	237 (37.03)	76 (38.75)	113 (35.31)
Total	640	320	320

Note: Figures in parentheses are percentages

It is observed that 37.03% spend three hours and more a day in watching TV on weekends while one-third of the respondents devote around two hours on such days. Obviously, the respondents devote more time for TV viewing on weekends (37.03%) compared to on weekdays (32.82%).

The correlation coefficient is calculated at 0.944395. Since this calculated coefficient is less than the critical value of Pearson's product correlation at the 0.05% level of significance i.e. 0.950 for d.f. = 2, the time spent by the sample rural and urban households watching TV during weekends is not related.

6.3.2.4 Viewership of commercials

The household respondents were asked whether they watch TV commercials and if so, how regularly they watch them. The responses are presented in Table 6.14.

Table 6.14
How frequently the respondents watch TV commercials?

Responses	No. of household customers		
	Total	Rural	Urban
Everyday	327 (51.09)	115 (35.94)	212 (66.25)
Frequently	252 (39.38)	153 (47.81)	99 (30.94)
Never	61 (9.53)	52 (16.25)	9 (2.81)
Total	640	320	320

Note: Figures in parentheses are percentages

The table shows that more than half (51.09%) of the respondents watch commercials everyday and 39.38% watch commercials frequently (three days a week). However, nearly 10% of the respondents are not in the habit of watching TV commercials. With regard to rural-urban differences, 35.94% of the rural respondents watch TV commercials everyday compared to two-thirds of the urban respondents. 16.25% of rural respondents are not at all interested in TV commercials while only 2.81% of urban respondents expressed their disinterest in TV commercials. It is observed from the field study that most of the respondents, both in rural and urban areas, like to watch local channels in Mizo language along with the national channels such as news in English, sports and movies (in English). Further, the local Mizo channels get advertising support only from big shops and dealers who are located in urban areas. Therefore, it seems only the urban respondents were interested to view such commercials issued by the shops and dealers. As the rural respondents normally do not have access to urban markets, it appears that they were not interested in watching such commercials issued by the urban based shops and dealers.

The correlation coefficient is calculated at 0.564828. Since this calculated coefficient is less than the critical value of Pearson's product correlation at 0.05%

level of significance i.e. 0.997 for d.f. = 1, the responses given by the rural and urban household sample are not related.

6.3.2.5 Impact of TV commercials featuring celebrities

Many companies use celebrities as brand ambassadors to promote their products. Here are some of the key findings based on research studies conducted on the effectiveness of celebrity advertising:

- One study found that for attractiveness-related products, such as cosmetics, a physically attractive celebrity significantly enhanced message credibility and attitude toward the ad; for attractiveness-unrelated product like camera, an attractive endorser had little or no effect. This suggests a “match-up” hypothesis for celebrity advertising (Michael AK, 1990)
- Another study found that a celebrity endorser was more effective in terms of source credibility and consumer attitudes toward the ad for a hedonistic and “experiential” service (e.g. a restaurant) than for a utilitarian service (e.g. a bank) (Maria RS *et al.*, 2000).
- Celebrities who have demographic characteristics (e.g. age, social class and ethnicity) that are similar to those of the target audience are viewed as more credible and persuasive than those that do not. Further, consumers with strong ethnic identification are more likely to be persuaded by endorsers with similar ethnicity than individuals with weaker ethnic identification (Laura MA, 2001).
- One study found that although the endorser’s credibility strongly impacted the audience’s attitudes toward the ad, the perceived

corporate credibility had a strong impact on attitudes towards the advertised brand (Ronald EG *et al.*,2000).

It is attempted in the present study to know the impact of such commercials sponsored by celebrities on buying behaviour of the household customers. For this purpose, the respondents were asked to respond to a statement, “I am interested in products advertised by celebrities” by using Likert’s five-point scale as shown in Table 6.15.

Table 6.15
I am interested in products advertised by celebrities

Responses	Number of household customers		
	Total	Rural	Urban
Strongly agree	73 (11.41)	25 (7.81)	48 (15)
Agree	148 (23.13)	91 (28.44)	57 (17.81)
No opinion	183 (28.59)	82 (25.63)	101 (31.56)
Disagree	178 (27.81)	102 (31.88)	76 (23.75)
Strongly disagree	58 (9.06)	20 (6.25)	38 (11.86)
Total	640	320	320

Note: Figures in parentheses are percentages

Overall, 34.54% of the household respondents agreed with the statement while 36.87% of the respondents disagreed with the statement. With regard to rural-urban differences, 36.25% of the sample rural households and 32.81% of the sample urban households responded positively to the statement while 38.13% of the sample rural households and 35.61% of the sample urban households gave a negative response.

The χ^2 values for 4 d.f. in the table for 0.5% level of significance is 9.49 and the obtained value 26.41402, which is higher than the tabular value. This shows that there is significant correlation between the responses given by the sample rural and urban households.

6.3.2.6 Preference of local celebrities in TV ads

In recent years, the firms have started using the local celebrities for promoting their products. For example, Ms. Mami Varte, the famous Mizo singer, is featuring *Star* cement, Ms. Mimi Rentlei, another popular singer, is endorsing *Mimi* noodles and Ms. Irene, the ‘Supermodel’ of Mizoram is promoting *Florozone* skin care products. An attempt is made here to study whether the household respondents prefer local celebrities than the national ones by using the Likert’s five-point scale (Table 6.16).

Table 6.16
I prefer local celebrities featuring in TV commercials

Responses	Number of household consumers		
	Total	Rural	Urban
Strongly agree	112 (17.50)	58 (18.13)	54 (16.88)
Agree	284 (44.38)	149 (46.56)	135 (42.19)
No opinion	91 (14.22)	39 (12.19)	52 (16.25)
Disagree	132 (20.63)	66 (20.63)	66 (20.63)
Strongly disagree	21 (3.28)	8 (2.50)	13 (4.06)
Total	640	320	320

Note: Figures in parentheses are percentages

Overall, 61.88% of the household respondents prefer local celebrities as brand ambassadors in TV commercials and 23.91% of respondents have responded negatively to the statement. Moreover, more number of rural respondents (64.69%) prefers local celebrities featuring in TV commercials compared to their urban counterparts (59.07%). The preference of local celebrities over national ones indicates that the household respondents identify themselves more with Mizo celebrities rather than those of other States. This research finding is in conformity with those findings of other research studies (Laura MA, 2002;

Osei Appiah, 2001) conducted on ethnic identification of the spokesperson. As already noted, buyers with strong ethnic identification are more likely to be persuaded by endorsers with similar ethnicity than individuals with weaker ethnic identification. Therefore, the marketers who are keen in tapping the markets in the North East region may have to recognise the existence of different ethnic groups in the region and the same celebrity advertising strategy which they use for tapping other regions may not achieve the desired results in the North East. This observation is more valid in case of the Mizo customers.

The correlation coefficient is calculated at 0.992268. Since this calculated coefficient is less than the critical value of Pearson's product correlation at the 0.05% level of significance i.e. 0.878 for d.f. = 3, the responses of the rural and urban household respondents regarding the preference of local celebrities featuring in advertisements is related.

Notes

¹ Joel Sussman, president Optimal Marketing Communications in his article, "Marketing Ideas and Strategies to Help Your Business Grow", wrote that media can be an effective tool in implanting brand effects in customers. The featured article is published by Soundview Executive Books, USA. The publishers are located at Philadelphia, USA.

² Mizoram Presbyterian Church has its own archive at Mizoram Synod Office at Mission Veng, Aizawl. This information is also documented by the Printing & Stationery Department, Government of Mizoram.

³ Information and Public Relations Department is the Mizoram governmental organ for media-related issues. The classifications and categorisation is from their official public domain. <http://Mizoram.nic.in/more/media.htm> accessed on 12 August, 2010.

⁴ Considering the combined circulation of only the Mizo language dailies i.e. 72,780 copies as *Newslink* and the *Zoram Times* are English dailies.

⁵ <http://www.emmgroup.net/ci1-voice-consumer-guide> accessed on 12th August, 2010.

⁶ As indicated by C. Devendiran, *Leisure and Recreational Pattern of the Mizo Youth*, an unpublished PhD work submitted to University of Madras, 2008.

⁷ Devendiran indicated that that the Mizo youth respondents spent around 1-3 hours every day before TV.

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Chapter 7
EVALUATION AND SUGGESTIONS

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Chapter 7

EVALUATION AND SUGGESTIONS

This chapter aims to highlight the important empirical findings from the preceding chapters and to prescribe remedial suggestions based on the findings. The chapter also brought out areas for further research for prospective researchers in the field of consumer behaviour and its related topics.

7.1 EVALUATION

7.1.1 Introduction

Chapter 1 depicts the problem of enquiry and the design adopted thereof. Consumer behaviour is defined as the behaviour that consumers display in searching for, purchasing, using, evaluating and disposing of products and services that they will expect will satisfy their needs. To elaborate further, consumer behaviour focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption-related items. That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase, the impact of such evaluations on future purchase, and how they dispose of it.

A simplified model of consumer decision making

The conceptual framework of the present study is based on the model of consumer decision making designed by Schiffman and Kanuk. The model identifies the decision making into three major components: *input*, *process*, and *output*.

The *input* component of consumer decision making model draws on external influences that serve as sources of information about a particular product and influence a consumer's product-related values, attitudes, and behaviour. Chief

among these input factors are the *marketing mix activities* of organisations that attempt to communicate the benefits of their products and services to potential consumers and the non-marketing *sociocultural influences*, which, when internalised, affect the consumer's purchase decisions.

The *process* component of the model is concerned with how consumers make decisions. To understand this process, the influence of psychological concepts must be considered. The *psychological field* represents the internal influences (motivation, perception, learning, personality, and attitudes) that affect consumers' decision making processes (what they need or want, their awareness of various product choices, their information-gathering activities, and their evaluation of alternatives). The simple model of consumer decision making demonstrated the act of making a consumer decision consists of three stages: *need recognition*, *prepurchase search*, and *evaluation of alternatives*.

The *output* component of the consumer decision making model concerns two closely associated types of post decision activity: *purchase behaviour* and *postpurchase evaluation*. The objective of both activities is to increase the consumer's satisfaction with his or her purchase.

Review of literature

In the exploratory stage of this study, an intensive review of literatures of international, national and regional works was undertaken to familiarise the researcher with the various aspects of consumer behaviour, to identify the research problem, to evolve appropriate methodology and to formulate a conceptual framework for the study. However, the review of existing literature on Mizoram leads to the conclusion that most of the existing works related mainly to economic development of Mizoram. No work has covered the marketing aspects

except very few studies on agriculture marketing and surveys done by professional agencies and governmental organisations. Thus, there has been no study exploring the behavioural dimensions of customers in the State. Precisely, the study of consumer behaviour in Mizoram is an attempt to fill this gap.

The problem

A consumer's buying process is a result of the complex interplay of cultural, social, personal and psychological influences. Researching the consumer is beneficial for the business community as it provides crucial information like who is buying the product and why, who is not buying the product and why. It takes into account by which individuals decide whether, what, when, where, how and from whom to purchase goods and services. Thus, an empirical study on the consumer behaviour of household customers in Mizoram would be of prominence as it would help the business community, media firms and policy makers to understand their ever changing needs and satisfactions. The study covers the select nondurable and durable products.

The objectives of the study

The present study aims to identify the socioeconomic characteristics of the household customers in Mizoram, to analyse the external influences and buying factors influencing the purchase of nondurable and durable products, to understand the consumer decision making and postdecision behaviour of household customers in Mizoram, to study media scenario in Mizoram and the media habits of the household customers and to offer suggestions to the marketers and policy makers so as to improve their performance with a view to enhance the standard of living of people in Mizoram.

Research Design

The study used the household (consumer or customer) survey as a tool of collecting primary data. A comprehensive questionnaire was framed to enquire into the different aspects of consumer behaviour and administered to the sample households identified with multi-level sampling method. All the eight functioning districts in the State were taken into consideration for the study. The district headquarters, namely, Aizawl, Champhai, Kolasib, Lawngtlai, Lunglei, Mamit, Saiha and Serchhip are taken as urban samples. The rural household samples were taken from the following villages: *Saitual* and *Aibawk* from Aizawl district, *Khawbung* and *Khawzawl* from Champhai district, *Bilkhawthlir* and *Vairengte* from Kolasib district, *Chawngte* and *Diltlang* from Lawngtlai district, *Hnahthial* and *Zobawk* from Lunglei district, *Rawpuichhip* and *Kawrthah* from Mamit district, *Tuipang* and *Sangau* from Saiha district and *N. Vanlaiphai* and *Thenzawl* from Serchhip district. 40 urban households were taken from each district headquarters to represent the urban customers and 20 households from each of the villages mentioned to represent the rural customers, making it 40 rural households for every district. In all, 640 households i.e. 80 households from each district, 40 from urban areas and 40 from rural areas were drawn as a sample to cover the whole State. In addition to primary data, the secondary data are collected from books, reports, governmental organisations and business houses.

Analysis of data

As the derivative aim of the study is to examine the relationship between the rural and urban respondents in Mizoram, various statistical tools are used to analyse the representations of responses made by the rural and urban samples. For correlation analysis, Pearson Correlation and Spearman's Rank Correlation are

used depending on the variables on which the samples are to be tested. To arrive at the significance of correlation between rural and urban samples, the coefficients (r) are subjected to T-Test. *F-Test analysis* is used to examine the variances in the responses of the rural and urban household customers. Chi-square or χ^2 is used to test the homogeneity of responses between the rural and urban household samples.

Limitations of the study

As the study is a pioneering work in the field of consumer behaviour in Mizoram, there is hardly any secondary data to fit within the scope of consumer behaviour. Further, as the main earning member of the household was interviewed, it is assumed that the responses given were made on behalf of the entire household.

7.1.2 Mizoram – a profile

Chapter 2 presents an overview of the State of Mizoram, located in India's North East in terms of geography, demography, history, culture, political and administrative, commerce and trade, economy and infrastructure. Such an analysis ultimately enables to set a stage to understand the Mizo household customer, the subject matter of this study.

Geography and Demography

Mizoram is located in the North East corner of India, bordered on the northwest by the State of Tripura, on the north by the State of Assam and on the northeast by the State of Manipur. Mizoram has a total area of only 21,087 square kilometres. Mizoram is generally cool in summer and not very cold in winter. The total population in 2001 was 8,88,573 with population density of 42 persons per square kilometers, has a decent sex ratio of 935 and comprise of 50.35% of rural and 49.65% of urban population.

History

It was believed that the Mizos had once lived in the North West China and there from, they moved to Burma (now Myanmar) via South East of Tibet. The Mizos entered Mizoram in four successive batches and was obvious that the first batch entered Mizoram in the period between 1600 and 1700 AD. Since each clan followed a particular route and built their own villages, the villages were known by their clan's name. The desire for supremacy and territorial possession culminated in raid by a larger village to a smaller village. These war expeditions gradually spilled over the realms of the hills, taunting out attention of the British occupants in India. Eventually, the British annexed Mizoram in 1871-72 after a military expedition. It was made part of the then Assam *vide* Government of India Notification No. 591-E.B. Dated 1st April, 1898 with Aizawl as its capital.

Culture

The Mizo code of ethics moved around *Tlawmngaihna*, an untranslatable term meaning on the part of everyone to be hospitable, kind, unselfish and helpful to others. *Tlawmngaihna* to Mizo stands for the compelling moral force which finds expression in self-sacrifice for the service of the others. Mizos often gather together to help in disaster management like landslides or famine. The Mizos are a close-knit society with no class distinction and no discrimination on the ground of gender and the village exists like a big family. The Mizos have kept alive their rich cultural heritage, colourful customs and lively traditions. Festivals (*Kut*) and dances of the Mizos had a unique tribal flavour. The most popular festivals are - *Chapchar Kut*, after clearing of jungles for cultivation of the *jhum* crop in February-March; *Pawl Kut*, after the harvests when the granary is full in December, and *Mim Kut*, dedicated to departed souls after the maize harvest in

September were the festivals celebrated with much gusto. The most popular dances of Mizoram are *Cheraw*, also called Bamboo dance; *Khuallam*, a dance for visitors or guests; *Chheih Lam*, a social dance at the end of a day's work and *Solakai* or *Sarlamkai*, a dance of the Mara and Pawl tribes. Although Christianity brought about a near total transformation in the Mizo lifestyle and outlook, some customary laws have stayed on. Tea replaced *zu* (local rice beer) as a popular drink. *Zawlbuk* was replaced by modern education. Animal sacrifices on ceremonial occasions, which were once an integral part of Mizo religious system, were now considered anathema. Yet, traditions such as the payment of bride price and property heirship are still continued along with some other customs and community traditions.

Political and Administrative

During the 1960s, a fairly larger percentage of people of Mizoram were not satisfied with the political administration of the Indian government on the region. The Mizo National Front (MNF), founded by Laldenga, found support from various sections of the Mizos, especially the youth. Upon the aim of MNF to find political segregation from the Indian Union, the MNF turned rebellious in 1966 and thus the area was declared "Disturbed Area." The political turmoil badly upset the developmental activities of the region. Finally, the Mizoram Peace Accord was signed on the 30th June, 1986. The Constitution (53rd) Amendment Bill and the State of Mizoram Bill was passed on 7th August, 1986 and the declaration of "Disturbed Area" was withdrawn. Consequent upon these Bills, Mizoram was conferred Statehood on 20th February, 1987 and Mizoram became the 23rd State of the Indian Union.

Mizoram is governed by a Chief Minister and a council of ministers responsible to an elected unicameral legislature and by a Governor, appointed by the President of India. The Mizoram legislative assembly has 40 members who are elected by means of a popular vote conducted by the Election Commission of India. Administratively, Mizoram is divided into eight districts, namely, Aizawl, Champhai, Kolasib, Lawngtlai, Lunglei, Mamit, Saiha and Serchhip.

Commerce and Trade

During Pre-British time, the inhabitants of the State had limited trade relations with outside world through their market centres. The Mizos, for the first time came into contact with the Bengali petty traders dealing in consumer goods like rice, salt, rubber, sulphur, flint glass etc. around 1838 on the border of British district of Sylhet. The Mizos also used to collect and sell bees-wax, seeds of tea plants, raw rubber, bamboo, cane reeds and other hill products. The first regular bazaar was started at Dawrpui, Aizawl, in 1919 by HWG Cole, the then Superintendent of Mizoram. During the 1902-03, there were 17 shops in Aizawl and 16 at Lunglei and Demagiri (Tlabung). Weekly bazaars had been started both at Aizawl and Lunglei, which were well attended by the Mizos even from distant villages. The weekly Saturday bazars are still an important commercial premise distinct to the Mizos even today. Another important trade issue particular to Mizoram is the Government's legal protection of locals so that the people from other regions would not monopolise the trade in Mizoram. The Government of Mizoram has played an important role in the promotion and regulation of business in Mizoram by enacting departments and corporations. Silchar was the main centre for procuring most of the items for traders in Mizoram. Guwahati and Kolkata are the other important markets. Some items were also procured from

Delhi, Mumbai, Shillong, Siliguri, Moreh and Champhai (Zokhawthar). Except for the big business firms in Aizawl, all other business persons in Mizoram cater to the local demand. Mostly the goods are sold for cash.

Economy

Mizoram is one of the least developed States in the country. The reason is often attributed to its extreme and isolated location and various geographical constraints such as topography and soil texture. The Economic Survey of Mizoram for 2009-10 showed that as per the advance estimates of 2009-10, the economy is expected to grow at 7.2 per cent and the data on quick estimates of the economy for 2008-09 indicated a growth of 7 percent. The growth rate of the economy is reassuring in the light of the nation's estimated growth of 7.2 per cent in 2009-10.

Infrastructure

The maiden step in electricity power development was taken in 1962 with the commission of 75 kilowatt diesel power station in Aizawl. Power is imported mainly from North Eastern Electric Power Corporation (NEEPCO), National Hydro Power Corporation (NHPC), Assam State Electricity Board (ASEB), Tripura and Meghalaya. The per capita power consumption of the State is estimated at 151.64 kw. However, as per the governmental records, a total of 570 villages are electrified.

The total length of road in the State by the end of 2000-01 was 4046.37 kms out of which 2220.30 kms were surfaced road. The un-surfaced roads with 1844.07 kms of road length constituted about 45.4 per cent of the total road length. Out of the total 732 inhabited villages in the State, 360 villages were

connected by all-weather-roads while 342 villages were connected by fair-weather-roads.

The nearest railway station for Mizos is at Silchar in Assam for railway passengers. There is presently one railway station in Mizoram at Bairabi, Kolasib district but it is serving the State in terms of transportation of goods only.

The State is now having air links with Kolkata, Guwahati and Imphal after Lengpui airport was inaugurated on 12th December, 1998. The services are operated by Indian Airlines, Kingfisher and recently by North East Shuttles.

Mizoram is one of the most industrially backward States of the country and is defined as “Non Industries District” under Category A. The business units relating to repair services, metal products, hosiery and garments, wood products, food, paper products, and printing were dominant firms accounting for 74% of the total industrial units.

The total number of post offices at the end of the year 2007-08 was 405, comprising 45 sub post offices and 359 branch post offices. Out of 405 post offices 356 (88.15%) were in rural areas and the rest 48 (11.85 %) were in urban areas.

Up to the end of 2008, there were 64 number of telephone exchanges in the State; five of them were located in towns. The number of telephone connections up to 2008 was 56,816, as against to 34,615 at the end of 1999-2000.

Upto February 2009, there were 108 branches of various financial institutions in the State consisting of 36 commercial bank branches, 60 branches of Mizoram Rural Bank (MRB) and 11 branches of Mizoram Cooperative Apex Bank (MCAB). In addition to the banks, developmental financial institutions like National Bank for Agriculture and Rural Development (NABARD), Small

Industries Development Bank of India (SIDBI) and North Eastern Development Finance Corporation (NEDFi) also have their presence in the State.

7.1.3 Socioeconomic profile of the household respondents

Chapter 3 intends to analyse the socioeconomic profile of the sample household consumers and the type of durable goods owned by them. In essence, the sample households' buying behaviour in Mizoram that shapes the marketing strategies is the core of this chapter. Consumer Behaviour, being the psychological dimension of marketing management, is based on various factors.

Education

One-fourth of the sample households indicated that they have passed class 10 and 22.19% responded that they have attended formal schools. It was observed that the sample urban households had better access to higher education as about 50% of them were either graduates or post graduates as against 20% of the sample rural households. The study indicated that there is no significant relationship between the rural and urban sample households with regard to their levels of education.

Occupation

Half of the household respondents in Mizoram are engaged in the government service and is the largest employer in Mizoram for both rural (30.94%) and urban (69.69%) respondents. However, 48% of the rural respondents are agrarian, artisans and daily wage earners. It is to be observed that only 3.44% of the respondents were employed in private companies which indicate the low degree of industrialisation in the State. At the same time, it can be inferred that private players have been active in creating employment for the

Mizos in recent years. However, the occupational patterns of the rural and urban household respondents are not significantly related.

Family size and Age

It was observed that the average size of the sample households was 5.4 members and the average sizes of the sample rural and urban households were 5.6 and 5.4 respectively. These findings may indicate the popularity of nuclear families. Further, almost 50% of the household respondents had 3 - 5 adult members, indicating the sample households to be adult dominated. However, around three-fifth of the sample households have children less than 12 years of age and almost 40% of the household respondents have at least one teenaged child. As far as the family size and age of household members are concerned, there was a significant relationship between the rural and the urban household respondents.

Income

The average monthly income of a sample household was calculated at ₹12,323. However, the study indicated that there is a significant difference between the earnings of the rural and urban household respondents. On an average, the rural households were found to earn an average monthly income of ₹10,508 and the urban households was found to earn an average monthly income of ₹14,138.

Earning members

Although most of the sample households have only one earning member, the present study demonstrated the emerging multiple earning members in a household in the urban area as 55.94% of the urban respondents have more than one earning member. This may be due to various factors such as better education

and better job opportunities in urban areas and it may be inferred that most of the sample households in urban Mizoram are enjoying better standard of living compared to their rural counterparts, mainly due to more disposable income.

Durable products owned by households

The most owned durable products among the urban households in order were: LPG stove, television, refrigerator, mobile phone and telephone. The most owned durable products by the rural households in order were: mobile phone, television, LPG stove, radio and refrigerator. The ownership of durable products depends on not only the disposable income of the customers, but also in certain infrastructural factors such as access to electricity, availability of LPG suppliers and petrol pumps. For example, while LPG stove would have more utility for the rural households than a mobile phone, the inaccessibility to LPG dealers might have resulted in lesser ownership than a mobile phone. This may be so as mobile phone is a kind of product which can be owned by many of the members in a household.

7.1.4 External influences and buying factors

Chapter 4 has twin objectives. The first objective is to highlight the *input* stage of the model of consumer decision making which influences the sample household customer's recognition of a product need and consists of two major sources of information namely, the firms' marketing efforts (the product itself, its price, its promotion and where it is sold) and the external sociocultural influences on the customer (family, friends, neighbours, other informal and noncommercial sources, social class, and cultural and subcultural memberships) or, in other words, the cumulative impact of the sociocultural environment and the marketing

efforts of the firms (together known as *external influences*) that are likely to affect what household respondents purchase.

The second objective of the chapter is to identify the factors influencing the purchase of nondurable and durable products. For this purpose, the nondurables are classified into *Food items and grocery*, *Personal care products*, and *Home & house care products*. The durable goods are radio, TV, LPG stove, refrigerator, washing machine, mobile sets, music system, computer, oven, two-wheelers and four-wheelers for the study.

Sociocultural influences

The sociocultural scope of customers (family, friends, neighbours, other informal and noncommercial sources, social class, and cultural and subcultural memberships) constitutes one of the two dimensions of the external influences (*the input*). As far as the sociocultural dimension is concerned, the Mizos are found to be rather homogeneous in caste, religion and creed. Mizoram has uniqueness amidst the heavy tribal concentration, language, ethnic and cultural diversities are insignificant as compared to other tribal areas even in the North East Region. Even though all the proper Mizos claim to be Christians, the Census of India (2001) reported 86.97% of the State's population as Christians. This may be so as the Buddhist chakmas were reported to be 7.93%. Christianity, as a religious practice, influences the spending pattern of the household respondents as every earning Christians are liable to give a tenth or *tithe* of his or her income to the Church. As for the social group influence, all the respondents are involved with prominent nongovernmental organisations such as Young Mizo Association (YMA), Young Lai Association (Lawngtlai District), Chakma Association (Chakma belt of Lawngtlai District) and Mara Association (Saiha District).

Marketing efforts

The marketing efforts of firms constitute the other dimension of external influences. The marketing efforts are presented to the customers in the form of four elements, known as the 4 Ps: the *product* or *service* (i.e. the features, designs, brands, and packaging offered, along with postpurchase benefits such as guarantees and return policies); the *price* (the list price, including discounts, allowances, and payment methods); the *place* (the distribution of the product or service through specific store and nonstore outlets); *promotion* (the advertising, sales promotion, public relations, and sales efforts designed to build awareness of and demand for the product or service). Thus, the significance of external factors or influences affecting household consumption behaviour were introduced as variables to the household respondents viz. price, packaging, health (freshness), features, appearance, flavour, fragrance, promotion, word-of-mouth (WOM) and others for nondurable products. Similarly, in case of durable products, variables viz. price, appearance, promotion, word-of-mouth, after sales service, durability and others were identified.

Food items and Grocery

In case of vegetables and meat, the sample respondents' choicest factor influencing their buying behaviour was health. Promotion was the choicest factor affecting the purchase of grocery. Coming to the second choicest buying factor, there was no unanimity among the respondents in respect of three items namely, vegetables, meat and grocery. Price was the second choicest buying factor for vegetables, Word-of-mouth for meat, and health for grocery. With regard to the third choicest buying factor, again the select households differed in their response. Word-of-mouth was the third choicest buying factor for vegetables, promotion for

meat and price for grocery. It may be concluded that health, promotion, price and word-of-mouth were the prominent factors (not necessarily in the same order) influencing the purchase of food and grocery items.

The rural and urban respondents were different in terms of the three choicest factors influencing their purchasing behaviour. Word-of-mouth was the choicest factor for the rural respondents in respect of three items, namely, vegetables, meat and grocery. It is to be noted that health along with the word-of-mouth was the choicest buying factor for the rural respondents in case of vegetables. While price was the second choicest buying factor, in case of vegetables and grocery items, health was considered the second choicest factor in case of purchase of meat for the sample households in rural Mizoram. Overall, it can be inferred that the important factors affecting the rural respondents in the purchase of food and grocery items were: Word-of-mouth, health and price (not necessarily in the same order). One of the major reasons that informal sources such as friends, neighbours, and relatives have a strong influence on a customer's behaviour in the rural areas is because of the close knitted society prevalent in the rural Mizoram. That is why word-of-mouth (WOM) communication is very effective and the marketers have to be very careful in initiating WOM campaigns and in making use of opinion leaders in market places in Mizoram, especially in the rural areas.

The urban respondents differed from their rural counterparts as health was considered the choicest buying factor for vegetables and meat. But in case of grocery, promotion was their choicest buying factor. It can be concluded that health and promotion were the top two important factors influencing the buying of food and grocery items in case of urban respondents. The urban respondents were

less price sensitive as only in case of vegetables, price was figured as the third choicest buying factor. Appearance was the third choicest buying factor for meat, and packaging was the third choicest buying factor for grocery.

Personal care products

As for all the four items of personal care products, namely, toothpaste, bath soap, hair oils/ creams and body lotions, price was the second choicest buying factor for toothpaste and hair oils/creams while fragrance was the second choicest buying factor for bath soap and health was the second choicest for body lotions. Coming to the third choicest buying factor, health was a buying factor for both toothpaste and bath soap while packaging and price were the buying factors for hair oils/creams and body lotions, respectively. It may be concluded that promotion, price, health, fragrance and packaging were the prominent factors (not necessarily in the same order) influencing the purchase of personal care products.

With regard to the rural and urban respondents, promotion was the choicest buying factor for all items of personal care products, except in the case of rural respondents for hair oils/creams. Price was considered the choicest buying factor by the rural respondents for hair oils/creams. There was no unanimity among the rural respondents in respect of their second choicest buying factor for all types of personal care products studied. Price was considered the third choicest factor for toothpaste and body lotions by the rural respondents while Word-of-mouth was considered as the third choicest factor for bath soap and hair oils/creams by them. Overall, it can be inferred that the important factors affecting the rural respondents in their purchase of personal care products were: promotion, Word-of-mouth, price, fragrance and health (not necessarily in the same order).

Promotion was the urban respondents' choicest buying factor for all types of personal products. Fragrance was considered one of the three choicest buying factor influencing the urban respondents in case of three types of personal care products, namely, bath soap, hair oils/creams and body lotions. While packaging was an important consideration for toothpaste and hair oils/creams, health was considered an important buying factor in case of bath soap and body lotions. It can be inferred that the important factors affecting the urban respondents in their purchase of personal care products were: promotion, fragrance, packaging, health and price (not necessarily in the same order).

It was indicated that the rural respondents were more price sensitive than their urban counterparts in case of personal care products, and Word-of-mouth was considered as an important buying factor by the rural respondents.

Home & house care products

In case of home & house care products, product features was considered the choicest factor influencing buying behaviour for toilet cleaners and house care products. For detergents, it was the second choicest factor. Price was also considered one of the three choicest buying factors for all three types of home & house care products. Packaging was the third choicest factor in case of detergents and house care products. It may be concluded that features, price, packaging, fragrance and promotion (not necessarily in the same order) were the prominent buying factors influencing the purchase of home & house care.

However, the rural and urban respondents were different in terms of their choicest factors. While product features was the choicest buying factor for urban respondents in case of three kinds of home & house care products, it was the second choicest for the rural respondents. The rural respondents considered price

as one of their choicest buying motive for all home & house care products studied. The urban respondents felt pricing was an important buying factor in case of toilet cleaners and house care products. Packaging was an important buying factor for the respondents in case of detergents and house care products.

It was indicated that features, price, promotion, fragrance and packaging were the prominent factors (not necessarily in the same order) influencing the purchase of home & house care products for the rural respondents. Features, packaging, price, promotion and fragrance were the prominent factors (not necessarily in the same order) for the urban respondents.

Durable products

The household respondents indicated promotion as one of the three prominent factors influencing the purchase of all durable products with the only exception of LPG. For all durables, after sales service was an important factor influencing their purchase, except radio, mobile handsets and music system. Interestingly, price was not a buying factor for 5 out of the 11 select durable products, namely, television, washing machine, mobile handset, computer and two-wheelers. Further, durability was not considered an important buying factor for refrigerator, music system, oven and four-wheelers. Appearance of the product was an important factor for mobile handset and music system.

The rural respondents were more price sensitive as price was among the three most significant buying factors for all durables, except refrigerator and mobile handset. Further, durability was one of the prominent factors for purchase of all the select durables, except television and oven. Promotion and/ or word-of-mouth were important buying factors influencing the rural respondents in case of all select durables, except four-wheelers. After sales service was considered to be

an important factor in case of TV, refrigerator, two-wheelers and four-wheelers. Appearance was an important buying factor only in the case of mobile handsets.

With regard to the urban respondents, promotion and/ or word-of-mouth were one of the most prominent buying factors for all durable products except LPG. Price was an important buying factor for radio, LPG, refrigerator and music system only. Interestingly, after-sales service was not considered a prominent factor for buying radio, mobile handset, music system and two-wheelers. Further, appearance was a significant buying factor for mobile handset, music system and two-wheelers. Durability was considered as an important buying factor for radio, television, LPG, washing machine, computer and two-wheeler.

7.1.5 Consumer decision making and Postdecision behaviour

Chapter 5 attempts to deal with some aspects relating to the consumer decision making (*process*), and the postdecision behaviour (*output*) of the sample household customers in Mizoram.

The act of making a consumer decision consists of three stages: *need recognition, prepurchase search* and *evaluation of alternatives*.

Need recognition

The recognition of unsatisfied need is likely to occur when a consumer is faced with a “problem.” The most prominent factor which motivates 71.56% of the sample household customers to buy nondurables is depletion of present stock. 82.81% of the rural respondents buy nondurables when they ran out of stock. It suggests that the vast majority of the rural respondents buy nondurables only out of compulsion compared to a much lesser number of the urban respondents (60.31%). With regard to the durable products, even though both the rural and urban households were motivated to buy when their present durable was not

working properly (47.97%), it may be noted that urban households were more hedonistic i.e. egoistic and pleasure-seekers by nature when it comes to durables. Further, the study shows that the rural households were more utilitarian and are driven to purchase when their present durables was out-dated. The other buying motives, namely, influence of peers and friends, the appealing appearance of the product and curiosity seemed to be insignificant motives for buying nondurable goods. Here, Hypothesis H1: *There is no significant difference between the rural and urban household customers with regard to need recognition of nondurable products* and Hypothesis H2: *There is no significant difference between the rural and urban household customers with regard to need recognition of durable products* are statistically tested and accepted.

Prepurchase search and Evaluation of alternatives

When it comes to prepurchase search and evaluation of alternatives, many buying decisions are based on a combination of past experience (internal sources) and marketing and non-commercial information (external sources). While evaluating potential alternatives, buyers tended to use two types of information: a list of brands (or models) from which they plan to make their selection; and the criteria they will use to evaluate each of the brands (or models).

Product/Brand options

As the number of product/brand options available in the marketplace is the basic determinant of evaluation of alternatives, the household respondents were asked whether they have enough brand options at their disposal. The present study shows that most of the household respondents opined to have enough brand options to choose from when buying nondurables. However, two-fifth of rural respondents was quite negative about the availability of adequate brands in case of

nondurables. The relationship between the responses of rural and urban respondents was found to be insignificant in this regard. In case of durables, larger proportion of the household respondents opined that they do not have enough brand options. However, 57.50% of the urban respondents agreed with the statement whereas only 20.31% of the rural respondents expressed the same opinion that they have enough options in buying durable products. It may be noted that 30.63% of the rural respondents have no opinion with regard to enough brand options for durables. This may be due to the reason that the rural households do not have the resources to own expensive durables like their urban counterparts.

Sources of information

Sources of information are observed to be an integral part of prepurchase search and postpurchase evaluation. By gathering information, the customer learns about competing brands and their features. As the household customer gathers more information, only a few brands will remain as strong contenders for possible purchase. When subjected to the source of information, 47.97% of the sample household customers depended on shopkeepers & sales people for information about the nondurable goods. 12.66% of the respondents claimed that their peers, friends and neighbours were the main source of information, followed by window shopping (10.94%) and print media (10.78%). Nearly two-third of the household respondents in rural areas relied upon the shopkeepers and salespersons as their main source of information and only 30% of the urban household respondents depended on this source of information. Only 8.13% of the rural household respondents indicated media, be it the print (magazines, journals, catalogues, brochures etc.) or electronic (television, radio and the Internet) while a comparatively large percentage of 36.88% of urban household respondents

claimed the media as the main source of information for nondurable products. A significant gap can also be seen in respect of the rural (6.56%) and urban (18.75%) respondents regarding peers, friends and neighbours as a source of information. This may be due to the difference in occupational and social background of the two samples. Another significant observation is that there was no significant difference between the urban and rural respondents with regard to TV as a source of information for nondurable goods. Rank correlation deduced that there is no significant difference between the rural and urban respondents for their sources of information for nondurable products.

In the case of durable products, shopkeepers and sales people (22.50%) play the most important role in providing information regarding the products, followed by window shopping (19.53%), TV (17.66%) and print media (14.69%). Interestingly, significant differences existed between the rural and urban respondents with regard to certain sources of information. For example, about 38% of the sample household customers in rural areas depended mostly on shopkeepers and sales people as a main source of information for durable products compared to only about 8% of the sample households in urban areas. About one-fourth of the urban respondents cited the print media as the main source of information for durable products, followed by window shopping (21.25%) and TV (17.81%). The customers in rural areas relied heavily on TV (17.50%), followed by radio (8.44%) and print media (4.69%). It may be noted that only two respondents (0.63%) in urban areas sought information from radio before buying durables while 27 respondents (8.44%) felt radio as a main information source in rural areas. Not surprisingly, rank correlation analysis deduced that there is no significant relationship between the responses of the rural and urban households.

Place of purchase

As purchase outlet relates to a service or a product which caters to the customer, the selecting of type of stores also involves almost the same process as selecting a product. Availability of quality products, reasonable prices and sales personnel services were three most important reasons indicated by the respondents for preferring a store for nondurable goods in that order. There was no significant difference between the rural and the urban respondents as far as the availability of quality products with nearly 40% of them indicated it as the most important reason for preferring a particular shop for the purchase of nondurable products. For the 26.25% rural respondents, reasonable price was an important reason for shopping in a particular place. The figure is comparatively lower in urban sample households as only 15.94% of them indicated it as a reason. This may be due to the reason that most of the shops in urban areas operate their business on a competitive pricing basis. It can be assumed that as rural areas, being displaced from the main supply chain would be having shops charging at prices higher than the Maximum Retail Prices (MRP). The help and assistance offered by the sales personnel was another significant reason for purchasing in a particular outlet in rural areas (16.56%) and in urban areas (22.50%). However, it was deducted that there is no significant difference between rural and urban household respondents with regard to the reason why they purchase nondurables from a particular store.

With regard to durable products, the most important reason indicated by 23.59% of the household respondents for buying from a particular store was after sales service provided by the store. This is followed by availability of product choice (15.94%), ambience (10.47%) and location (10.31%).

It was observed that the ambience of the shop was less important for rural respondents than their urban counterparts. One interesting finding is that more number of rural respondents gave importance to location of the shop compared to the urban respondents. This may be due to the fact that location of the shop is the least important factor in case of urban respondents as they may be having easy and convenient access to many shops offering durable products. Effective demonstration as a factor for purchasing durable goods in a particular store is more prominent among urban household respondents (12.50%) when compared to their rural counterparts (6.56%). It was observed that the responses of the rural and urban respondents for reasons of purchase in a particular store for durable products were not significantly related.

Preferred place of shopping

With regard to the preferred place of shopping, nearly 50% of the respondents preferred to buy nondurables from any shop at random, followed by a shop in the main bazaar (27.66%) and from a neighbourhood store (16.88%). However, there is a marked difference between the rural and urban respondents as about two-third of the rural respondents prefer to buy from any random shop and only one-third of the urban respondents exhibited the same behaviour. It may be seen that the urban household respondents are showing more loyalty towards a particular shop than their counterparts in rural areas.

With regard to durable goods, almost 48% of the respondents preferred to buy durable goods from reputed shops or authorised dealers. However, it is also observed that over one-fourth of the respondents preferred to buy from any shop at random. Significant difference existed between the urban and rural respondents with regard to their preference to buy from reputed shops and authorised dealers.

Only 6.88% of rural respondents and 8.13% of urban respondents buy low priced products from Grey markets. The correlation between the rural and urban respondents regarding the place of purchase for durable goods is insignificant.

Shopping time

Having the right product at the right time greatly influences the buying decision process. With regard to preferred shopping time, about 41% of both rural and urban respondents each preferred to shop before 11 a.m. 20.31% of rural respondents prefer to go for shopping during 11 – 1 p.m., while 17.50% of the urban respondents preferred to do shopping at that time. It can be noted that there is not much difference between the rural and urban respondents as about 60% of them want to complete their shopping by 1 p.m. However, in the early afternoon i.e. 1 to 3 p.m., 31.25% of the rural respondents like to do shopping which less than 10% of the urban respondents prefer to do the same thing. The urban respondents who preferred to go shopping between 3 to 6 p.m. constituted 28.44%, while only 0.63% of the rural respondents go for shopping after 3 p.m. This difference may be due to lifestyle and occupational differences between the two types of respondents.

Influence of family

In the context of studying the influence of family members on the shopping behaviour of the sample households in Mizoram and the family's impact in purchase of nondurable and durable products, the present study indicated that two-third of the sample household customers prefer to shop with family members. Further, majority of both the rural and urban respondents gave positive response while expressing their view on shopping with other family members. It may be inferred that shopping is regarded as an enjoyable family outing and was observed

that the urban households are more keen on go shopping with family members than their rural counterparts. Further, it is evident that family plays more important role in case of urban household respondents in purchase of nondurable products. With regard to durable products, about two-thirds of the respondents agreed with the statement that they were influenced by family members in purchase of durable products. Even though the two samples (i.e. the rural and urban respondents) are significantly related in the influence of family members while buying durable products, it should be noted that there is disparity in their responses due to the difference in financial position and lifestyle. Urban household respondents, in general, are assumed to be financially well-off and buying of costly durable products may not need much of planning and discussion with family members as compared to rural household respondents.

Here, Hypothesis H3: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing nondurable products* and Hypothesis H4: *There is no significant difference between the rural and urban household customers with regard to influence of family members in purchasing durable products* are statistically tested and accepted.

Mode of payment

The respondents were asked whether they purchase products, in general, on cash basis or credit basis or instalment basis. A vast majority (79.06%) of the respondents purchase products by cash payment. 85.31% of the rural respondents and 72.81% of the urban respondents prefer to buy on cash basis. 14.06% of the rural respondents generally buy on credit basis while 8.44% of urban respondents preferred to do so. This may be due to the reason that many households in rural

areas would generally find it hard to make both ends meet and have to resort for credit. Further, the dealers may not find it difficult to sell on credit basis to some of their customers due to close interpersonal relations which are inherent in village life. As for installments, 18.75% of the urban respondents buy on installment basis, while a negligible 0.63% of the rural respondents would buy on installment basis. As most of urban respondents were salaried, it is more convenient for them to go for EMI.

Postpurchase behaviour

The postpurchase behaviour (*output*) consists of two closely related postdecision activities: purchase behaviour and postpurchase evaluation. The objective of both these activities is to enhance the consumer's satisfaction with his or her purchase.

Prepurchase expectation of the product

As customer satisfaction is the individual's perception of the performance of the product or service in relation to his or her expectations, the respondents were asked whether they have any prepurchase expectation of the product before making actual purchase. Majority of the respondents (68.13% rural and 73.75% urban) claimed to have prepurchase expectations of their prospective purchase. However, a significant percentage of both rural and urban respondents (about 21% each) are not always sure of having prepurchase expectations.

Repetition of purchase

Satisfaction does not necessarily guarantee brand loyalty even though it assumes critical significance in the entire purchase process. Nearly 40% of the household respondents were willing to try other brands even though satisfied. However, about 30% of the respondents seem to be exhibiting brand loyalty for the present products they are using. The study indicated that the rural respondents

were more loyal to their brands than the urban respondents. This may be due to lack of availability of many product/ brand options in rural areas and the low level of product/brand awareness among the rural respondents.

Reasons for dissatisfaction with the purchase

When the respondents were asked to give the most important reason for their dissatisfaction with the product, the reasons identified for causing dissatisfaction are: not enough options, ignorance, carelessness, low quality, defective product and poor after sales service. 'Not enough options' is the most important source of dissatisfaction with the purchase for 23.44% of the respondents, followed by ignorance (22.50%), defective product (17.81%), carelessness (15.31%), after sales service (11.41%) and low quality (9.53%). For the rural respondents, not enough option (34.38%) was the most important cause for dissatisfying purchase, followed by ignorance (27.81%) and defective product (17.81%). For the urban respondents, carelessness (27.50%), defective product (17.81%) and poor aftersales services (17.50%) were the important causes of dissatisfying purchase. Interestingly, 27.50% of the urban respondents confessed that they were 'careless' while making buying decisions which caused dissatisfaction afterwards. But only 3.13% of the rural respondents were of such opinion. It is interesting to note that the rural respondents were more careful in purchasing products but were prone to dissatisfaction due to less number of product/ brand options and their low quality. In contrast, though the urban respondents can get better quality products due to availability of more number of options, they were more prone to complacency and carelessness while making their purchases.

Customer's response to dissatisfying purchase

In ranking the preferred response to dissatisfying purchase, making a complaint to the seller/producer was the most preferred response, followed by the discontinuance of purchase, spreading the word of mouth, complaining to Consumer Court and not initiating any action. In the case of rural respondents, 'discontinuance of purchase' scored the first rank, followed by 'lodging complaints to the seller/producer,' 'no action,' 'negative word of mouth' and 'complaining to Consumer Court.' For the urban respondents, 'complaining to seller/producer' is ranked first, followed by 'discontinuance of purchase,' 'negative word of mouth,' 'complaining to the Consumer Court' and 'no action' However, it should be noted that these responses by the rural and urban respondents are not significantly related.

Means of disposing dissatisfying purchase

For disposing the dissatisfying purchase, asking for reimbursement, reselling if possible, giving it to someone were the most preferred means in that order. Except for 'donate it to someone' and throwing the dissatisfying purchase away, the responses given by the rural and urban were found to be of the same opinion. From the research, urban respondents are found to be more aggressive than the rural respondents when dealing with dissatisfying purchase.

Awareness of consumer rights

It is interesting to note that 64.06% of urban respondents were aware of consumer rights as against 55% of the rural respondents. However, 45% of the rural respondents and 35.94% of the urban respondents were unsure or ignorant of their rights as a consumer even though the Government of India has passed a

number of rules and regulations to help safeguard the consumer interests and extensive campaigns for educating the mass of their rights as consumers.

7.1.4 Media and consumer behaviour

Chapter 6, as a concluding part of the thesis, focuses the media scenario in Mizoram and the media habits of the sample household customers in the State.

For a small size of around nine lakh population in Mizoram, there were as many as 80 dailies in Mizo with a combined circulation of 72,780 copies. In other words, the State of Mizoram presents a favourable case in terms of Dailies to Thousand People (DTP) as it has 80 copies per one thousand people. According to Robin Jeffrey and Jyoti Kumar NVR, there were 29 dailies to thousand people in all India scenario in 1991. The Malayalam segment has DTP with 71 copies, leading the Indian language stock, followed by Gujarati (45 copies), Punjabi (31 copies), Marathi and Hindi (25 copies each), Tamil and Oriya (22 copies each), Kannada (21 copies), Bengali (20 copies) and Telugu (10 copies). It may be inferred that the newspaper culture is very much in existence in the remote State of Mizoram despite the serious constraints such as high cost of publication, transportation and lack of advertising support.

Frequency of reading the daily

Interestingly, all respondents in the present study claimed to read at least one newspaper. It is worth noting that almost three-fifth of the respondents read the newspaper every day. 47.88% of the rural respondents and 76.88% of their urban counterparts read newspapers every day. 27.50% of the sample rural households and 6.88% of the sample urban households are frequent readers while 30.63% of rural and 16.25% of urban households occasionally read newspapers.

Number of dailies read

Two-fifth of the respondents read only one newspaper. Nearly 50% of the rural respondents and 30.94% of the urban respondents read only one newspaper. It is noteworthy that there is a stark difference between the sample rural and urban households as 9.38% of rural households and 26.88% of the urban households read three newspapers. Almost one-fourth of the sample urban households read 4 to 6 newspapers.

Readership of magazines

More than half (53.44%) of the total household respondents read the magazines regularly and 35.78% of the respondents read occasionally. 10.63% of the respondents are not in the habit of reading any magazine. There is a significant difference between the rural customers and urban customers as 38.13% of the former and 68.75% of the latter read the magazines regularly. While 18.13% of rural customers never read a magazine, only 3.13% of the urban customers are in the same habit. It may be inferred that urban households are more associated with magazines than the rural households.

Buying factors for dailies

The main factor responsible for buying or subscribing to a particular newspaper is contents as indicated by the sample rural (31.88%) and urban (37.50%) households. This signifies the importance of contents in terms of coverage and quality. Interestingly, 30% of the respondents, both in rural and urban areas, opined that their buying decision was influenced by the popularity of the newspaper. The appeal of front page is the most important buying factor for 17.34% of the respondents. It was found that the reputation of the editor, not only the publishing firm's goodwill, plays an important role in shaping the success of a

newspaper as 11.09% of the household respondents gave utmost importance to the editor of the daily they buy.

Buying factors for magazines

Nearly one-third of the respondents attached utmost importance to the contents while choosing a magazine, as in case of dailies. Cover page was the most important factor influencing the purchase of a magazine for about one-fourth of the respondents. While 37.81% urban respondents were mostly influenced by the contents compared to 27.81% of their rural counterparts, more number of rural respondents (36.25%) were highly motivated by the cover page as against the urban respondents (14.38%).

Cover page was number one buying factor in case of magazines, followed by the contents and popularity for the rural respondents. However, in the case of dailies, the contents, popularity and front page were the most influencing buying factors in that order for the rural respondents. Editor and printing quality were the least two important buying factors in case of dailies and magazines for the rural respondents. With regard to urban respondents, contents, editor and popularity of the magazine were three most important buying factors in that order. In case of the purchase of dailies, the contents, popularity and front page were the most influencing factors in that order.

Preferences for local, national and international magazines

More than 72% of the household respondents preferred local magazines (published from Mizoram) and 21.09% of the respondents preferred national magazines (published from the other States of India). The sample rural households were more fascinated to read the local magazines (88.75%) as against their urban counterparts (55.63%). However, 38.44% of the sample urban households would

go for national publications, while only 3.75% of the sample rural households preferred it. The variances between the responses given by the urban and rural respondents may be attributed to the differences in lifestyles, income, level of education, the availability of magazines, etc. between the rural and urban areas.

Interest shown to print advertisements

In the present study, 87.82% of the household respondents read the press advertisements either regularly or occasionally. Almost 55% of the respondents were regular in reading the advertisements. Interestingly, the rural respondents were more or less showing the same interest in advertisements as in case of their urban counterparts.

Frequency of watching TV

With regard to TV, 46.72% of the household respondents view TV everyday while 33.28% view TV frequently (three times a week), and 20% watch occasionally (less than three times a week). It can be observed that more number of urban household respondents (57.50%) watch TV everyday compared to their rural counterparts (35.94%). This may be due to the factors relating to lifestyle differences between the urbanites and rural masses. Moreover, as the respondents in rural areas face certain hardships, they have less leisure time in their hands. Therefore, they were less regular in watching TV than their urban counterpart. It can be observed that 37.19% of the household respondents spend an hour a day on weekdays. Nearly one-third of the households watch TV for three hours and above. 37.03% spend three hours and more a day in watching TV on weekends while one-third of the respondents devote around two hours on such days. Obviously, the respondents devote more time for TV viewing on weekends (37.03%) compared to on weekdays (32.82%).

Viewership of commercials

More than half (51.09%) of the respondents watch commercials everyday and 39.38% watch commercials occasionally (three days a week). However, nearly 10% of the respondents are not in the habit of watching TV commercials. With regard to rural-urban differences, 35.94% of the rural respondents watch TV commercials everyday compared to two-thirds of the urban respondents. 16.25% of rural respondents are not at all interested in TV commercials while only 2.81% of urban respondents expressed their disinterest in TV commercials. It is observed from the field study that most of the respondents, both in rural and urban areas, like to watch local channels in Mizo language along with the national channels such as news in English, sports and movies (in English). Further, the local Mizo channels get advertising support only from big shops and dealers who are located in urban areas. Therefore, it seems only the urban respondents were interested to view such commercials issued by the shops and dealers. As the rural respondents normally do not have access to urban markets, it appears that they were not interested in watching such commercials issued by the urban based shops and dealers.

Impact of TV commercials featuring celebrities

Overall, 61.88% of the household respondents prefer local celebrities as brand ambassadors in TV commercials and 23.91% of respondents have responded negatively to the statement. Moreover, more number of rural respondents (64.69%) prefers local celebrities featuring in TV commercials compared to their urban counterparts (59.07%). The preference of local celebrities over national ones indicates that the household respondents identify themselves more with Mizo celebrities rather than those of other States. Even then, the

household respondents are not particularly influenced by advertisements just on the ground that celebrities are featured as brand ambassadors.

7.2 SUGGESTIONS

- ✓ 87% of population in Mizoram practice Christianity. People like to spend heavily during Christmas and New Year Day, especially on durables such as clothes, electronics, two-wheelers, gift articles and so on. It is a common practice of the Churches to buy gift articles such as household utensils in bulk for entire year for the purpose of rewarding their members for good attendance in the Sunday schools. During the month of September, Presbyterian Churches, the largest denomination in the State used to conduct Sunday School Meets for children and teenagers. At that time, parents used to spend on buying new clothes for their children. Similarly, being the sports lovers especially football, the Mizos likes to spend surprisingly heavy amounts on the occasion of mega sports events such as the World Cup and Olympics. On such occasions it is observed that the Mizo households prefer to replace their existing TV set with the latest available (for example, LCD and Plasma TVs) in the market. Moreover, the youngsters like to watch the live programmes (normally such events happen during the nights) by assembling at one place with large number of friends. Obviously, this would lead to more demand for newspapers and magazines which highlight sports news and also food items. As it is a common practice to assemble in the Church to celebrate Christmas and New Year Day, Churches spend heavily on food items and grocery for the purpose of community feast. Such occasions would provide an excellent opportunity to the marketers of durable and

nondurable products to tap the growing demand for their products. It is observed that the marketers on such occasions tend to hike the prices with a view to increase their profit margin instead of offering discounts which is contrary to general practice in other parts of the country. Though a variety of product options are available for Mizo customers on such occasions, it is not leading to either price competition or non-price competition as many products (both durable and nondurable goods) are found to be in sellers' markets. Ultimately, it may affect not only the customers' satisfaction and well-being, but also the sellers as they may not be in a position to expand the market size of their products. It is possible for the sellers to increase the size of market as well as total revenues by reducing their profit margin per unit. By doing so, the marketers operating in Mizoram can reach the bottom of the pyramid (especially people below the poverty line) profitably by following CK Prahalad's model of making profits from the Bottom of the Pyramid.

- ✓ As nongovernment organisations (NGOs) such as YMA, MHIP and MUP play a predominant role in sociocultural, economic and political life of people of Mizoram, the marketers involved in social marketing can think in terms of achieving their social objectives by collaborating with the NGOs. It is observed that the consumption of tobacco products and substance abuse (in other words, drug addiction) are two important social evils of the Mizo society. Due to the proactive role being played by YMA, drug abuse has been on the decline in recent years. However, the State has to go a long way in order to curb the menace of tobacco consumption. As the NGOs noted above have tremendous influence on the people of

Mizoram, the social marketers such as the Health, Excise and Customs, and Police Departments, Government of Mizoram may involve the NGOs in a coordinated way to achieve some of the common objectives of both the Government and NGOs. The sellers of such should adhere to the principles of social responsibility in the marketing of their goods and services; i.e. they must endeavour to satisfy the wants their target customers in ways that preserve and enhance the well-being of consumers and society as a whole.

- ✓ It is observed that health, promotion, price and WOM were the prominent factors (not necessarily in the same order) influencing the purchase of food and grocery items. The important factors affecting the rural respondents in the purchase of food and grocery items were: WOM, health and price (not necessarily in the same order). The urban respondents differed from their rural counterparts as health was considered the choicest buying factor for vegetables and meat. But in case of grocery, promotion was their choicest buying factor. The urban respondents were less price sensitive as only in case of vegetables, price was figured as a third choicest buying factor. Appearance was the third choicest buying factor for meat, and packaging was the third choicest buying factor for grocery. The State of Mizoram is over dependent on neighbouring states such as Assam and Meghalaya for procurement of many vegetables, except squash, beans, cabbage and leafy vegetables. With regard to the eating habits of people, pork, chicken, beef, fish and eggs are important nonvegeterian items consumed by people. The State is self sufficient only in case of pork and chicken. Around 80% of eggs and fish are procured from a distant State of Andhra Pradesh. The

State is also procuring beef from the neighbouring places. People purchase most of their requirement from Saturday markets across the State. All these vegetables and meat products are in great demand and found to be in sellers' markets. Due to overdependence on neighbouring States and excessive domestic demand, the customers in general find it difficult to get fresh items at their convenience (i.e. time utility and place utility). They are compelled to buy at exorbitant prices, especially during specific hours, on specific days, and at specific shops for required freshness of the items. Therefore, it is not surprising why the respondents indicated health, promotion, price and WOM as prominent factors affecting the purchase of vegetables and meat. Even the rural respondents are being denied of fresh items at reasonable prices because the producers prefer to sell to the urban markets which would fetch better remunerative prices. This situation highlights an important grey area where the producers and sellers of vegetables and meat items are underperforming in Mizoram. There is a need for developing and supporting indigenous entrepreneurship in the area of horticulture, animal husbandry and veterinary. The Government has to think in terms of promoting market support systems such as transport subsidy for the farmers, storage facilities, regulated markets, food processing industries, fruit processing, and promoting markets or bazaars exclusively for farmers. The Government should aim for achieving the goals of self sufficiency in vegetables and meat items and reducing the distance between the farmers and the customers by eliminating the exploitation of the middlemen.

- ✓ One of the major reasons that informal sources such as friends, neighbours and relatives have a strong influence on a consumer's behaviour in rural areas is because of the close knitted society prevalent in the rural Mizoram. That is why, WOM communication is very effective and the marketers have to be very careful in initiating WOM campaigns and making use of NGOs and opinion leaders in market places in Mizoram, especially in the rural areas.
- ✓ With regard to personal care products, namely, toothpaste, bath soap, hair oils/creams and body lotions, promotion was the choicest buying factor for all items of personal care products, except in the case of rural respondents for hair oils/creams. Price was considered the choicest buying factor by the rural respondents for hair oils/creams. Overall, the important factors affecting the rural respondents in the purchase of personal care products were: promotion, WOM, price, fragrance and health (not necessarily in the same order). With regard to home & house care products (detergents, toilet cleaners and house care), features, price, promotion, fragrance and packaging were the prominent factors (not necessarily in the same order) influencing the purchase of home & house care products by the rural respondents. An interesting finding of the present study is the existence of enormous demand for personal care and home & house care products in rural Mizoram. All the sample households in rural areas were using the personal care products specified in the study. 92.50% of the rural respondents were using toilet cleaners while 96.25% of them were using house care products in rural areas. It seems the rural Mizoram offers an excellent marketing opportunity for marketers interested in tapping the

rural markets. Although the marketers of personal care products and home & house care products are attempting to serve the rural markets by employing the same traditional distribution channels which they are normally use in urban markets, they need to design innovative marketing efforts on line with Hindustan Levers Limited's *Project Shakti*. The marketers may collaborate with Self Help Groups (SHGs) and opinion leaders in rural areas in order to provide better services to the village households.

- ✓ With regard to durable products, the household respondents indicated promotion as one of the three prominent factors influencing the purchase of 11 select durable products with the only exception of LPG. For all durables, after sales service was an important factor influencing their purchase, except radio, mobile handsets and music system. The rural respondents were more price sensitive as price was among the three most significant buying factors for all durables, except refrigerator and mobile handset. Promotion and/or WOM were important buying factors influencing the rural respondents in case of all select durables, except four-wheelers. After sales service was considered an important factor in case of TV, refrigerator, two-wheelers and four-wheelers. The urban respondents considered promotion and/or WOM as one of the most prominent buying factors for all durable products, except LPG. In case of durables, after sales service seems to be a neglected area by the marketers and dealers. For example, Sony authorised dealer even in Aizawl is not providing any after sales service for his customers. The number of authorised service stations in case of two-wheelers and four-wheelers is inadequate in the

State to meet the servicing requirements of their customers. It is a common experience for many customers to pay high charges even for those inadequate services. To elaborate further, dealers themselves are not happy with the kind of support they receive from the manufacturers. They find it difficult to get service engineers even from cities such as Guwahati and Silchar and the required spare parts on time. Therefore, there is a lot of scope for the sellers especially the manufacturers of durables to transform themselves as customer-oriented marketers than mere sellers of the products. They need to realise the enormous market potential of Mizoram for their durable items and in the long run, only those companies and dealers would survive and thrive in the marketplace that practice the principles of customer-oriented marketing.

- ✓ The urban Mizoram is providing ample opportunities for all the marketers to penetrate into the market because nearly 56% of the urban households have more than one earning member. The Government continues to be the largest employer in the State. The lifestyle of the urbanites due to factors such as better education, working women phenomenon, growing aspirations for better standard of living, and most importantly, more disposable income at hand would certainly provide an ideal ground for the marketers in tapping the potential market for their products in urban Mizoram.
- ✓ Nearly 20% of the sample households in the State did not own LPG. It is observed that though all the sample households may be willing to own and use LPG as an essential item for cooking purpose, they were not able to do so mainly because of non-availability of LPG distributor in their locality.

There were 24 LPG authorised dealers, each district having at least one dealer. There were 18 petrol pumps all over the State and every district except Mamit district has at least one recognised petrol pump. With regard to electrification, 570 villages have already been electrified which is around 70% of the State. While 94.4% of urban areas in Mizoram have access to electricity, 44.1% of the rural areas were reported to have access to electricity in Mizoram. These findings indicate the serious infrastructural bottlenecks faced by the State. The ownership of durable products depends on not only the disposable income of the customers, but also on certain infrastructural facilities available such as access to and availability of electricity, availability of LPG suppliers and petrol pumps. For example, while LPG stove would have more utility for the rural households than a mobile phone, the inaccessibility to LPG dealers might have resulted in lesser ownership than a mobile phone. It is observed that frequent shortage of LPG cylinders and petrol and diesel even in the capital city of Aizawl is leading to hoarding, black marketing and profiteering. This is one area where the policy makers in the Government have to focus. These are the problems of a common man in the State whether he is a resident of Aizawl or a resident of a remote village of Saiha district. The Government has to address this challenging task of improving and sustaining the infrastructure in view of growing population, urbanisation and also in view of inclusive growth. It is to be remembered that as rightly pointed out by Paul Mazur, marketing is not only the creation of standard of living, it means the *creation and delivery* of standard of living to people.

- ✓ Two-fifth of rural respondents was quite unhappy with regard to the availability of adequate brands in case of nondurables. It is evident that the marketers of nondurables in the process of wooing the urban households have neglected the rural households. Rural marketing in a State like Mizoram would pose a greater challenges to the marketers in view of reaching the rural customers who reside in tiny remote villages scattered all over the State. Physical distribution would involve high cost of transportation. The distribution channels being used by the marketers of nondurables might not be intensive in terms of the number of retailers in rural markets. It is observed that most of the retailers are operating very small retail outlets and hence are not willing to assume the risk of maintaining a variety of merchandise on large scale which would involve more financial capacity and better storage facilities. This is one area where there is a significant scope for nurturing and developing entrepreneurship in retail sector especially, in rural areas. At the same time, the marketers have to realise the strength of the rural markets as about 50% of population in Mizoram reside in the villages. The socioeconomic background of the household respondents in the present study suggests that the government is the largest employer even in case of the rural respondents. The average size of the sample households in rural areas was slightly larger than that of their urban counterparts. In view of the high rate of literacy, improved media exposure and ever increasing aspirations for better quality of life, the people in rural Mizoram, as observed by the researcher, are in the process of emulating the lifestyle of their urban counterparts. The marketers who ignore such ground realities are running the risk of losing

the customers forever especially, in rural areas. They should realise the money to be spent in reaching the rural customers as solid investment which would help them in creating solid rural markets. Eventually, such a proactive approach on the part of the marketers would enable them reach the bottom of the pyramid (especially, people below the poverty line) profitably by following CK Prahalad's model of making profits from the Bottom of the Pyramid. The dealers involved in marketing of durable goods in urban markets like Aizawl should think in terms of expanding the size of their market by devising a mechanism to penetrate into the rural markets in Mizoram. Marketers should take into consideration that to develop the rural economy, the Government of India have been initiating a number of programmes and schemes such as wage employment scheme through Mahatma Gandhi National Rural Employment Guarantee Act (MGNREGA), micro-enterprise promotion scheme through Swarnjayanti Gram Swarozgar Yojana (SGSY) and livelihood and area development scheme through the Integrated Wasteland Development Programme/Hariyali. More than ₹ 24,600 lakhs have been spent in rural Mizoram in the year 2009-10 from the above programmes alone, not to mention the other schemes, sponsored by State and central governments. Under the MGNREGA alone, the purchasing capacity of the rural households in Mizoram will be enhanced by almost ₹ 20,000 lakhs during the present financial year of 2010-11.

- ✓ It is observed that though the rural customers in general are able to afford many of the durable products on par with the urbanites, their access to the urban markets is being limited by certain bottlenecks such as cost of

transportation and virtual absence of services (e.g. instalment system, home delivery, installation, after sales service). The dealers, instead of competing for the urban customer, have to think in terms of practicing innovative marketing techniques in order to create new customers in rural Mizoram.

- ✓ With regard to sources of information, it is found that 48% of the sample household customers depended on shopkeepers and salespeople for information about the nondurable goods. Nearly 11% of the respondents relied on window shopping. In other words, almost 60% of the respondents expect the shopkeepers and salespeople to be proactive in providing advice and guidance in the shop itself before making a final purchase decision. It is a common experience for many customers in Mizoram that despite the existence of high degree of competition among the retail outlets, many salespeople in many shops do not possess the required skills of selling and professionalism in attracting and retaining the customers.
- ✓ In case of durables, 22.5% of the respondents felt that shopkeepers and salespeople play the most important role in providing information, followed by window shopping (19.53%). About 38% of the sample household customers in rural areas depended mostly on shopkeepers and salespeople as a main source of information for durable products. Therefore, the marketers and the dealers involved in the marketing of durable products have to focus on this area and convert it as their core competence with a view to convert their prospective customers as actual buyers.

- ✓ With regard to the choice of stores, the three most important motives identified by the respondents in case of nondurables were: availability of quality products, reasonable prices and sales personnel services. Interestingly, there was no significant difference between the rural and the urban respondents as far as the availability of quality products as 40% of them indicated it as the most important reason for preferring a particular shop. For 26.25% rural respondents, reasonable price was the second most important motive for shopping in a particular place. This figure is comparatively lower in case of urban sample households as only 15.94% of them indicated it as an important motive. This may be due to the reason that most of the shops in urban areas operate their business on a competitive pricing basis. It can be assumed that as rural areas, being displaced from the main supply chain would be having shops charging prices higher than the MRP. This analysis would lead to a conclusion that the rural households in the backward State of Mizoram are in a disadvantage position because they cannot exercise much freedom in selecting the goods (some of nondurables are essential items like food, grocery etc.) and at the same time, they are subject to exploitation because they have to pay beyond the MRP despite the fact that their disposable incomes are lower. It is suggested that retailers operating in rural markets have to improve their operational efficiency by buying from stockists, which would fetch better margin even by charging the MRP from their customer, instead of procuring goods from other retailers in nearby places. It is observed that the household customers especially belonging to middle and lower strata of the society, both in urban and rural areas, have been

feeling the pinch of accelerating prices of essential items and unless the marketers and the policy makers address the challenging task of controlling the inflation through the commitment of their concerted efforts, this will create a stumbling block in realising the goals of better standard of living and inclusive growth.

- ✓ It can be noted that about 60% of the rural and urban respondents are in the habit of going for shopping before 1 pm. 28.44% of the urban respondents preferred to go for shopping between 3 to 6 pm. Perhaps due to early sunrise in Mizoram, normally retail shops handling the nondurables are opened around 7 am. The retail outlets handling the durable goods are opened around 9 am. Consequently, it is also but natural for the shopkeepers to close their shops by around 6 pm. Many a time customers feel it inconvenient to do shopping in accordance with the convenience of the shopkeepers when members in a household are busy with their household chores and other activities like going to school/colleges or attending office work. In the process, there is a feeling of discomfort among the customers as they are denied of the joy of shopping with some of their family members especially, in the late evening hours when they are free from household or office work. As government offices and educational institutions observe 5-day week in Mizoram, Saturday is normally considered as shopping day. Almost all the shops are closed on Sunday as Mizos like to involve in the Church services. In fact, this kind of practice is making the people of Mizoram quite busy on every day including Sundays. From the business perspective, both the dealers and the customers are facing the time constraint in terms

of making more sales and purchases. As a result, overcrowding in market places and bazaars, and traffic jams on all days, especially on Saturdays (except Sundays), have become a public problem. This is posing a serious problem to the Government as the existing infrastructure in terms of the roads and parking spaces have become insufficient due to growing population and urbanisation. To sum up, this is a high time for the policy makers concerning the government offices, educational institutions, business establishments etc. to think in terms of having longer/flexible working/commercial hours according to the convenience of the main stakeholders (including customers) which would enable the Government to tackle the problem of the peak hour congestion and traffic jams.

- ✓ With regard to the preferred place of shopping, nearly 50% of the respondents preferred to buy nondurables from any shop at random. Interestingly, two-thirds of the rural respondents preferred to buy from any random shop compared to about one-third of the urban respondents. That means the urban respondents are showing more loyalty towards a particular shop than their counterparts in rural areas. As already suggested, the retail outlets both in rural areas and urban areas have to practice customer-oriented principles in order to attract and retain the customers by improving customer loyalty towards their shop. Instead of confining to mere selling, they should resort to the relationship marketing by continuously expanding their services such as door delivery, credit, and pre and after sales services.
- ✓ Even in case of high-involvement products like durables, only 48% of the respondents preferred to buy from reputed shops or authorised dealers.

Over one-fourth of the respondents preferred to buy the durables from any shop at random. The authorised and reputed dealers who want to position themselves as a shop with difference should focus on developing and communicating the attributes of their shop on line with the product differentiation and positioning. One positive sign is that despite the existence of grey markets in Mizoram due to its international borders, only 6.88% of the rural respondents and 8.13% of urban respondents buy low priced products from such markets. This is a welcoming sign as it would promote the Indian products. Still, the dealers, trade associations and the Government can resort to some public campaign highlighting the advantages of buying the products made in India.

- ✓ Although the instalment system gained popularity in urban places, it is not yet a popular mode of purchases in rural areas. 18.75% of the urban respondents buy on instalment basis, while a negligible 0.63% of the rural respondents would buy on instalment basis. Considering the strength of the rural markets in Mizoram in terms of their size, only 0.63% of the rural respondents availing the instalment facility seem to be too insignificant to justify. Is it due to the risk-averse policy of the dealers or is it due to the conservative living style of the villagers - has to be explored by the prospective researchers. However, the innovative marketers have to think to tap the rural markets by extending the instalment facility at least on experimentation basis.
- ✓ One interesting finding is that nearly 40% of the household respondents were willing to try other brands even though they are satisfied with the brand they are presently using. However, about 30% of the respondents

seem to be exhibiting brand loyalty for the present product they are using. This phenomenon would provide an opportunity as well as a challenge to the marketers. It is an opportunity for those marketers who want to attract the customers of their competitors. At the same time, it is a challenging task for the marketers to retain their existing customers. The marketers in order to know what is going on in the mind of the customer have to continuously seek the feedback from the market by systematically conducting marketing research with regard to the specific product/market.

- ✓ Interestingly, 27.50% of the urban respondents confessed that they were “careless” while making buying decisions which caused dissatisfaction afterwards, but only 3.13% of the rural respondents were of such opinion. Organisations such as NGOs, consumer unions and the Ministry of Consumer Affairs who are interested in consumer welfare should make continuous effort to bring about consumer awareness about their rights and responsibilities. The State Council for Educational Research and Training (SCERT), Government of Mizoram and Mizoram University have to introduce either a common course or short-term courses in their curriculum with an objective of bringing about consumer awareness. Unfortunately, the local media in Mizoram are not devoting any space or time in educating the consumers. This is a high time for media to fulfil their social responsibility in the area of consumer protection by highlighting product information and unethical and illegal business practices, and by regularly conducting interviews with the experts.
- ✓ In ranking the preferred response to the dissatisfying purchase, making a complaint to the seller/producer was the most preferred response, followed

by discontinuance of purchase, spreading the negative WOM, complaining to consumer court and not initiating any action. Although Mizoram is in the process of achieving total literacy, it is distressing to note that 45% of the rural respondents and 35.94% of the urban respondents were unsure or ignorant of their rights as consumers. However, at the same time it can be inferred that the customers in the present study don't hesitate to raise their voice against the perceived injustice caused to them in buying situations. Of the preferred responses to a dissatisfying purchase noted above, making a complaint to the seller/producer was the most preferred response. In fact, the business firms should optimistically consider such a response as an opportunity to identify their areas of underperformance and to know the customer better. To elaborate further, the business firms should encourage the customers to speak up with a view to serve them better. With regard to the second most preferred response namely, discontinuance of purchase would lead to losing the customer forever! Here, the customer is not raising his or her voice but prefer to disassociate with the product/shop. It seems it is difficult to handle the grievances of this kind of customers. The third preferred response, namely, spreading the negative WOM has serious consequences from business viewpoint because these customers not only stop buying the product and/or from the shop, but they discourage other customers from making even a trial purchase. It is generally observed that many dissatisfying customers normally don't take the trouble of lodging a complaint to the consumer courts. To sum up, unless the business firms develop a strong bias for the customers on whom they depend for survival, the firms find it difficult to stay in business.

✓ Interestingly, all respondents in the present study claimed to read at least one newspaper. Almost three-fifth of the respondents read the newspaper everyday. About 10% of the rural respondents and 27% of the urban respondents read as many as three newspapers. Almost one-fourth of the sample respondents in urban areas read 4 to 6 newspapers. With regard to magazines, more than half of the total respondents read them regularly and nearly 36% of the respondents read occasionally. More than 72% of the household respondents prefer local magazines (published from Mizoram) and 21.09% of the respondents prefer national magazines (published from the other States in India). The rural respondents were more fascinated to read the local magazines (88.75%) compared to the urban respondents (55.63%). Nearly 88% of the household respondents read the press advertisements either regularly or occasionally. One more positive feature is that the rural respondents were more or less showing the same interest in advertisements as in case of their urban counterparts. This kind of audience of print media which might be the result of the high rate of literacy would provide an excellent opportunity for the marketers in reaching the customers through marketing communication. However, a cursory look at the local newspapers and magazines being published from Mizoram would give an impression that the marketers operating in Mizoram have been underutilising the print media. A particular advantage of a newspaper or magazine as an advertising medium is the inherent relationship between the news and its advertising contents. Neither could exist satisfactorily without the other. A publication that was all news and no advertising would be prohibitive in price and would be lacking a vital

element. Similarly, a publication that is nothing but advertising would get relatively scant attention from the consuming public. The newspaper or a magazine combines these two essential elements economically and conveniently. The local print media and the business firms in Mizoram have to work hand in hand to devise strategies in order to serve the customers through different kinds of advertising (for example, display advertising, classified advertising, sponsoring the news coverage relating to certain events such as World Cup and so on) which would enable both the players creating a win-win situation.

- ✓ With regard to TV commercials, more than half of the respondents watch commercials every day and nearly 40% watch them occasionally (3 days a week). Only about 10% of the respondents were not in the habit of watching TV commercials. Both in rural and urban areas, the respondents like to watch the local channels in Mizo language along with the national channels (in English). However, the local two Mizo channels get advertising support only from a few big shops and dealers located in urban areas. Nearly 62% of the respondents preferred local celebrities as brand ambassadors in TV commercials. The preference of local celebrities over national ones indicates that the respondents identify themselves more with the Mizo celebrities rather than those of other States. It appears that about 82% of the respondents who own TV were in the habit of watching the two Mizo local channels with their family members. As TV has become everybody's product almost in every family, it has emerged as a more powerful medium than the print medium in terms of its reach and impact. Interestingly, the cable television has started facing competition though in

a small way from Direct-To-Home (DTH) TV such as DishTV, Tata Sky, Direct Sun and so on. As TV sets with the latest features like LCD and LED are gaining more popularity in urban areas, such households prefer to have DTH technology in place of local cable connection. This is so because DTH technology would provide a high definition picture quality compared to the cable connection. Interestingly, people in the remote villages have started turning to DTH connection in view of the non-availability of cable network in the village and the ease of having DTH connection with affordable price. This situation may create a serious problem to the cable operators in future and therefore, they have to improve their marketing efforts in terms of penetration into interior places in Mizoram with more number of channels keeping in view the varied interests of all segments of the customers including non-Mizos (they speak different languages) with high degree of picture clarity by improving their managerial capability, marketing skill, and technological upgradation for which they need advertising support. As noted earlier, like other vehicles of media, cable TV cannot attract advertising revenue unless they create and retain audience of their own.

- ✓ It is further observed that the Internet culture has started invading the Mizo youth segment with the advent of *BSNL DataOne*, *Tata Indicom* wireless broadbands and mobile phone-accessed General Packet Radio Service (GPRS) offered by Airtel, Reliance and Vodafone. The rise of the Internet users among the Mizos can be observed from the evidence of having 3,000 “bloggers” of one Mizo blog-site, www.misual.com, not to speak of the number of the site visitors and users of *Facebook* and *Orkut*. Some Mizo

business houses like Aizawl Watch House and CT Trade Centre have already made their presence on the information superhighway under the domain www.bazarpui.com. Many of the Mizos have now started experiencing the online purchases with their *Visa*, *Mastercard* or *Maestro* debit cards. Therefore, it is high time for the marketers to reach the customers especially, the gen-next in Mizoram by using the blogspots and social networking sites as a platform for their marketing communication.

7.3 SUGGESTED AREAS FOR FURTHER RESEARCH

The prospective researchers may go for research into the following related areas:

- Services marketing with reference to services such as banking, insurance, healthcare, education and so on in Mizoram.
- Consumer behaviour in specific product/market categories in Mizoram.
- Social marketing practices and their evaluation in Mizoram.
- Newspaper marketing in Mizoram.
- Inter-media (press vs. TV) competition in Mizoram.
- Non-buyer studies in respect of specific product/market categories.
- Intra-media competition between Mizo newspapers and English newspapers.
- Studies into buying behaviour of specific groups such as children, youth and women.
- Studies into buying behaviour in terms of geographical regions, cities or towns.
- Studies into rural marketing.
- Comparative studies on Mizoram and other North East States.

- Studies on consumer protection in Mizoram.
- Studies on buying behaviour of the Internet users.
- Studies on the new product adoption in Mizoram.
- Impact of MGNREGA on consumption habits of the workers.
- Functioning of multilevel marketing with reference to cosmetics.

ANNEXURES

Annexure 1 Questionnaire

1. How many members are there in your family

2. No. of adults

3. No. of children _____ (<14 years)
_____ (14-18 years)
4. No. of males

5. No. of females

6. Main occupation:
Agrarian/ Skilled worker/ Unskilled worker/ Clerical/ Officer-Junior/
Officer-Middle/ Officer-High / Private Sector Employee/
7. No. of family members earning

8. Religion

9. Clan/ Tribe

10. Educational level:
Illiterate/ Literate/ Non-Marticulate/ Matriculate/ Non-Graduate/
Graduate/ Post –Graduate/ Above Post-Graduate
11. Tick what your household own:
Radio/LPG connection/Stereo System/TV/Fridge/Oven/Washing
Machine/Telephone/Mobile/Computer/Scooter/Bike/Car/Debit card
12. What is your income range(per month):
<1000/ 1000-2000/ 2001-4000/ 4001-6000/ 6001-8000/ 8001-
10,000/ 10,001-15000/ 15001-20,000/ >20,000

13. What percentage of your household income do you spend on the following per month:

Vegetables and grocery _____
 Personal care products _____
 Clothing _____
 Footwear _____
 Home textiles and furnishing _____
 Savings & Investment _____
 Consumer durables _____
 Entertainment _____
 Books & Music _____
 Medical _____
 Education _____
 Religion _____
 Others (Please Specify) _____

14. How often do you purchase the following:

Particulars	Daily	3 / week	2 / week	1 / week	2 / month	1 / month
Vegetables						
Meat						
Grocery						
Toothpaste						
Bath soap						
Hair Oil						
Body lotions						
Detergent						
Toilet Cleaner						
House care						

* Note : Grocery includes Rice, salt, pulses, cooking oil etc.

Contd/-

15. How do you identify when you need to buy consumables?

Please rank them according to their priority

Variables	Ranks
I ran out of stock	
New batch came to the stores	
I need to keep surplus stock	
I read of it in an advertisement	
Out of curiosity	
Friends are talking about it	
The appearance is appealing	
Other reasons (Please specify)	

16. How do you identify your buying needs for durables?

Please rank them according to their priority

Variables	Ranks
Present durable not working properly	
Present durable is out dated	
Pressure from the family	
Advertisement influence	
Sake of owning	
Influence of peers and neighbours	
No particular reason	
Others (Please specify)	

17. Where do you obtain information about consumable products?

Please tick which ever is applicable

Variables	
From shopkeeper/ salesperson	
Market shelves/ window shopping	
Catalogues/ Brochures	
Reviews/ Magazines/ Journals	
Peers/ Friends/ Neighbors	
Television	
Radio	
Others (Please specify)	

18. Where do you come across information about durable products?

Please tick which ever is applicable

Variables	
Window shopping	
Catalogues and Product Brochures	
Reviews/ Magazines/ Newspapers	
Peers/ Neighbours	
Television	
Radio	
Internet	
Others (Please specify)	

19. Do you have access to enough options in the following?

	Strongly Agree	Agree	No Opinion	Disagree	Strongly Disagree
Non durables					
Durables					

20. How many varieties can you access to in the following products?

Particulars	1	2	3	4	>5
Vegetables					
Meat					
Grocery					
Toothpaste					
Bath soap					
Hair Oil					
Body Lotions					
Detergent					
Toilet Cleaner					
Home care					

21. How many varieties can you identify as easy accessible in the following?

Particulars	1	2	3	4	>5
Radio					
Television					
LPG					
Fridge					
Washing Machine					
Mobile Handset					
Stereo System					
Computer					
Oven					
Bike/Scooter					
Car					

22. What criteria do you use in evaluating your options (Non durables)?

Particulars	Price	Package	Health	Looks	Claims	Media	Praise
Vegetables							
Meat							
Grocery							
Toothpaste							
Bath soap							
Hair Oil							
Lotions							
Detergent							
Toilet Cleaner							
Floor polish							

23. What criteria do you use in evaluating your options (Durables)?

Particulars	Price	Packaging	Claims	Media	Praise	After Sales Service	Durability
Radio							
Television							
LPG							
Fridge							
Washing Machine							
Mobile Handset							
Stereo System							
Computer							
Oven							
Bike/Scooter							
Car							

24. What type/ brand do you usually buy?

Vegetables	Local/ Import from other States
Meat	Fresh/ Smoked/ Canned/ Processed
Rice	Ration type/ Store type
Salt	
Spice	
Cooking Oil	
Toothpaste	
Bath soap	
Hair Oil	
Lotions	
Detergent	
Toilet Cleaner	
Floor polish	

25. What brand would you prefer to buy in the following products?

Particulars	Brands
Radio	
Television	
LPG	
Fridge	
Washing Machine	
Mobile Handset	
Stereo System	
Computer	
Oven	
Bike/Scooter	
Car	

26. Why do you buy those particular consumable brands?

Give ranks to applicable variables

Variables	Rank
Easy availability	
Freshness	
Bargain price	
Appearance	
Family pressure	
Discounts & Schemes	
No other option	
Others (Please specify)	

27. Why do you buy those particular durable brands?

Give ranks to applicable variables

Variables	Rank
Readily available	
Easy accessible	
User friendly	
After sales service	
Payment schemes	
Media and brand image	
Durable and utility	
Price factor	
Others (please specify)	

28. Where do you mostly go for buying your consumable product?

Variables	
Any random shop	
Neighborhood store	
Main market	
Others (Please specify)	

29. Where would you likely buy your durable products?

Variables	
Any shop	
Grey Market	
Authorised dealers/ Showrooms	
Others (Please specify)	

30. I repeat purchase in a particular shop (Consumables only):

Variables	
Yes	
No	
No Opinion	

31. Tick those that makes you repeat shopping in a particular place?

Product quality	
Shop appearance and appeal	
Price value	
Availability of choice	
Sales personnel assistance	
Location	
Others (Please specify)	

32. Tick those that makes you repeat shopping in a particular place

Ambience	
Location	
After sales service	
Effective demonstration	
Availability of choice	
Assistance	
Others (Please specify)	

33. Tick one of the statement:

- I view shopping as positive pastime and enjoyment
- I view shopping as necessary means for obtaining goods and have no positive interest in it.

34. I would like to shop with someone from my family

Strongly Agree/ Agree/ No Opinion/ Disagree/ Strongly Disagree

35. My family members affect my purchase decision

Strongly Agree/ Agree/ No Opinion/ Disagree/ Strongly Disagree

36. Do you discuss your prospective purchase with other family members? (Durables)

Yes/ No/ Sometimes

37. When do you usually go for shopping?
Before 9 am/ 9 – 12/ 12 – 3/ 3 – 6 pm
38. How do you usually purchase your needs?
Cash purchase/ Credit purchase/ Others (Please specify)
39. Do you budget your monthly household expenditure?
Yes/ No/ Sometimes
40. Do you have an expectation of satisfaction before you buy a product?
Yes/No/Sometimes
41. I repeat my purchase when the result matches my expectation
Yes/ No/ Sometimes
42. I would like to try out other brands even though I am satisfied
Strongly Agree/ Agree/ No Opinion/ Disagree/ Strongly Disagree
43. Are you aware of your rights as a consumer?
Yes/ No/ No Opinion
44. Do you insist on proof of purchase (eg. Receipts, memo etc.)
Yes/ No/ Sometimes
45. How would you respond to results lower than expectancy?
Give ranks as per your preference

Variables	Ranks
No action	
Discontinue purchase	
Complain to seller/ producer	
Negative word of mouth to others	
Complain to Consumer Court	

46. How do you dispose of your unsatisfying purchase?
Give ranks as per your preference

Variables	Ranks
Throw it away/ Dispose off	
Donate to charity etc.	
Resell if possible	
Ask for reimbursement	
Others (Please specify)	

47. Why are you mostly not satisfied with your purchase?
Not enough options/ Ignorance/ Carelessness/ Low bargaining skill/
Low quality/ Defective purchase/ Change of mood/ Others

48. Do you read newspaper?
Regularly/ Not regularly/ Casually

49. How many newspapers do you subscribe? _____

50. Do you read any magazines and journals?
Yes/ No/ Sometimes

51. Which magazines and journals do you read the most?
Local/ Regional/ National/ International

52. Do you go through the ad pages of your newspapers and magazines?
Yes/ No/ Sometimes

53. Do you watch TV?
Regularly/ Not regularly/ Casually

54. What kind of programs do you usually watch?
Tick which ever is applicable

Local Channels	
Movie	
News	
Sports	
Documentaries	
Reality shows	
Talk shows	
Serials	
Kids	
Others (Please specify)	

55. You usually watch TV for _____ hours a day in week-days

56. You usually watch TV for _____ hours a day in week-ends

57. Do you find commercials enjoyable to watch?
Yes/ No/ Sometimes

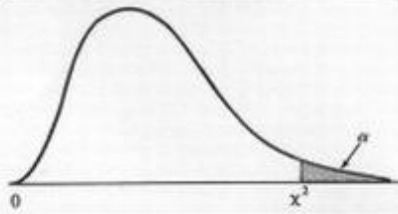
58. You are interested in the product brands used by celebrities
Strongly Agree/ Agree/ No Opinion/ Disagree/ Strongly Disagree

59. I would rather see local celebrities in advertisements as brand ambassadors

Strongly Agree/ Agree/ No Opinion/ Disagree/ Strongly Disagree

Annexure 2 Chi Square Table

**Table E CRITICAL VALUES OF
CHI-SQUARE AT THE .05 AND .01
LEVELS OF SIGNIFICANCE (α)**



df	α	
	.05	.01
1	3.841	6.635
2	5.991	9.210
3	7.815	11.345
4	9.488	13.277
5	11.070	15.086
6	12.592	16.812
7	14.067	18.475
8	15.507	20.090
9	16.919	21.666
10	18.307	23.209
11	19.675	24.725
12	21.026	26.217
13	22.362	27.688
14	23.685	29.141
15	24.996	30.578
16	26.296	32.000
17	27.587	33.409
18	28.869	34.805
19	30.144	36.191
20	31.410	37.566
21	32.671	38.932
22	33.924	40.289
23	35.172	41.638
24	36.415	42.980
25	37.652	44.314
26	38.885	45.642
27	40.113	46.963
28	41.337	48.278
29	42.557	49.588
30	43.773	50.892

Source: R. A. Fisher and F. Yates, *Statistical Tables for Biological, Agricultural, and Medical Research*, 4th ed, Longman Group Ltd, London (previously published by Oliver & Boyd, Edinburgh), Table IV, by permission of the authors and the publisher.

Annexure 3
T- Table

SIGNIFICANCE LEVEL FOR ONE-DIRECTION TEST						
df	.10	.05	.025	.01	.005	.000
1	3.078	6.314	12.706	31.821	63.657	636.619
2	1.886	2.920	4.303	6.965	9.925	31.598
3	1.638	2.353	3.182	4.541	5.841	12.941
4	1.533	2.132	2.776	3.747	4.604	8.610
5	1.476	2.015	2.571	3.365	4.032	6.859
6	1.440	1.943	2.447	3.143	3.707	5.959
7	1.415	1.895	2.365	2.998	3.499	5.405
8	1.397	1.860	2.306	2.896	3.355	5.041
9	1.383	1.833	2.262	2.821	3.250	4.781
10	1.372	1.812	2.228	2.764	3.169	4.587
11	1.363	1.796	2.201	2.718	3.106	4.437
12	1.356	1.782	2.179	2.681	3.055	4.318
13	1.350	1.771	2.160	2.650	3.012	4.221
14	1.345	1.761	2.145	2.624	2.977	4.140
15	1.341	1.753	2.131	2.602	2.947	4.073
16	1.337	1.746	2.120	2.583	2.921	4.015
17	1.333	1.740	2.110	2.567	2.898	3.965
18	1.330	1.734	2.101	2.552	2.878	3.922
19	1.328	1.729	2.093	2.539	2.861	3.883
20	1.325	1.725	2.086	2.528	2.845	3.850
21	1.323	1.721	2.080	2.518	2.831	3.819
22	1.321	1.717	2.074	2.508	2.819	3.792
23	1.319	1.714	2.069	2.500	2.807	3.767
24	1.318	1.711	2.064	2.492	2.797	3.745
25	1.316	1.708	2.060	2.485	2.787	3.725
26	1.315	1.706	2.056	2.479	2.779	3.707
27	1.314	1.703	2.052	2.473	2.771	3.690
28	1.313	1.701	2.048	2.467	2.763	3.674
29	1.311	1.699	2.045	2.462	2.756	3.659
30	1.310	1.697	2.042	2.457	2.750	3.646
40	1.303	1.684	2.021	2.423	2.704	3.551
60	1.296	1.671	2.000	2.390	2.660	3.460
120	1.289	1.658	1.980	2.358	2.617	3.373
X	1.282	1.645	1.960	2.326	2.576	3.291

Annexure 4
Pearson Product Critical Value

N = number of pairs of data	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15
degrees of freedom = N-2			1	2	3	4	5	6	7	8	9	10	11	12	13
Critical value of r			.997	.950	.878	.811	.754	.707	.666	.632	.602	.576	.553	.532	.514

Annexure 5
Newspapers, Magazines and Cable TV: District-wise details

Newspapers in Aizawl District

Name of newspaper	Circulation (Approx.)
Vanglaini	22000
MizoArsi	500
Chhawrpial	500
Lenlaini	600
Romei	400
ZoramThlirtu	700
Mizo Aw	1500
Highlander	1200
The Aizawl Post	5000
ZoramTlangau	300
Tawrhbawm	2000
Hnehtu	700
Mizo Express	400
Thuthar	200
National Observer	300
The Zoram Times	5000
Dingdi	800
Entlang	400
Newslink	1800
Khawpui Aw	600
Youth Herald	300
Harhna	300
Evening Post	2500
Morning Post	500
Aizawl Herald	200
AizawlThupuan	0
Aizawl Observer	300
Sakeibaknei	600
ZoramPolitik	300
Total	49900

Daily newspapers in Champhai district

Name of newspaper	Circulation (Approx.)
Dumde	500
Pasaltha	1,400
Chhawkhle	400
Lenrual	500
Rihlipui	1400
Hringnun	500
Sih-Ar	500
Khawzawl Times	500
Total	5,700

Daily newspapers in Kolasib district

Name of newspaper	Circulation (Approx.)
Ramnuam	1500
Turnipui	1300
Chhuahtlang	500
Vairengte Aw	0
Kolasib Today	500
Kolasib Aw	200
Total	4000

Daily newspapers in Lawngtlai district

Name of newspaper	Circulation (Approx.)
Lairam	1740
Phawngpui Express	500
Ram Eng	500
Lawngtlai Post	500
Lawngtlai Times	500
Lai Aw	500
Rauthla	500
Total	4740

Daily newspapers in Lunglei district

Name of newspaper	Circulation (Approx.)
Lunglei Times	350
Lunglei Tribune	500
Virthli	1700
Zochhiar	300
Vulmawi	820
Hnamdamna	300
Ralvengtu	1500
Zoen	350
Zunzam	450
Hnahthial Times	150
Calathea	170
Hnahthial Today	150
Total	6,740

Daily newspapers in Mamit district

Name of newspaper	Circulation (Approx.)
Mamit Times	500
ZoLamtluang	350
Lentupui	500
ZotlangLentu	250
Mamit Express	250
Total	1,850

Daily newspapers in Saiha district

Name of newspaper	Circulation (Approx.)
Saiha Post	150
Buannel	200
Saiha Times	150
Saikhawpui	100
Moonlight	350
Chhim Aw	350
Tipa Express	200
Vohbik	100
Maraland	100
KawlEng	200
Awsicharu	100
Total	2,000

Daily newspapers in Serchhip district

Name of newspaper	Circulation (Approx.)
Serchhip Times	520
Lamkal	500
Serkhawpui	500
Laisuih	500
RamlaiArsi	500
Lenkawl	480
RamniEng	450
Thenzawl Today	400
Vantawng	400
Zawlbuk Aw	400
Total	4,650

Magazines in Aizawl district

Name of periodicals	Circulation (Approx.)
Lelte	2000
Zalen	15,000
Eastern Express	500
Zawlaidi	4000
Zoram Today	4000
Diktawn	2000
Lunglen	2000
Thlifim	1500

Magazines in Lunglei district

Name of periodicals	Circulation (Approx.)
Sunday Digest	800
Akkriti	300

Cable Networks in Aizawl District

Name of cable operators	Number of subscribers
LPS Vision	7,898
Zonet	

Cable networks in Champhai district

Name of cable operators	Number of subscribers
LCN Vision	2000

Cable networks in Kolasib district

Name of cable operators	Number of subscribers
KCN Vision	3000
LPS	500

Cable networks in Lawngtlai district

Name of cable operators	Number of subscribers
KT Vision	1000
RL Cable	1000

Cable networks in Lunglei district

Name of cable operators	Number of subscribers
JB Cable	7,000
LDF Cable	7,000
EldoZenick Link	4,000

Cable networks in Mamit district

Name of cable operators	Number of subscribers
Rovansons	1200
LRS Cable	1000

Cable networks in Saiha district

Name of cable operators	Number of subscribers
NS Vision	1000
RL Cable	1000

Cable networks in Serchhip district

Name of cable operators	Number of subscribers
TT Vision	3500

Note: The circulation figures are related to January-June, 2010, as reported by the Mizoram Journalists Association.

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