Literature Review

Oriah Akir and Md. Nor Othman (2010)

He stated Consumer behaviour theorists generally believe that consumer behaviour theories can be applied globally but consumer preferences and tastes are influenced by their cultural background. Therefore, marketers and business practitioners have to recognize that consumers' attitudes and beliefs, preferences, needs and tastes towards certain products or services are greatly influenced by their culture and the society they belong to. For instance, consumers in other parts of the globe may consider price as the most important determinant in their decision to buy food items, whereas, in others, they may consider quality as the most important factor that may affect their choices. Other factors that may surface could also be the influence of significant others, such as spouse, siblings, family members, friends, salespersons, relatives or neighbours (on consumers' purchase decisions and/or repurchase intentions), and even the marketing stimuli triggered by the marketers. Despite all these uncertainties, marketers or businesses still invest a lot of money in their marketing plans to indulge consumers to buy their products or services.

(Schutte and Ciarlante, 2008)

He investigated the consumers' shopping behaviour pattern on selected consumer goods and address the issues on what they buy, why they buy, when they buy, where they buy, how much and how often do they buy, the factors that influence their buying decisions, and the determinants that influence consumers' purchase repurchase intention. For example, in the case of Malaysia, it was reported that, around 70 percent of Malaysian consumers across all segments plan what they buy. Nevertheless the majority will still buy additional items.

Christy M. K. Cheung, Lei Zhu, Timothy Kwong, Gloria W.W. Chan, Moez Limayem (2009) They have stated framework with three key building blocks (intention, adoption, and continuance) so as to analyze the online consumer behavior in a systematic way. This proposed framework not only provides us with a cohesive view of online consumer behavior, but also serves as a salient guideline for researchers in this area.

Kiran Sharma January 2011

He showed that recession has affected the sale of luxury items while there has been no effect on the sale
of necessary items. The major reason is that the numbers of people visiting the malls have decreased and there is a change in the shopping pattern of the customers. People have not cut down their expenses on grocery items and personal care products. The luxury brands are the ones that have been the most affected. Also retailers are reducing their inventories considering the drop in sales. In order to increase the footfall, various promotional events are carried out by the retailers. Retailers are cutting down prices to boost up the sales. Customers are switching from their regular brands to others brands that cost them less.

Yeonshin Kim, Daegu University (2000)
Applying the conceptual framework of value-attitude-behavior relationship, He identifies key antecedents of green purchase behavior and develops a model for explaining their influence on ecological consumption. Using structural equation modeling, the effects of collectivism, environmental concern and Perceived Consumer Effectiveness (PCE) on ecological purchase and their interrelationships are investigated. Results suggest that the influence of collectivism flow through PCE; the collectivistic value orientations influence beliefs about consumer effectiveness, which in turn influence green buying behavior

MORI (2002)
He suggests that consumers are proving reluctant to exercise choice, despite the intensity of the supply companies' preparation and marketing campaigns. Indeed, a recent poll by suggests that the number of consumers who have changed suppliers is approximately half that predicted by the industry. He also seeks to explain the reasons behind the apparent reluctance of consumers to change electricity provider, utilising market research data from both the UK and Germany

Wenyu Dou (2007)
Consumption attitudes have significant effects on NPA. Consumers' adoption of market innovations is associated negatively with their attitude toward existing products and positively with independent decision making and preference for high-tech products. Further, the magnitude of the effects of consumption attitudes depends on consumers' demographic characteristics. The effects are stronger among consumers who are older and have lower income.
Ankur Kumar Rastogi (July, 2010)
He suggests that assessment of consumer buying behaviour can contribute to a better
understanding of consumer buying behaviour in respect of online shopping.
The study attempts to analyze the features related to the buying behaviour of online shoppers.
Consumer buying behaviour in respect of online shopping was studied using different socio-
economic variables.

Xi'an Jiaotong (2009)
He demonstrated an overall weak association of the set of independent variables with the dependent
variable but, the in-depth analysis found that pre-decision stage of consumer purchase behavior is the
only variable that resulted into strong association with the impulse buying behavior. It's true that young
people more often get attracted to products displayed on store shelves and has greater tendency of
impulse buying behavior but results of this paper showed no association of impulse buying in higher
income group of young people having prevalent impulse buying tendencies.

Guijun Zhuang Department of Marketing (2006)
Motivation Research provided business with valuable information, and, in the long run,
began today's Consumer Behavior.

Ying Fan, Yixuan Li (2009)
A study on buying behaviour of consumers towards instant food products in kolar district
The present study made an attempt to analyze the existing buying behaviour of
Instant Food Products by individual households and to predict the demand for Instant Food Products in
Kolar district.
Nan Zhou (2006)
He identifies areas of business- to-business marketing research that have received surplus attention and
areas that require additional attention.

They determine that a response is necessary, and be willing to perform that response even if there are
costs associated with doing so. In the case of product recalls, they must follow through on that
willingness to check if they have an affected product, then take additional actions to eliminate or reduce
the hazard.

David Simchi-Leviz, August (2006)
Consumption attitudes and adoption of new consumer products: a contingency approach Consumption attitudes have significant effects on NPA. Consumers' adoption of market innovations is associated negatively with their attitude toward existing products and positively with independent decision making and preference for high-tech products. Further, the magnitude of the effects of consumption attitudes depends on consumers' demographic characteristics. The effects are stronger among consumers who are older and have lower Income.

Tieming Liuy (2009)
Chinese children regard TV commercials as an important information source for new product However, they place greater level of trust in interpersonal information sources, especially in their parents who are perceived as the most credible information source with respect to their learning about new food products.

Soreze, France July (2010)
He used deductive approach develop a theory based on existing literature and test it in the field. The expected outcome is producing useful information for practitioners willing to develop sustainable consumption and advance our theoretical knowledge of what cause ethical consumption Julie L. Swannx June 2009
The findings shows that consumer's perceived value contribute positively to their perceptions of store brands and the better knowledge on the aspects of store brand products due to their past experience in purchasing the items lead to positive perceptions which eventually will lead to good possibility for-them in re-purchasing store brands products in the future.