

Consumer Perception In Buying Le Phones A Study With Special Reference To Warangal District In Andhra Pradesh

The advent of the Internet, the influx of technology comparison shopping, and the evolvement of channels have increased the knowledge base of the consumer to the point where some scholars claim the multichannel consumer has more knowledge and control than the salesperson. Selling to a customer who has the control is a challenge for retailers and their sales forces. The purpose of this research is to examine the underlying decision process of the multichannel consumer and the impact of the retail salesperson. This present study tests a conceptual model that suggests multichannel consumers' perceptions of information asymmetry lead to perceived control and purchase intention. Based upon the model, the salesperson's new role is to motivate purchase intention by using adaptive selling to affect the consumer's perception of information asymmetry and perceived control. Using a scenario-based methodology tested with a sample of 307 multichannel consumers, the current investigation examined the impact of: (1) information asymmetry on the consumer's perceived control, (2) perceived control on purchase intention, (3) perceived control as a mediator between information asymmetry and purchase intention, (4) adaptive selling behavior on the consumer's perception of information asymmetry, and (5) adaptive selling behavior on the consumer's purchase intention. The findings revealed that if the multichannel consumer perceives an advantaged information asymmetry then perceived control and purchase intention will be impacted. Adaptive selling behavior affects the consumer's perceptions of information asymmetry but not perceived control. These findings can be used to help managers devise techniques to support the salesperson's ability to secure the sale with the multichannel consumer.

Research Paper (postgraduate) from the year 2017 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: A, , language: English, abstract: Online shopping is having very bright future. Perception towards online shopping is getting better in India. With the use of internet, consumers can shop anywhere, anything and anytime with easy and safe payment options. Consumers can do comparison shopping between products, as well as, online stores. In present scenario customers are busy that they don't have enough chance and time to go to shopping centers and purchase the things they need, everybody likes to do online shopping. In online, Product assortment is very huge to choose, and make immediate comparison in price, quality, variety, colour and also get product based information like customer feedback. The main purpose of this paper is to determine the "Factors Influencing Consumer Perception towards Online Shopping". The objective for this research is to know the customer perception and identify the factors which influence the online customer's. A quantitative research design which is descriptive and exploratory in nature was selected to gain insights about customer perception towards online shopping. The questionnaire prepared by using Likert's five-point scale ranging from (1-5) where 1 Means 'not at all important and 5 Means 'most important '. The research has taken use of closed ended questions. The data collection was done over a period of 8 weeks this was done by going directly to the respondents or through mails. A total number

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of respondents taken for this study are 154. The collected data is analyzed in statistical method of factor analysis in the IBM SPSS 20.0 software. The data collected on 30 variables was deducted into five factors in the software and analyzed accordingly. The survey revealed that different customers have different perception towards online shopping; most of them having a very good attitude towards online shopping but there are certain customer who still find difficulties or we can say apart from several benefits has some disadvantage in mind of customer. Customer perception keeps on changing with time to time which is to be taken in the consideration. The most important factors that can be taken into account to understand the Internet shopping (Customer Service, Convenience, Experience, Value added service and Product related information).

Seminar paper from the year 2004 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,3, Galway Mayo Institute of Technology, course: Consumer Behaviour, 15 entries in the bibliography, language: English, abstract: Our modern world is very complex, and so is the business world. There are many things that influence the behaviour of the consumer. These influences can be religion, ethnic group, social class, age, gender, values, etc. But what is even more important than the different stimuli itself is how consumers perceive, process, interpret and store the stimuli. This work will describe what perception is, how consumers perceive and how this scheme can be used by marketers. What is perception? In general, perception is gathering information through our senses, which are seeing, hearing, touching, tasting, smelling and sensing. Through these senses we can perceive things, events or relations. But as there are so many different stimuli only a small portion of them are noticed and an even smaller amount can really reach our attention. And that's were it is necessary to talk about the difference between Sensation and perception. Although the distinction between sensation and perception is not that easy as it was believed in former times, a rough distinction can be made. Sensation is the immediate response of our sensory receptors to such basic stimuli as light, colour, etc. Perception is the process by which these stimuli are selected, organized and interpreted. When talking about perception we always have to keep in mind that we perceive the world not as it is, but as we think it is. That means that there are innumerable perceived worlds out there. This statement is based on the fact that every human being relates the observed world to its past experiences, its values, etc. Perception is more than just gathering information about a certain event at a certain time. It involves, recognizing stimuli, processing and storing them. The major challenge for the marketer is to identify the target customer and to find out, how this customer perceives the world. That will help to adjust all marketing activities to the target customer.

The Consumer Mind explores the relationship between consumers and brands, analysing the types of communication and their perception of brands. Based on research from Millward Brown, one of the world's leading research agencies, it provides expert advice for marketing practitioners on how brands, products, services and communications reach the mind of the consumer. With insights based on the latest advances in neuroscience and psychology, it analyses the daily mental functions of consumers, in relation to others and their environment, and the implications for brands. The Consumer Mind encourages marketers to think about people and their everyday lives, enabling them to influence the way that their brands are perceived and to encourage trial and

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repeat purchases.

With the growing complexity and importance of understanding consumer behaviour the need to provide specific approaches to marketers have increased considerable more so when products like colour televisions, home theatres, microwave ovens, refrigerators, washing machines, vacuum cleaners and food processor/juicer mixers offers different variety. Several new products have entered into product categories like entertainment, preservatives and cleaning under white goods industry, but still the basic questions remain unanswered as to what factors influences consumer perception / preference, status symbols / proportion of income spent and factors that motivates consumer brand switching. This book, therefore, provides insights into the all the major aspects of consumer buying behavior namely influence of advertising and sales promotion, and level of involvement on households buying behaviour. The analysis should help shed some light on creative aspect of advertising, launch of new technological products and in segmenting the markets and should be especially useful to professionals in Communications and Marketing fields, or anyone else who is interested to study consumer buying behaviour.

Solomon goes beyond the discussion of why people buy things and explores how products, services, and consumption activities contribute to shape people's social experiences. Consumers Ru? Perception; Learning and Memory; Motivation and Values; The Self; Personality and Lifestyles; Attitudes and Persuasive Communications; Individual Decision Making; Buying and Disposing; Groups; Organizational and Household Decision Making; Income and Social Class; Ethnic, Racial, and Religious Subcultures; Age Subcultures; Cultural Influences on Consumer Behavi? Global Consumer Culture For marketing professionals who want to understand the latest trends in consumer behavior. Strategic disruptors in companies and economies, including blockchain technology, big data, and artificial intelligence, can contribute to the creation of new business opportunities, jobs, and growth. Research is needed on the impacts of these disruptors in Asia, as well as analyses on new business ecosystems and policy implications. Global Challenges and Strategic Disruptors in Asian Businesses and Economies presents a rich collection of chapters that explore and discuss the state of the art, emerging topics, challenges, and success factors in business, big data, innovation, and technology in Asia. The book explores how the internet of things, big data, and artificial intelligence can provide solutions for global challenges and companies. Including topics on digital economy, strategic management, and information technologies, this book is ideal for managing directors, general managers, corporate heads of firms, politicians, executives, entrepreneurs, academicians, decision makers, policymakers, researchers, and students looking to enhance their understanding and collaboration in business, disruptive innovation, and technology in Asia.

Seminar paper from the year 2014 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 10, Lancaster University, course: Consumer Behaviour, language: English, abstract: This text gives an overview on consumer behavior and the subsequent marketing strategies that can be developed. We can say that consumer behavior plays an important role in the field of choosing, buying, and using the product. There are many definitions of consumer behavior. As given in a book published by sage publication "Consumer behavior is the activities people undertake when obtaining, consuming and disposing of products and services (Blackwell et al., 2001)". This definition is widely used mostly everywhere. Consumer behavior doesn't mean that it's just about how consumer behavior while buying a product or services its more about the steps that consumer and his/her mind will go through before purchasing any product, the psychological factors plays a vital in the selection of the steps and the product or services that can include, the

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attitude and the thought process of the consumer getting effected by his background where is he/she is coming from, the environment around the consumer also affects the decision making power.

This proceedings volume explores the new and innovative ways in which marketers find new global customers and build meaningful bridges to them based on their wants and needs in order to ensure high levels of customer satisfaction. Customer loyalty is ensured through continuous engagement with an ever-changing and demanding customer base. Global forces are bringing cultures into collision, creating new challenges for firms wanting to reach geographically and culturally distant markets, and causing marketing managers to rethink how to build meaningful and stable relationships with evermore demanding customers. In an era of vast new data sources and a need for innovative analytics, the challenge for the marketer is to reach customers in new and powerful ways. Featuring the full proceedings from the 2018 Academy of Marketing Science (AMS) World Marketing Congress (WMC) held in Porto, Portugal, this volume provides current and emerging research from global scholars and practitioners that will help marketers to engage and promote customer satisfaction. Founded in 1971, the Academy of Marketing Science is an international organization dedicated to promoting timely explorations of phenomena related to the science of marketing in theory, research, and practice. Among its services to members and the community at large, the Academy offers conferences, congresses, and symposia that attract delegates from around the world. Presentations from these events are published in this Proceedings series, which offers a comprehensive archive of volumes reflecting the evolution of the field. Volumes deliver cutting-edge research and insights, complementing the Academy's flagship journals, the Journal of the Academy of Marketing Science (JAMS) and AMS Review. Volumes are edited by leading scholars and practitioners across a wide range of subject areas in marketing science.

About the book Indian passenger car industry is considered as the mother industry for many other industries. Industries like rubber, pain, glass, electrical and electronics industries get lot of demand from the passenger car industry and thereby they prosper or suffer along with car industry. The growth of Indian car industry can be associated with the fact that the India's strong engineering base and expertise in the manufacturing of low-cost, fuel-efficient cars has resulted in the expansion of manufacturing facilities of several multinational automobile giants like BMW, Mercedes Benz, Hyundai, Nissan, Toyota, Volkswagen and Maruti Suzuki. Also, it should be noted that the new generation of employees who constituted the major chunk of the Indian middleclass exhibited more sending orientation rather than saving orientation. The car was once considered as a luxury item but slowly people started treating it as a facility. The Indian car buyers are price conscious and also expect less maintenance expense and low running cost. Therefore, the people, always has to think whether to go for petrol or diesel car since, the petrol car is cheaper in terms of initial purchase price and low maintenance cost but on the other hand, a diesel car is cheaper in terms of higher mileage and also cheaper fuel price (until now). The book focuses on the study that aimed at finding out the change in buying behavior of customers towards purchase of cars and their perception towards petrol and diesel cars. This book would be handy to researchers, undergraduate and postgraduate students belonging to management studies, commerce, economics and, sociology disciplines to understand the buying behavior through a real world case study.

The intention of this paper is to provide valuable insights for the theme of influencer marketing. It is a relatively new type of marketing whose usage is expected to increase in the future. The focus of this research is on consumers and their perception on influencers. Different characteristics of the influencers are analyzed to see what consumers mainly pay attention at and what influences them the most when considering to buy a product or service, such as the perceived

physical attractiveness of the influencer, expertise, trustworthiness and positive association. The sample is drawn from the population of Bulgaria, and the project aims to provide valuable information for social media users and businesses that may find it useful for their activities, as well as for the general public. The sample includes only people who are 18 years old or above and only those who have lived in Bulgaria for at least 2 years. An anonymous questionnaire has been posted online on a social media channel that allowed for gathering data for testing the research model empirically. At the end the results indicate that the perceived physical attractiveness, expertise and positive association with an influencer have an impact on purchase intent. There is not enough evidence to claim though, that trustworthiness is affecting the consumer's purchase intention.

This timely collection explores trust research from many angles while ably demonstrating the potential of cross-discipline collaboration to deepen our understanding of institutional trust. Citing, among other things, current breakdowns of trust in prominent institutions, the book presents a multilevel model identifying universal aspects of trust as well as domain- and context-specific variations deserving further study. Contributors analyze similarities and differences in trust across public domains from politics and policing to medicine and science, and across languages and nations. Innovative strategies for measuring and assessing trust also shed new light on this essentially human behavior. Highlights of the coverage: Consensus on conceptualizations and definitions of trust: are we there yet? Differentiating between trust and legitimacy in public attitudes towards legal authority. Examining the relationship between interpersonal and institutional trust in political and health care contexts. Trust as a multilevel phenomenon across contexts. Institutional trust across cultures. The "dark side" of institutional trust. With its stimulating array of concepts and applications, *Interdisciplinary Perspectives on Trust* will attract a varied audience, among them experts in political science, criminal justice, psychology, law, economics, healthcare, sociology, public administration, cross-cultural studies, and business administration. *Context and Cognition in Consumer Psychology* is concerned with the psychological explanation of consumer choice. It pays particular attention to the roles of perception and emotion in accounting for consumers' actions and their interaction with the desires and beliefs in terms of which consumer choice is frequently analyzed. In this engaging book, Gordon Foxall extends and elaborates his theory of consumer action, based on the philosophical strategy of Intentional Behaviorism. In doing so, he introduces the concept of contingency-representation to explore the ways in which consumers mentally represent the consequences of past decisions and the likely outcomes of present consumption. The emphasis is on action rather than behavior and the manner in which the intentional consumer-situation, as the immediate precursor of consumer choice, can be reconstructed in order to explain consumer actions in the absence of the environmental stimuli required by behaviorist psychology. The result is a novel reaffirmation of the role of cognition in the

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determination of consumer choice. Besides the concept of contingency-representation which the author introduces, the analysis draws upon psychoanalytic concepts, theories of cognitive structure and processing, and the philosophy of perception to generate a stimulating synthesis for consumer research. The book will be of interest to students and researchers in consumer behavior and economic psychology and to all who seek a deeper interdisciplinary understanding of the contextual and cognitive interactions that guide choice in the market place.

"This book explores the social impact and influence of social media on online businesses"--

With changing economic and social environmental conditions and diversified consumer attitudes, national and international competition has increased among retailers. Private label brands have started to follow a dynamic structure in order to adapt themselves to developing environmental conditions. Today, private label products are often mentioned as a mechanism for reaching differentiation in the market and for helping retailers to strengthen consumer loyalty.

Improving Marketing Strategies for Private Label Products is a collection of innovative research that examines how some markets are successful and what other markets can do to increase their market share in terms of private label products. It supports in the development of marketing strategies that can help make a private label product more successful. While highlighting topics including e-commerce, national branding, and consumer behavior, this book is ideally designed for marketing professionals, managers, executives, entrepreneurs, business owners, business practitioners, researchers, academicians, and students.

A total of 192 multi-item scales, each presented in a consistent format, on topics such as individual behaviour, consumer psychology, values and attitudes are provided in this 2nd edition. A comprehensive index is included.

Essay from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, grade: 1,0, University of Gdansk, course: Consumer Behaviour, language: English, abstract: Currently, the behaviour of consumers is changing more frequently than it was decades ago. What used to be "in" yesterday is "out" today. Identifying and understanding the subcon-scious triggers that are accountable for particular customer actions and reactions is a key fac-tor for enterprises when establishing efficient solutions. Being unaware to customer behaviour is not feasible. There are various influences on human behaviour. The decision-making proc-ess is affected by cultural and social factors, for example through the individual's family and friends. The childhood and the human's development has a crucial impact on personal deci-sion making process. Furthermore, it is affected by individual characteristics, e.g. age and lifestyle, as well as psychological factors, e.g. motivation, beliefs and attitudes. Examining complex relations of a variety of aspects, present at diverse stages, from arousal to decision, as well as from purchase to post-purchase experiences is vital in order to understand purchasing behaviour. For that reason, this essay

intends to give a general overview on consumer behaviour and to point out the development and changes of consumer attitude over time. Concerning this matter, the consumer behaviour process with its general main stages will be discussed at first. As major power of influence within the purchasing process the environmental and personal factors as well as the marketing mix will be highlighted especially. For clarifying the importance of further discussed theoretical models as well as illustrating its ubiquity an practical example of a day-to-day purchasing decision will be discussed. As a rounding up for the reader a conclusion will follow.

Consumer Perception of Product Risks and Benefits Springer

In the marketing context, the term consumer refers not only to the act of purchase itself, but also to patterns of aggregate buying which include pre-purchase and post purchase activities. Pre-purchase activity might consist of the growing awareness of a need or wants and a search for and evaluate of information about the products and brands that might satisfy it. Post purchase activities include the evaluation of the purchased item in use and the reduction of any anxiety which accompanies the purchase of expensive and infrequently bought items. The various factors include lifestyles and its impact on the consumer behavior. On the first hand, ethnographic research can learn more about buyer behavior as below: ethnographic research described the dominant, positivistic consumer perspectives and methodological and analytical overview of the traditional perspectives. There are two factors mainly influencing the consumers for decision making. Risk aversion and innovativeness. Risk aversion is a measure of how much consumers need to be certain and sure of what who are purchasing. Highly risk adverse consumers need to be very certain about what who are buying. Whereas less risk adverse consumers on tolerate some risk and uncertainty in their purchasing. The second variable, innovativeness is a global measure which captures the degree to which consumers are willing to take chances and experiment with new ways of doing things. Hence, ethnographic research can learn whether the buyer's shopping motivation is abound with which various measures of individual characteristics, e.g. innovative, variety seeking etc. different factors to the buyer behavior. On the second hand, perception is a mental process, whereby an individual selects data or information from the environment organizes it and then draws significance or meaning from it. Perceived fit is an attitudinal measure of how appropriate a certain channel of distribution is for a specific product. Consumer's perception of the fit between a service/product and channel is very influential in determining whether who will consider using that channel for a specific service. In fact, perceived fit was found to be more important than consumer's preference for the distribution method or service. Product quality and packaging and brand awareness familiarity with a channel is a measure of the general experience who have with purchasing products through special channels, e.g. internets, newspapers advertisement factors let consumers to decide to choose to buy or not buy the specific product.

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Shopping motives are defined as consumer's wants and needs as who relate to outlets at which to shop. Two groups of motives, functional and non functional have been proposed with time, place and possession needs and refer to rational aspects of channel choice. The functional motives included convenience, price comparison. Otherwise, the non functional motives entailed recreation and it related to social and emotional reasons. Hence, ethnographic research can assess whether the product or service is the functional motive or non functional motive to cause the buyer's choice. On the third hand, economic theory holds that of largely rational and conscious economic calculations. Thus, the individual buyer seeks to spend whose income on those products that will deliver the most utility (satisfaction) according to his tastes and relative prices. It aimed to simplify assumptions and examine the effects of changes in single variables (e.g. price) holding all other variables constant. (e.g. low price of product is the higher the sales. The identified the impact of price differentials on consumers' brand preferences; changes in produces on demand variations; changes in price on demand sensitivity and scarcity on consumer choice behavior amongst many others.

This book reflects the current thinking and research on how consumers' perception of product risks and benefits affects their behavior. It provides the scientific, regulatory and industrial research community with a conceptual and methodological reference point for studies on consumer behavior and marketing. The contributions address various aspects of consumer psychology and behavior, risk perception and communication, marketing research strategies, as well as consumer product regulation. The book is divided into 4 parts: Product risks; Perception of product risks and benefits; Consumer behavior; Regulation and responsibility.

Consumer behaviour is more than buying things; it also embraces the study of how having (or not having) things affects our lives and how possessions influence the way we feel about ourselves and each other - our state of being. The 3rd edition of Consumer Behaviour is presented in a contemporary framework based around the buying, having and being model and in an Australasian context. Students will be engaged and excited by the most current research, real-world examples, global coverage, managerial applications and ethical examples to cover all facets of consumer behaviour. With new coverage of Personality and incorporating real consumer data, Consumer Behaviour is fresh, relevant and up-to-date. It provides students with the best possible introduction to this fascinating discipline.

Doctoral Thesis / Dissertation from the year 2011 in the subject Business economics - Marketing, Corporate Communication, CRM, Market Research, Social Media, , course: Ph. D., language: English, abstract: Private Labels occupy a significant share of organized retail in Europe and United States. With recent growth of organized retail in India Private Labels also emerged in Indian retail landscape. Though private labels arrived in India long back but still Private Labels have not picked up in India, the way they have picked up in other countries. Many of the Indian retailers like Shoppers Stop, Future Group, Tata's Croma and Aditya Birla Retail's More, Spenser's etc are relying on Private Label strategy in a big way as consumers seek quality products at affordable

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prices. Besides, rapid technological and socio-economic changes over the last decade have affected the buying behavior of consumers, forcing retailers to innovate and build new brands (private brands/ store brands) across different categories and various price points to attract more buyers to their stores. They have not only created new labels but have customized and localized those products to suit Indian tastes. Private Labels have attracted attention of researchers from the western world for a long period of time. In India even after introduction of Private Labels by retailers very few studies have been conducted to understand different dimensions like introduction and management of Private Labels by retailers and adoption by Indian consumers. The book presents an analysis of consumer perception and attitude towards Private Labels in India which is the outcome of study conducted in NCR region in India during 2008 - 2010.

Having a grasp on what appeals to consumers and how consumers are making purchasing decisions is essential to the success of any organization that thrives by offering a product or service. Despite the importance of consumer knowledge and understanding, research-based insight into the buying patterns and consumption habits of individuals in emerging nations remains limited. The Handbook of Research on Consumerism and Buying Behavior in Developing Nations takes a critical look at the often overlooked opportunities available for driving consumer demand and interest in developing countries. Emphasizing the power of the consumer market in emerging economies and their overall role in the global market system, this edited volume features research-based perspectives on consumer perception, behavior, and relationship management across industries. This timely publication is an essential resource for marketing professionals, consumer researchers, international business strategists, scholars, and graduate-level students.

The wide spread of the Internet has allowed businesses to present information, sell products, and provide relevant services through websites. Many researchers argue that websites are an imperative channel for communication and online shopping. However, businesses struggle to retain customers due to low switching cost and lack of face-to-face communication. Customers who do not appreciate the user interface and information presented in the website may choose a competitor's site to achieve their goals. Therefore, e-loyalty, which is about attracting and retaining customers in an online environment, is crucial to remaining a successful business. In the context of e-loyalty, the website serves as a gateway to access loyal customers. Many studies have found that website quality affects customer's perceived risk. Perceived risk is the extent to which a customer believes there is a potential for an uncertain or negative outcome with an online transaction. Several studies have found an inverse relationship between perceived risk and purchase intention, which is the likelihood that a customer will purchase from the website. Studies have also shown that an increase in purchase intentions positively affects e-loyalty. In this thesis, the effect of perceived risk on purchase intentions is studied. Purchase intentions can be further categorized as initial or continued purchase intention. Initial purchase intention refers to the likelihood that a customer will purchase from the website for the first time. Continued purchase intention refers to the likelihood that a customer will return to the website to purchase again in the future. Although purchase intentions have been recognized as a major factor affected by website quality and subsequently impacting e-loyalty, few studies

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have examined how initial purchase intention affects continued purchase intention. To fill the aforementioned research gaps, the purpose of this study is to examine whether: a) perceived risk moderates the relationships between website quality and initial/continued purchase intention, and b) perception of initial purchase intention influences continued purchase intention in an online context. Survey methodology was used to investigate the relationships between the above factors. The study population was a sample set of University of North Florida students. Multiple regression technique was employed for analyzing data collected from a questionnaire. This research contributes to the understanding of the moderator that could impact website quality in the business environment. Such an understanding would allow researchers to explore a wide range of variables that could affect the relationship between website quality and purchase intention to increase customer retentions.

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