

# INTERNATIONAL JOURNAL OF RESEARCH IN COMMERCE & MANAGEMENT

I  
J  
R  
C  
M



A Monthly Double-Blind Peer Reviewed Refereed Open Access International e-Journal - Included in the International Serial Directories  
Indexed & Listed at:

Ulrich's Periodicals Directory ©, ProQuest, U.S.A., EBSCO Publishing, U.S.A., Cabell's Directories of Publishing Opportunities, U.S.A.  
as well as in Open J-Gate, India (link of the same is duly available at Infibnet of University Grants Commission (U.G.C.))

Registered & Listed at: Index Copernicus Publishers Panel, Poland

Circulated all over the world & Google has verified that scholars of more than 1500 Cities in 141 countries/territories are visiting our journal on regular basis.

Ground Floor, Building No. 1041-C-1, Devi Bhawan Bazar, JAGADHRI – 135 003, Yamunanagar, Haryana, INDIA

[www.ijrcm.org.in](http://www.ijrcm.org.in)

# CONTENTS

Sr. No.	TITLE & NAME OF THE AUTHOR (S)	Page No.
1.	<b>DO EXECUTIVE DIRECTORS MANIPULATE EARNINGS?</b> <i>SEYED HOSSEIN HOSSEINI &amp; MOHAMADREZA ABDOLI</i>	1
2.	<b>MANAGEMENT EDUCATION – IMPACT OF VALUE ORIENTATIONS ON CAREER &amp; BUSINESS</b> <i>PUSHPA SHETTY</i>	7
3.	<b>STRATEGIC GAINS OF BY-PRODUCT MARKETING: A STUDY ON SELECTED COMPANIES OF BANGLADESH</b> <i>GOLAM MOHAMMAD FORKAN &amp; TAHSAN RAHMAN KHAN</i>	13
4.	<b>THE EFFECT OF CURRENCY DEVALUATION ON THE ETHIOPIAN ECONOMY'S TRADE BALANCE: A TIME SERIOUS ANALYSIS</b> <i>FIKREYESUS TEMESGEN &amp; MENASBO GEBRU</i>	17
5.	<b>MUTUAL FUNDS IN INDIA: AN ANALYSIS OF INVESTORS PERCEPTIONS</b> <i>DR. PRASHANTA ATHMA &amp; K. RAJ KUMAR</i>	21
6.	<b>FINANCES OF CENTRE FOR DISTANCE EDUCATION, OSMANIA UNIVERSITY, HYDERABAD, ANDHRA PRADESH: AN ANALYTICAL STUDY</b> <i>G. VENKATACHALAM &amp; P. MOHAN REDDY</i>	27
7.	<b>THE INFLUENCE OF MARKETING ON CONSUMER ATTITUDE FUNCTIONS FOR KITCHENWARE, A STUDY WITH SPECIAL REFERENCE TO KOCHI METRO</b> <i>ANILKUMAR. N</i>	32
8.	<b>BEHAVIOURAL FINANCE: A NEW PERSPECTIVE FOR INVESTMENT IN FINANCIAL MARKET</b> <i>DR. SREEKANTH. M S</i>	39
9.	<b>THE EFFECT OF MERGER AND ACQUISITIONS ON THE SHAREHOLDERS' WEALTH: EVIDENCE FROM THE FOOD INDUSTRY IN INDIA</b> <i>DR. RAMACHANDRAN AZHAGAI AH &amp; T. SATHISH KUMAR</i>	42
10.	<b>WHETHER DIFFERENCES MAKE DIFFERENCES? A NEW PARADIGM ON WORKFORCE DIVERSITY</b> <i>D. RAMADEVI &amp; DR. S. A. SENTHIL KUMAR</i>	54
11.	<b>CORPORATE SOCIAL ENGAGEMENT: NEW BASE LINE TO CORPORATE SOCIAL RESPONSIBILITY</b> <i>KAVITA MEENA</i>	59
12.	<b>GREEN MARKETING</b> <i>BRIJESH SIVATHANU PILLAI &amp; KANCHAN PRANAY PATIL</i>	64
13.	<b>MARKET EFFICIENCY AND INTERNATIONAL BENCHMARKS IN THE SECURITIES MARKET OF INDIA – A STUDY</b> <i>DR. MUNIVENKATAPPA</i>	74
14.	<b>CHALLENGE OF LIQUIDITY RISK AND CREDIT RISK IN INSURANCE COMPANIES WITH SPECIAL REFERENCE TO INDIAN PUBLIC SECTOR GENERAL INSURANCE COMPANIES</b> <i>AVINASH TRIPATHI</i>	82
15.	<b>CONTEMPORARY ISSUE ON DEREGULATION OF SAVING ACCOUNT INTEREST RATE</b> <i>DR. RAJIV GANDHI</i>	87
16.	<b>A STUDY ON THE EFFECT OF FOOD ADVERTISEMENTS ON CHILDREN AND THEIR INFLUENCE ON PARENTS BUYING DECISION</b> <i>GINU GEORGE</i>	92
17.	<b>DETERMINANTS OF CORPORATE DIVIDEND POLICY IN SELECT PRIVATE SECTOR CEMENT COMPANIES IN TAMIL NADU - AN EMPIRICAL ANALYSIS</b> <i>DR. V. MOHANRAJ &amp; DR. N.DEEPA</i>	107
18.	<b>THE ROLE OF 'FOLLOW THE NEIGHBOUR' STRATEGY AND FACTORS INFLUENCING INVESTMENT DECISION WITH REFERENCE TO NASIK CITY</b> <i>BHUSHAN PARDESHI, PAVAN C. PATIL &amp; PADMA LOCHAN BISOYI</i>	110
19.	<b>IMPACT OF ADVERTISING ON BRAND RECALL AND BRAND PERSONALITY FORMATION: A STUDY OF ORGANISED FASHION RETAILING</b> <i>HIMANSHU SHEKHAWAT &amp; PREETI TAK</i>	116
20.	<b>A CASE STUDY ON STRESS MANAGEMENT IN WORKING WOMEN IN GOVERNMENT\SEMI-GOVERNEMNT ENTERPRISES IN SHIMLA, (H.P.)</b> <i>SHALLU SEHGAL</i>	122
21.	<b>LEVERAGE ANALYSIS AND IT'S IMPACT ON SHARE PRICE AND EARNING OF THE SELECTED STEEL COMPANIES OF INDIA – AN EMPIRICAL STUDY</b> <i>MUKESH C AJMERA</i>	129
22.	<b>A STUDY ON LEVEL OF EXPECTATION OF MUTUAL FUND INVESTORS &amp; IMPACT OF DEMOGRAPHIC PROFILE ON PERIOD OF INVESTMENT IN MUTUAL FUND</b> <i>TARAK PAUL</i>	136
23.	<b>IMPACT OF MERGERS &amp; ACQUISITIONS ON FINANCIAL PERFORMANCE: WITH SPECIAL REFERENCE TO TATA GROUP</b> <i>NEHA VERMA &amp; DR. RAHUL SHARMA</i>	140
24.	<b>EXPLORING SERVICE INNOVATION PROCESS AND STRATEGY IN DEVELOPING CUSTOMER RELATIONSHIP-WITH REFERENCE TO CENTURYBANK 'YES BANK'</b> <i>SHILPA SANTOSH CHADICHAL &amp; DEBLINA SAHA VASHISHTA</i>	144
25.	<b>EMPLOYEE LOYALTY ABOVE CUSTOMER LOYALTY</b> <i>AFREEN NISHAT A. NASABI</i>	152
26.	<b>FDI IN MULTIBRAND RETAILING IN INDIA: PERCEPTION OF THE UNORGANISED RETAILERS IN BUSINESS CAPITAL OF UTTARAKHAND</b> <i>DEEPAK JOSHI</i>	156
27.	<b>COMPARATIVE STUDY OF SELECTED PRIVATE SECTOR BANKS IN INDIA</b> <i>NISHIT V. DAVDA</i>	161
28.	<b>IMPACT OF HRM PRACTICES ON PERFORMANCE OF NON-ACADEMIC EMPLOYEES OF OPEN UNIVERSITIES IN INDIA</b> <i>B. LAXMINARAYANA</i>	167
29.	<b>POST-MERGER FINANCIAL PERFORMANCE APPRAISAL OF ACQUIRING BANKS IN INDIA: A CASE ANALYSIS</b> <i>AZEEM AHMAD KHAN</i>	172
30.	<b>MANPOWER REQUIREMENT ASSESSMENT CONSIDERING THE MAKE OR BUY DECISION POLICY OF CENTRAL WORKSHOP IN AN INTEGRATED STEEL &amp; POWER COMPANY</b> <i>AKHILESH JHA, SOUPOARNO MUKHERJEE &amp; RANDHIR KUMAR</i>	176
	<b>REQUEST FOR FEEDBACK</b>	181

**CHIEF PATRON**

**PROF. K. K. AGGARWAL**

Chancellor, Lingaya's University, Delhi  
Founder Vice-Chancellor, Guru Gobind Singh Indraprastha University, Delhi  
Ex. Pro Vice-Chancellor, Guru Jambheshwar University, Hisar

**PATRON**

**SH. RAM BHAJAN AGGARWAL**

Ex.State Minister for Home & Tourism, Government of Haryana  
Vice-President, Dadri Education Society, Charkhi Dadri  
President, Chinar Syntex Ltd. (Textile Mills), Bhiwani

**CO-ORDINATOR**

**DR. SAMBHAV GARG**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

**ADVISORS**

**DR. PRIYA RANJAN TRIVEDI**

Chancellor, The Global Open University, Nagaland

**PROF. M. S. SENAM RAJU**

Director A. C. D., School of Management Studies, I.G.N.O.U., New Delhi

**PROF. M. N. SHARMA**

Chairman, M.B.A., HaryanaCollege of Technology & Management, Kaithal

**PROF. S. L. MAHANDRU**

Principal (Retd.), MaharajaAgrasenCollege, Jagadhri

**EDITOR**

**PROF. R. K. SHARMA**

Professor, Bharti Vidyapeeth University Institute of Management & Research, New Delhi

**CO-EDITOR**

**DR. BHAVET**

Faculty, M. M. Institute of Management, MaharishiMarkandeshwarUniversity, Mullana, Ambala, Haryana

**EDITORIAL ADVISORY BOARD**

**DR. RAJESH MODI**

Faculty, YanbuIndustrialCollege, Kingdom of Saudi Arabia

**PROF. SANJIV MITTAL**

UniversitySchool of Management Studies, Guru Gobind Singh I. P. University, Delhi

**PROF. ANIL K. SAINI**

Chairperson (CRC), Guru Gobind Singh I. P. University, Delhi

**DR. SAMBHAVNA**

Faculty, I.I.T.M., Delhi

**DR. MOHENDER KUMAR GUPTA**

Associate Professor, P.J.L.N.Government College, Faridabad

**DR. SHIVAKUMAR DEENE**

Asst. Professor, Dept. of Commerce, School of Business Studies, Central University of Karnataka, Gulbarga

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

## *ASSOCIATE EDITORS*

**PROF. NAWAB ALI KHAN**

Department of Commerce, Aligarh Muslim University, Aligarh, U.P.

**PROF. ABHAY BANSAL**

Head, Department of Information Technology, Amity School of Engineering & Technology, Amity University, Noida

**PROF. V. SELVAM**

SSL, VIT University, Vellore

**PROF. N. SUNDARAM**

VIT University, Vellore

**DR. PARDEEP AHLAWAT**

Associate Professor, Institute of Management Studies & Research, Maharshi Dayanand University, Rohtak

**DR. S. TABASSUM SULTANA**

Associate Professor, Department of Business Management, Matrusri Institute of P.G. Studies, Hyderabad

## *TECHNICAL ADVISOR*

**AMITA**

Faculty, Government M. S., Mohali

**MOHITA**

Faculty, Yamuna Institute of Engineering & Technology, Village Gadholi, P. O. Gadholi, Yamunanagar

## *FINANCIAL ADVISORS*

**DICKIN GOYAL**

Advocate & Tax Adviser, Panchkula

**NEENA**

Investment Consultant, Chambaghat, Solan, Himachal Pradesh

## *LEGAL ADVISORS*

**JITENDER S. CHAHAL**

Advocate, Punjab & Haryana High Court, Chandigarh U.T.

**CHANDER BHUSHAN SHARMA**

Advocate & Consultant, District Courts, Yamunanagar at Jagadhri

## *SUPERINTENDENT*

**SURENDER KUMAR POONIA**

## CALL FOR MANUSCRIPTS

We invite unpublished novel, original, empirical and high quality research work pertaining to recent developments & practices in the area of Computer, Business, Finance, Marketing, Human Resource Management, General Management, Banking, Insurance, Corporate Governance and emerging paradigms in allied subjects like Accounting Education; Accounting Information Systems; Accounting Theory & Practice; Auditing; Behavioral Accounting; Behavioral Economics; Corporate Finance; Cost Accounting; Econometrics; Economic Development; Economic History; Financial Institutions & Markets; Financial Services; Fiscal Policy; Government & Non Profit Accounting; Industrial Organization; International Economics & Trade; International Finance; Macro Economics; Micro Economics; Monetary Policy; Portfolio & Security Analysis; Public Policy Economics; Real Estate; Regional Economics; Tax Accounting; Advertising & Promotion Management; Business Education; Management Information Systems (MIS); Business Law, Public Responsibility & Ethics; Communication; Direct Marketing; E-Commerce; Global Business; Health Care Administration; Labor Relations & Human Resource Management; Marketing Research; Marketing Theory & Applications; Non-Profit Organizations; Office Administration/Management; Operations Research/Statistics; Organizational Behavior & Theory; Organizational Development; Production/Operations; Public Administration; Purchasing/Materials Management; Retailing; Sales/Selling; Services; Small Business Entrepreneurship; Strategic Management Policy; Technology/Innovation; Tourism, Hospitality & Leisure; Transportation/Physical Distribution; Algorithms; Artificial Intelligence; Compilers & Translation; Computer Aided Design (CAD); Computer Aided Manufacturing; Computer Graphics; Computer Organization & Architecture; Database Structures & Systems; Digital Logic; Discrete Structures; Internet; Management Information Systems; Modeling & Simulation; Multimedia; Neural Systems/Neural Networks; Numerical Analysis/Scientific Computing; Object Oriented Programming; Operating Systems; Programming Languages; Robotics; Symbolic & Formal Logic and Web Design. The above mentioned tracks are only indicative, and not exhaustive.

Anybody can submit the soft copy of his/her manuscript **anytime** in M.S. Word format after preparing the same as per our submission guidelines duly available on our website under the heading guidelines for submission, at the email address: [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

## GUIDELINES FOR SUBMISSION OF MANUSCRIPT

1. **COVERING LETTER FOR SUBMISSION:**

DATED: \_\_\_\_\_

**THE EDITOR**  
IJRCM

**Subject: SUBMISSION OF MANUSCRIPT IN THE AREA OF**

(e.g. Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)

**DEAR SIR/MADAM**

Please find my submission of manuscript entitled ' \_\_\_\_\_ ' for possible publication in your journals.

I hereby affirm that the contents of this manuscript are original. Furthermore, it has neither been published elsewhere in any language fully or partly, nor is it under review for publication elsewhere.

I affirm that all the author (s) have seen and agreed to the submitted version of the manuscript and their inclusion of name (s) as co-author (s).

Also, if my/our manuscript is accepted, I/We agree to comply with the formalities as given on the website of the journal & you are free to publish our contribution in any of your journals.

**NAME OF CORRESPONDING AUTHOR:**

Designation:

Affiliation with full address, contact numbers & Pin Code:

Residential address with Pin Code:

Mobile Number (s):

Landline Number (s):

E-mail Address:

Alternate E-mail Address:

**NOTES:**

- a) The whole manuscript is required to be in **ONE MS WORD FILE** only (pdf. version is liable to be rejected without any consideration), which will start from the covering letter, inside the manuscript.
- b) The sender is required to mention the following in the **SUBJECT COLUMN** of the mail:  
**New Manuscript for Review in the area of (Finance/Marketing/HRM/General Management/Economics/Psychology/Law/Computer/IT/Engineering/Mathematics/other, please specify)**
- c) There is no need to give any text in the body of mail, except the cases where the author wishes to give any specific message w.r.t. to the manuscript.
- d) The total size of the file containing the manuscript is required to be below **500 KB**.
- e) Abstract alone will not be considered for review, and the author is required to submit the complete manuscript in the first instance.
- f) The journal gives acknowledgement w.r.t. the receipt of every email and in case of non-receipt of acknowledgment from the journal, w.r.t. the submission of manuscript, within two days of submission, the corresponding author is required to demand for the same by sending separate mail to the journal.

2. **MANUSCRIPT TITLE:** The title of the paper should be in a 12 point Calibri Font. It should be bold typed, centered and fully capitalised.

3. **AUTHOR NAME (S) & AFFILIATIONS:** The author (s) **full name, designation, affiliation (s), address, mobile/landline numbers, and email/alternate email address** should be in italic & 11-point Calibri Font. It must be centered underneath the title.

4. **ABSTRACT:** Abstract should be in fully italicized text, not exceeding 250 words. The abstract must be informative and explain the background, aims, methods, results & conclusion in a single para. Abbreviations must be mentioned in full.

5. **KEYWORDS:** Abstract must be followed by a list of keywords, subject to the maximum of five. These should be arranged in alphabetic order separated by commas and full stops at the end.
6. **MANUSCRIPT:** Manuscript must be in **BRITISH ENGLISH** prepared on a standard A4 size **PORTRAIT SETTING PAPER**. It must be prepared on a single space and single column with 1" margin set for top, bottom, left and right. It should be typed in 8 point Calibri Font with page numbers at the bottom and centre of every page. It should be free from grammatical, spelling and punctuation errors and must be thoroughly edited.
7. **HEADINGS:** All the headings should be in a 10 point Calibri Font. These must be bold-faced, aligned left and fully capitalised. Leave a blank line before each heading.
8. **SUB-HEADINGS:** All the sub-headings should be in a 8 point Calibri Font. These must be bold-faced, aligned left and fully capitalised.
9. **MAIN TEXT:** The main text should follow the following sequence:

**INTRODUCTION****REVIEW OF LITERATURE****NEED/IMPORTANCE OF THE STUDY****STATEMENT OF THE PROBLEM****OBJECTIVES****HYPOTHESES****RESEARCH METHODOLOGY****RESULTS & DISCUSSION****FINDINGS****RECOMMENDATIONS/SUGGESTIONS****CONCLUSIONS****SCOPE FOR FURTHER RESEARCH****ACKNOWLEDGMENTS****REFERENCES****APPENDIX/ANNEXURE**

It should be in a 8 point Calibri Font, single spaced and justified. The manuscript should preferably not exceed **5000 WORDS**.

10. **FIGURES & TABLES:** These should be simple, crystal clear, centered, separately numbered & self explained, and **titles must be above the table/figure. Sources of data should be mentioned below the table/figure.** It should be ensured that the tables/figures are referred to from the main text.
11. **EQUATIONS:** These should be consecutively numbered in parentheses, horizontally centered with equation number placed at the right.
12. **REFERENCES:** The list of all references should be alphabetically arranged. The author (s) should mention only the actually utilised references in the preparation of manuscript and they are supposed to follow **Harvard Style of Referencing**. The author (s) are supposed to follow the references as per the following:
  - All works cited in the text (including sources for tables and figures) should be listed alphabetically.
  - Use (ed.) for one editor, and (ed.s) for multiple editors.
  - When listing two or more works by one author, use --- (20xx), such as after Kohl (1997), use --- (2001), etc, in chronologically ascending order.
  - Indicate (opening and closing) page numbers for articles in journals and for chapters in books.
  - The title of books and journals should be in italics. Double quotation marks are used for titles of journal articles, book chapters, dissertations, reports, working papers, unpublished material, etc.
  - For titles in a language other than English, provide an English translation in parentheses.
  - The location of endnotes within the text should be indicated by superscript numbers.

**PLEASE USE THE FOLLOWING FOR STYLE AND PUNCTUATION IN REFERENCES:****BOOKS**

- Bowersox, Donald J., Closs, David J., (1996), "Logistical Management." Tata McGraw, Hill, New Delhi.
- Hunker, H.L. and A.J. Wright (1963), "Factors of Industrial Location in Ohio" Ohio State University, Nigeria.

**CONTRIBUTIONS TO BOOKS**

- Sharma T., Kwatra, G. (2008) Effectiveness of Social Advertising: A Study of Selected Campaigns, Corporate Social Responsibility, Edited by David Crowther & Nicholas Capaldi, Ashgate Research Companion to Corporate Social Responsibility, Chapter 15, pp 287-303.

**JOURNAL AND OTHER ARTICLES**

- Schemenner, R.W., Huber, J.C. and Cook, R.L. (1987), "Geographic Differences and the Location of New Manufacturing Facilities," Journal of Urban Economics, Vol. 21, No. 1, pp. 83-104.

**CONFERENCE PAPERS**

- Garg, Sambhav (2011): "Business Ethics" Paper presented at the Annual International Conference for the All India Management Association, New Delhi, India, 19-22 June.

**UNPUBLISHED DISSERTATIONS AND THESES**

- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

**ONLINE RESOURCES**

- Always indicate the date that the source was accessed, as online resources are frequently updated or removed.

**WEBSITE**

- Garg, Bhavet (2011): Towards a New Natural Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



## THE INFLUENCE OF MARKETING ON CONSUMER ATTITUDE FUNCTIONS FOR KITCHENWARE, A STUDY WITH SPECIAL REFERENCE TO KOCHI METRO

**ANILKUMAR. N**  
**RESEARCH SCHOLAR, KARPAGAM UNIVERSITY, COIMBATORE; &**  
**CHIEF MANAGER**  
**FACT UDYOGAMANDAL COMPLEX**  
**KOCHI**

### ABSTRACT

*This paper investigates the relationship between Marketing Mix Strategy and Consumer Attitude function for domestic kitchenware. Regression analysis was conducted to test the relationship between the 4P's and consumer attitude functions. The findings show that only the pricing strategy has a positive impact on consumer attitude function, while the promotion strategy has a significant negative impact on consumer attitude function. The product and place strategies do not influence consumer attitude functions. These findings suggest that consumers do not look for product characteristics and store location when buying kitchenware.*

### KEYWORDS

Consumer Attitude, Attitude functions, Marketing Mix, Consumer behavior.

### INTRODUCTION

A larger consumer interest in home ware/kitchenware has emerged over the past few years, as the media gives more attention to home furnishings (Anonymous,2001). Consumers may have functional utilitarian needs and also spend an increasing amount of time indoors, have become more aware of their interior surroundings and are more interested in current home furnishings and in home decorating as well (Rodemann,1999; Anonymous,2001). Characteristic aspects of consumers such as lifestyle, the individual's personality, temperament and cultural exposure, influence the selection of home ware designs (Rodemann, 1999). Despite these influences on consumers' home ware decisions, individual differences and situational factors make it difficult to predict consumer decisions beforehand (Sonnenberg and Erasmus,2005), while the taste of the consumers is wide-ranging and constantly changing (Elsasser,2004). These changes may influence consumer's decision making regarding purchase of home ware/kitchen appliances. Erasmus *et al.* (2001) warned against the generalization of consumer decision-making models and suggested that it should be studied in a context-specific and product-specific manner. Furthermore, it was argued that a prediction of consumers' home ware decisions is difficult (Sonnenberg and Erasmus, 2005), while the final purchasing decision of the consumer will differ between individuals (Du Plessis and Rousseau, 2003). Thus, existing decision-making models, decision styles and profiles cannot be directly applied to unique purchasing situations where consumer's level of involvement varies (Du Preez, 2003), such as home ware. The home ware reflect the aesthetic taste of consumers and forms an extension of their lifestyle (Anonymous, 2001; Elsasser,2004). This lifestyle can be described in terms of shared values or tastes, which manifests in consumers' needs, preferences and the specific type of purchasing behavior (Arnould *et al.*, 2004; Sonnenberg and Erasmus, 2005). Similarly, the purchasing decision made by the consumer can alter or reinforce their lifestyle (Arnould *et al.*,2004). Individuals are free to select products that reinforce their definitions of self and their unique lifestyle in a modern society (Solomon,2004) to acquire satisfaction in life and express self concept (Richins and Dawson,1992; Griffin *et al.*,2002). Consumers may perceive products and possessions as an extension of their personalities, hence the deliberate product choice that matches some aspect of the self and communicates a desired image (Solomon,2004; Sonnenberg and Erasmus, 2005). Research provides evidence that materialistic individuals view possessions as the most appropriate symbol to use in the process of symbolic self-completion (Yurchisin and Johnson,2004). The latter is the process that people engage in when they acquire material symbols to compensate for perceived inadequacies in their self-concept (Dittmar *et al.*,1996; cited in Wicklund and Gollwitzer,1982). Conclusively, it can be said that consumers attach symbolic meaning to home ware in order to define themselves. The situational-market factors are most predominant in modern mileau with the launch of new innovative products in the home ware or kitchen appliances market in Kerala. Thus the attitude functions involved in the current purchase behavior of consumers is explored herein correlating with the market factor/market mix variables.

### OBJECTIVES OF STUDY

The objective of this research is to examine whether there is a significant relationship between marketing mix strategies and consumer attitude function toward the purchase of kitchenware products among middle class urban households. The area of study conducted is the Kochi metro, the fastest growing metro in India and leading commercial center in Kerala, wherein the sales of kitchenware have reached a sales peaks over the past decade, outsmarting leading metros of India, thus necessitating a study on the marketing factor blending with the fabric of consumer attitude and purchase behavior.

### LITERATURE REVIEW

#### CONSUMER ATTITUDE FUNCTIONS

An **attitude** is a hypothetical construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event-- this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question. Two important theories in social psychology, the theory of reasoned action (TRA) (Fishbein and Ajzen,1975) and the theory of planned behavior (TPB) (Ajzen,1991), have shown that behavior is predicted by intention, which, in turn, is predicted by attitude. Attitude can be changed by changing the attitude function or Changing the Basic Motivational Function -Utilitarian/Ego-defensive/Value-expressive/Knowledge towards the attitude object (Katz functional theory). Also the TAM (Davis 1989) derived from TRA in the usage of technology products like home ware do influence the consumer's purchase attitude. According to Duncan (2005), Consumer attitude function is defined as "internal impulses that when simulated initiate some type of response". Consumers are continuously reacting to their internal impulses as well as the external environment. Since internal impulses and the external environment also interact, resulting in psychological motivations to fulfill needs and wants, Kim and Jin (2001) argue that consumer motives are known to be the drivers of behavior that bring consumers to the retail store. Based on past research, consumer motives can be categorized from four perspectives. Firstly, the social influences on consumer motives such as the culture, sub-culture, social class, reference groups and families (Peter & Donnell,2007). Secondly, the situational influences on consumer motives such as physical features, social features, time, task features and current conditions (Belk, 1975). Thirdly, psychological influences on consumer motives include product knowledge and product involvement (Peter & Olson, 2005). Finally, the marketing mix influences on consumer motives such as product, price, promotion and place (Peter & Donnell,2007). This study will only focus on marketing mix influences on consumer motives. Other research espouses a different approach, one that emphasizes peripheral cues which could enhance consumers' motivation to deeper information processing. Mooy & Henry (2002) theorize the defining motivation factor as "the arousal directed at the processing of brand-related information". According to Alreck & Robert (1999) a product or brand preference might be built through one or more of the theories behind the promotion strategies which motivate and stimulate consumer brand preference through the ideas of Maslow's hierarchy of needs. Simple brand preference building is an effective mechanism to present the product or brand name and a particular need through constant and simultaneous repetition.

Hence, through exposure to such conditioning, consumers will eventually learn to associate the brand with the need and motive since consistent repetition is important (Alreck,1990).This simple brand preference-building mode is still effective for creating brand name awareness today. According to Knowles (1993), this remains a popular consumer preference-building technique today. As a result of repeated, simultaneous presentation, consumers will closely associate with the brand or product. But rather than associating goods with needs, the mood association mechanism requires the brand to be associated with a particular form of pleasant condition such as relaxation, achievement, or a state which can impart pleasant moods and feelings through very brief, simple messages. Price is the main motive in buying as illustrated by Gitomer, J(2005).Morschett, D, et al(2005) show that the influence of shopping motive has a much more profound effect on the attitude towards retail stores than towards perception of store attributes. Product related considerations (e.g. assortment and quality) and pricing appear to be the most critical aspects of consumer motives (Kim & Jin, 2001).Stem, Barbara. B (2001) indicates that knowledge is located between past achievements and future promise.

The idea that attitudes can serve different functions is not new(Katz,1960;Smith,Bruner and White,1956).Katz(1960)described people as motivated to attain a variety of goals, including maximizing concrete rewards, expressing values and the self, defending the self against threats and structuring the world. Attitudes exist to fulfill one or more of these goals .Both instrumental and symbolic functions of attitude have been well researched(Ennis and Zanna,2000;Abelson and Prentice,1989; Shavitt, Lowrey and Han,1991;Johar and sirgy,1991;Berger and Heath,2007).Consumers differ as per the attitude function traits adopted(Bazzinin and Shaffer,1995;DeBono,1987;Lavine and Snyder,1996;Petty and Wegener,1998) and association between the four attitude functions (Shavitt,1990; Shavitt, Lowrey and Han,1992).Knowledge of an attitude function predicts how best to change the attitude by adopting appropriate function matching persuasion appeals through Ads and mass media broadcasts or celebrity endorsements. These have been well documented though past studies (Bazzini and Shaffer, 1995; Clary et al.1994; Lavine and Snyder, 1996; Murray, Haddock and Zanna, 1996; Petty and Wegener, 1998).

Consumers purchase in response to a recognized needs (Solomon, 2004).Consumers would often reject home ware with mass appeal and prefer products that are tailored to reflect their specific needs (Elsasser, 2004). The respondents also illustrated the desire for a change in their current home ware, which occurs when they identify a significant difference for their current state of affairs or some desired or ideal state (Solomon, 2004).Two categories of purchasing behavior emerged under the theme of unplanned home ware purchases, namely, impulse purchases and browsing prompting purchases. Emotional purchasing behavior ('when I'm in the mood') and spontaneous purchasing behavior, as concepts were used to express the category of impulse purchases. Dittmar *et al* (1996) described these purchases as 'pure impulse' buying, indicating a breaking of the normal buying patterns or even irrational purchase. The diverse attitude functions like utilitarian, value expressiveness, ego defensiveness or epistemic constructs in combination drive the consumer in the purchase of kitchenware. The purchasing decision of the consumer is an individual one (Du Plessis and Rousseau, 2003) and the complexity of the decision depends on the consumer's degree of information search, the evaluation of alternatives and the choice of products (Du Preez, 2003).The consumer decision-making process is a sequential and repetitive series of psychological and physical activities ranging from problem recognition to post-purchase behavior (Brijball, 2003). Market-dominated variables (such as the environment and advertising) and consumer-dominated variables (such as needs, motives, personality and perception) simultaneously interact to influence the consumer's purchasing decision (Brijball, 2003; Du Preez and Visser, 2003). In order to develop accurate consumer profiles, consumers' characteristics and the cognitive factors influencing their decision making process need to be determined (Radder *et al*, 2006).Brand preference is also driven by attitude functions. Brands in utilitarian categories like the home ware may build symbolic associations (Aaker, 1997; Biel, 1993; Levy, 1959) and vice versa. Branded products may loose or gain associations with the dominant attitude function related to the product category. Attitude functions undergo changes with the branding and appeals. Consumer characteristics are widely used to segment and profile consumers as they are objective, standardized, measurable and generalized (Rowley,1999).Therefore, it is reasonable to speculate that consumers can be profiled according to their decision-making process as each consumer's decision-making process is unique. The attitude function served in each consumer ultimately triggers the consumer decision making on purchase kitchen appliance products. This being the salient active dependent variable predominantly deciding the purchase equation of the consumer, while a host of other independent variables as deliberated above, influences the consumer attitude, among them the most cardinal is the market factors studied herein as 4P's.

#### MARKETING MIX STRATEGIES (4 P's)

The market factor or marketing mix is defined as 4P's namely the product, price, promotion and place (Kotler & Armstrong, 2006).They are often designed to influence consumer decision-making and lead to profitable exchanges. Each element of the marketing mix can affect consumers in many ways (Peter & Donnelly, 2007).The marketing mix is the set of marketing tools a firm utilizes to pursue its marketing objectives in the target market (Borden, 1984).When a store markets its products, it needs to create a successful mix of the right product, sold at the right price, in the right place and using the most suitable promotion.

#### PRODUCT SPECIFICS

Kotler & Armstrong (2006) define a product as anything that can be offered to a market for attention, acquisition, use, or consumption that might satisfy a want or need. They further define a consumer product as the product bought by the final consumer for personal consumption. Consumers buy products frequently, with careful planning, and by comparing brands based on price, quality and style. According to Ferrell (2005), the product is the core of the marketing mix strategy in which retailers can offer consumers symbolic and experiential attributes to differentiate products from competitors. However, it is also concerned with what the product means to the consumer. Product is about quality, design, features, brand name and sizes (Borden, 1984).Many attributes of a company's products, including brand name, quality, newness, and complexity, can affect consumer behavior. The physical appearance of the product, packaging, and labeling information can also influence whether consumers notice a product in-store, examine it, and purchase it. One of the key tasks of marketers is to differentiate their products from those of their competitors and create consumer perceptions that the product is worth purchasing (Peter & Donnelly, 2007). Brand equity reflects consumers' belief that the brand is looking out for them, will do whatever it takes to make them satisfied, and is responsive to their needs (Hess, 2005). The ability of a product to perform its functions includes the product's overall durability, reliability, precision, ease of operation and repair, and other valued attributes (Kotler & Armstrong, 2006).Brand trust is affect-based, referring to a feeling that is the outcome of a communal relationship with a brand. According to Duncan (2005) brand trust is created through brand messages that provide the benefits promised. Kim and Jon (2007) report that the affective response overrides the cognitive under all experimental conditions in forming product-trial attitude. Croft (2003) found that control practices and information systems influence consumer motives. Miquel (2002) proposes that individuals show as much interest in the product type as the brand and actively seek out information in their decision-making. Shugan and Ramarao (2001) reveal that rapid changes in technology have a significant effect on consumer purchases. Thus, past researchers have clearly suggested that product influences have a significant impact on consumer motives. Product image refers to attributes associated with a given product or service (Sirgy,1983).Just like people, product is assumed to have a personality or image, which is determined not just by physical characteristics, but also by other factors such as packaging, advertising, price and channels of distribution. Product image or brand image could serve as a symbol of the buyer's personality (Martineau, 1957). For example, buyers of sports cars are always associated with certain personalities such as sexy, attractive, young and socially outgoing (Sirgy, 1982; Solomon, 1983).Consumption of certain product is sometimes referred as an extended-self image of product user, that is, "the extents to which people view themselves as being a certain kind of individual because they use or own certain product/service" (Wright, Claiborne & Sirgy, 1992, p. 312). Product image has been found to be especially important for those products that are not significantly differentiated from its competitors, in the mature stage of the product life, and socially visible (consumed publicly), such as beer, cigarette, and clothing products (Johar & Sirgy, 1991). Product image can result from direct experience, word-of-mouth or commercial information including advertising and other means of marketing communications (Eriksen, 1996). In self-congruity research, the concept of product image is focused on brand image, not product category, which itself could also be capable of assuming a unique personality.

#### PRICING DILEMMA

Pricing is one of the 4 P's outlined in the marketing mix strategy of a company. The price of products and services often influences whether consumers will purchase them at all and, if so, which competitive offering is selected. For some offerings, higher prices may not deter purchase because consumers believe that the products or services are of higher quality or are more prestigious. However, many of today's value-conscious consumers may buy products more on the basis of price than other attributes (Peter & Donnelly,2007).Among retail stores, the pricing strategy has become the pivotal point as they need to compete in terms of pricing to lure more customers. Berman (1996) reports that among the pricing policies which are of major concern to retail store outlets are the 'High-Low Pricing' and Every Day Low Pricing (EDLP) strategies. The concept outlines that buyers tend to associate a higher price with a premium quality and thus there are



certain circumstances where they might purchase a higher priced product as an indicator and assurance of higher quality. According to Skoras (2005) this association has been investigated extensively through a number of empirical studies that tend to provide mixed results. Wulf et.al. (2005) found that private label products can offer even better quality than national brands but at a lower price. The domestic competitor reacts to the intensifying price competition by engaging in selective price changes (Uusitalo, O and Majja, R,2007), Cataluna, Francisco. J. R(2004) shows that there is no difference in the price and promotional selling variations for non-durable goods in Spain. The differences in product quality do not significantly affect the brand preference as shown in the research by Wood, Lias, M and Barry, J.P(2006).A review of the major literature shows that significant attention has been given to consumer perceptions about the price and quality of private labels since these factors have been identified as two of the important reasons for purchasing private label goods(Jin,2005).The dimensions of price are list price, discounts, allowances, payment term and credit terms (Borden,1984). Hence, the literature confirms that pricing has a significant effect on consumer attitude functions.

#### PROMOTION STRATEGY

Promotion is defined as sales promotion, advertising, personal selling, public relations and direct marketing (Borden, 1984). According to Duncan (2005), promotion is the key to the market exchange process that communicates with present and potential stakeholders, and the general public. Every firm or store must cast itself into the role of communicator and promoter. Hakansson (2005) reports that promotion appears as an issue of how to create an optimal mix of marketing communication tools in order to get a product's message and brand from the producer to the consumer. Advertising, sales promotions, personal selling and publicity can influence what consumers think about products, what emotions they experience in purchasing and using them, and what behavior they perform, including shopping in particular stores and purchasing specific brands. Since consumers receive so much information from marketers and screen out a good deal of it, it is important for marketers to devise communications that (1) offer consistent messages about their products and (2) are placed in media that consumers in the target market are likely to use. Marketing communications play a critical role in informing consumers about products and services, including where they can be purchased and in creating favorable images and perceptions. Promotions pertaining to price offers are important tactics used to influence consumer behavior in retailing both with regard to retailer and manufacturers' brands. According to Grunert (2006), several empirical studies have shown that price information is important for the consumer decision making process, and these consumers are very price conscious. Ferle and Steven (2006) find that the effectiveness of product advertisement in television is still doubtful. Ailawadi, et. al (2006), find that the net impact of promotions is still negative. In another research, Gendek, K. and Scott (1999) report that in-store price promotions are associated with negative purchase event feedback compared to non-promotion purchases. Promotions such as price discounts and buy one get one free are effective promotional tools for encouraging consumers to buy more (Shi, Ka-Man and Gerald, 2005).Hung, Le Hong (2005) recommends that plans for promotions should be top-down strategy built plans with tactical bottom-up purchase analysis and that they should be monitored frequently. Steinberg, Jules (2001) points out that a successful promotion often comes from a good imagination. There are mixed findings from past research that promotion considerations either have an impact or no impact on customer attitude functions in retail store purchases.

#### PLACE ENIGMA (MARKET OR RETAILER STORE)

Kotler and Armstrong (2006), define place or distribution as a set of interdependent organizations involved in the process of making a product available for use or consumption by consumers. Place strategy calls for effective distribution of products among the marketing channels such as the wholesalers or retailers (Berman, 1996).Place strategy in retail stores includes more than the question of how consumers access the stores, it also includes the availability of products in such stores (Kotler, 2003).A store can position or reposition a product by locating that product within a store. Products with high traffic volume are placed near the payment counters and low-traffic volume products at distant locations. Warnaby and Dominic (2004) highlight the advantages of shopping in urban centers. Beverages are not just soft drinks, water, isotonic and milk but include emerging categories(Feil,2003).The dimensions of place are channels, coverage, assortment, location, inventory, and transport (Borden, 1984).Thus, the above studies imply that place or distribution considerations play a major role in influencing consumer motives. A marketer's strategy for distributing products can influence consumers in several ways. First, the products that are convenient to buy in a variety of stores increase the chances of consumers finding and buying them. When consumers are seeking low-involvement products, they are unlikely to engage in an extensive search, so ready availability is important. Second, the products sold in exclusive outlets may be perceived by consumers as having a higher quality .In fact, one of the ways marketers create brand equity - that is favorable consumer perceptions of brands - is by selling them in prestigious outlets. Third, the offering products by non store methods, such as on the Internet or in catalogues, can create the consumer perception that the products are innovative, exclusive, or tailored for specific target markets. In the case of durable products, customer satisfaction may develop over time, having been determined by product performance or perceived quality rather than initial expectation. Customers require experience with a product to determine how satisfied they are with it (Anderson, Fornell and Lehmann, 1994).Therefore, customer satisfaction is defined as attribute satisfaction, i.e., the customer's satisfaction with the usage of the product or service purchased from a supplier. In the case of construction products, satisfaction that a customer has with the product and service provided by a contractor or firm has direct influence on the customers' loyalty to select that contractor (Maloney, 2003).Similarly, if a customer is satisfied with the service and product of the firm, then they will have higher behavioral loyalty. The patronage benefits derived from the retailer do influence purchase.

#### FORMULATION OF HYPOTHESIS

**H01:** There is a significant positive relationship between price consideration and consumer attitude function in the purchase of kitchen ware.

**H02:** There is a significant positive relationship between product consideration and consumer attitude function in the purchase of kitchen ware.

**H03:** There is a significant positive relationship between place and consumer attitude function in the purchase of kitchen ware.

**H04:** There is a significant positive relationship between promotion and consumer attitude function in the purchase of kitchen ware.

#### RESEARCH METHODOLOGY

This research examines the degree of application of marketing mix strategy as independent variables on the dependent variable of Attitude function/motive of the consumer and their relationship. The questionnaires were distributed to housewives of middle class families of Kochi. A total of 522 respondents participated in this research out of the 750 families visited for primary data collection using the combined tools of questionnaire and interview schedule. For this research, the Stratified random sampling technique was used based on geographical areas and middle class income on a proportionate basis. The measurement used is the Likert 5 point Scale Method of summated ratings on statements where respondents indicate their degree of agreement or disagreement on a five-point scale -Strongly Disagree, Disagree, No comments, Agree, and Strongly Agree. With the population size of 1.1 Lakh families in Kochi in the urban areas the focus of the study was targeted at the couples of urban households, the largest market segment for domestic kitchen ware market at Kochi. Since the literacy level and purchasing power of the urban population in the sample frame has been very high, responses were cogent but personal visits became a necessity in the data collection from the market. A cross verification survey with the 58 numbers of leading sales outlets of kitchenware was not ventured as part of the study, due to time limitation, but the prominent brands/company offices were covered in the market survey in understanding the marketing strategies adopted by them for Kochi.

#### FINDINGS

The demographic variables used in this study were 'age', gender, 'monthly household income', 'monthly household savings', and 'education background'. Based on the demographics and other personal background information obtained, we can deduce that for gender of the respondents is males (21.4%) and females (78.6%), Age – the majority of respondents were within the ranges of 20-30 (58.3%) and 31-40 (22.1%) years, 41-50 (17.1%) and 51above (2.4%).For family size, the majority fell in 2-4 members per HH (41.9%),followed by 5-6members(30.7%) and greater than 6 members (26.1%) with the lowest Less than 2 members(1.3%).The Educational background–the majority of respondents were qualified with a Post graduate/professional degree (59.5%) followed by diploma/graduation holders (38.9%) and SSLC/ITI holders (1.2%) and PhD holders(0.3%).Hence, a huge majority of customers were professionals with higher

educational qualification. The occupation for the respondents were most in private sector (54.6%), followed by others (20.7%), Government sector (14.3%), self employed (9.1%) and housewife(1.3%). In terms of average monthly household income, the survey indicated that the majority fall in the true middle class social strata of upward mobility, viz., majority in the income bracket of Rs.60K-90K(33.2%), closely followed by Rs.30K-60K(24.4%) and Rs.90K-120K(19.9%), Rs.150K-180K(10.7%), Rs.120K-150K(9.1%) and less than Rs.30K(2.6%). The purchase of home ware has been for actual domestic use(42%), while the majority has been for gifting(47%) purpose. The monthly expenditure on domestic appliances/home ware indicates that majority of respondents do spend on domestic wares in a big way (83.5%) from savings and the rest do avail soft loans/credit for high value items. Almost 57.3 % families prefer to shop only during the festivals like Easter-Vishu, Onam - Bakrid, Diwali, Christmas periods on home appliances purchases. 84.3% of the respondents have high awareness of the marketing, while 15.7% are passive to product marketing initiatives. However, there is higher advertisement appeal (71.6%) with the CTV and Internet as the most popular media followed by Print/Hoardings/Handouts and FM radio. The relative influence of factors on the respondent are Marketing (48%) followed by Social factor (27%), Personal factor (21%) and others (4%). Refer table below for portrayal of the figures in a snapshot.

TABLE 1

SOCIOECONOMIC PROFILE OF RESPONDENTS			
S. No	HH Respondent's Characteristics		Percent of sample (N=522nos.) %
1	Gender	Male	21.4
		Female	78.6
2	Age(Years)	20-30	58.3
		31-40	22.1
		41-50	17.1
		51+	2.4
3	HH Size(nos.)	< 2	1.3
		2-4	41.9
		5-6	30.7
		>6	26.1
4	Education level	ITI/SSLC	1.2
		Diploma/Graduate	38.9
		PG/Professional	59.5
		PhD	0.3
5	Occupation	Government sector/PSU	14.3
		Private sector/IT	54.6
		Self employed/Business	9.1
		Housewife	1.3
		Others/NRI	20.7
6	Average monthly income of HH(Rs.)	Below INR 30K	2.6
		30K-60K	24.4
		60K-90K	33.2
		90K-120K	19.9
		120K-150K	9.1
		150K-180K	10.7

**FACTOR ANALYSIS**

From the factor analyses of the variables, five factors were generated. Factor one is named Consumer Motives (dependent variable) with 6 items carrying a factor loading of more than 0.6. Factor two is named Product Consideration with all five tested items loading more than 0.6. Factor three is called Place Consideration with four items having a factor loading of more than 0.6. Factor four is named Price Consideration with three items higher than 0.6 loading. Promotion Consideration did not become a factor since it had only one item that loaded higher than 0.6 and this is considered weak for this study.

**RELIABILITY TESTING**

Although pilot survey & testing of the questionnaires on 50 families was done in 2011 to enhance reliability, this was done again for the entire survey on 522 families, the collected data were keyed in and the reliability Cronbach's Alpha was calculated. With values at an acceptable level of significance for Alpha being 0.76 (Huck and Cormier, 1996), we can conclude that the field survey is reliable.

Rotated Component Matrix

TABLE 2

	Factor 1	Factor 2	Factor 3	Factor 4	Factor 5
Attitude function1	.796				
Attitude function2	.852				
Attitude function3	.798				
Attitude function4	.861				
Product 1		.768			
Product 2		.736			
Product 3		.837			
Product 4		.752			
Product 5		.684			
Price 1			.842		
Price 2			.741		
Price 3			.717		
Price 4			.697		
Price 5			.796		
Promotion 1				.608	
Promotion 2				.652	
Promotion 3				.629	
Promotion 4				.635	
Promotion 5				.681	
Place 1					.785
Place 2					.813
Place 3					.806
Place 4					.698
Place 5					802

F1 F2 F3 F4 F5

Extraction Method used is Principal Component Analysis and Rotation Method chosen is Varimax with Kaiser Normalization. Rotation converged in 10 iterations.

Factors reliability- Cronbach's Alpha:

Attitude function 0.879 / Product 0.854 /Price 0.787 /Promotion 0.711 /Place 0.814.

Retailers will promote local brands in order to lower costs and pass on the saved cost to the consumers.

Pearson Correlation:

Correlation Coefficients among Variables: N=522; Sig (2 tailed)

TABLE 3

		Attitude function	Product	Price	Promotion	Place
Attitude function		1		**	**	
Product	Corr.	-0.095	1	-0.193*	**	**
	Sig.	0.321		0.036		
Price	Corr.	0.423**	*	1	**	
	Sig.	0.000				
Promotion	Corr.	-0.281**	0.572**	-0.342**	1	0.280**
	Sig.	0.02	0.000	0.000		0.00
Place	Corr.	0.078	0.274**	0.013	**	1
	Sig.	0.413	0.002	0.873		

Correlation is significant at the 0.01 \*\* level (2-tailed); and Correlation is significant at the 0.05\* level (2-tailed).

The correlation coefficients among the variables such as pricing consideration, kitchenware product consideration, place consideration, promotion consideration and consumer attitude function are shown above. The results above reveal that there are significant correlations existing between Marketing Mix Variables and Consumer attitude function/motives. The correlation between Promotion and Consumer attitude function shows a negative coefficient of 1%. This implies that, as promotion increases consumer attitude function served decreases. This coefficient is significant, which means that we can conclude beyond doubt that relationship exists between them. There is a strong positive correlation found between Price Consideration and Consumer attitude function at the 1% level. This indicates that as price increases, consumer attitude function served also increases. This coefficient is significant which means there is a strong positive relationship. Higher priced product variants are at premium inviting stronger attitude. The results show there is a negative correlation between Product Consideration and Consumer attitude function served, but which is a weak relationship and statistically not significant. The relationship between Place Consideration and Consumer attitude function is positive but which is a weak relationship and statistically not significant.

**REGRESSION ANALYSIS**

The regression coefficients and their associated 't' values are given in the following table. Among all four independent variables, pricing consideration comes first as the most significant factor. There is a significant relationship between Price Consideration and Consumer attitude function at 1%. This implies that the pricing consideration is an important variable which motivates consumers to purchase consumer products like kitchen wares at the retailer outlets. Promotion Consideration is the next significant variable to predict consumer attitude function. There is a significant relationship between Promotion Consideration and Consumer attitude function served at 5%. But, this relationship is negative which implies that consumers are not motivated to purchase local brands of consumer products on kitchen ware, even if they are promoted by the retailers.

TABLE 4

Regression model	Non standardized Coefficients		Standardized Coefficients	t	Sig.	5%Confidence Interval	
	B	Stand Error	Beta			Lower	Upper
Constant	3.152	0.531		4.008	0.001	1.052	3.112
Product	0.073	0.100	0.071	0.687	0.495	-0.132	0.273
Price	0.351	0.092	0.345	3.881	0.000	0.170	0.530
Promotion	-0.152	0.072	-0.221	-2.072	0.040	-0.296	-0.008
Place	0.126	0.100	0.111	1.252	0.213	-0.071	0.325

95% Confidence Interval for B; Dependent Variable: Attitude function

The above results also reveal that there is no relationship between product and place considerations with consumer attitude function. This implies that product and place considerations do not motivate consumers to purchase branded consumer home ware products at retail sales outlets.

**HYPOTHESIS VARIABLES TEST OF SIGNIFICANCE**

- 1 Price and Consumer Attitude function: Multiple Regression Test is Significant
- 2 Product and Consumer Attitude function: Multiple Regression Test is not Significant
- 3 Placement and Consumer Attitude function: Multiple Regression Test is not Significant
- 4 Promotion and Consumer Attitude function: Multiple Regression Test is Significant

**DISCUSSION**

The Kitchenware covers packed Cook wares like non stick ware , induction cooktops, Kadai, Tawa, Pans, Dinner sets, Soccer cup sets, melamine plates/utensils, MWO Wares, Polycarbonate wares, Dinner sets, Cutlery, Ceramic/composite utensil sets, Melamine Chinese dish wares, etc. in various size/diameter/color shades, for day to day use in every household. The study indicates that price consideration has a significant positive impact on the purchase of kitchenware products at retailer outlets. This is because many consumers are motivated to buy products at lower prices. The customer base in the lower price segment in the consumer market is substantially large. These consumers in the low-cost segment always look for products that offer value for money. This study also revealed that product consideration does not influence consumer attitude function served. This may be because customers buy consumer kitchenware products frequently and immediately with minimum comparison and buying effort. Consumer may have low involvement in product attributes evaluation and information search in pre purchase stages.

Place consideration is seen to be another factor not having an impact on consumer attitude function served. This may be because many consumers may be of the view that most urban outlets in Kochi metro are already located in their neighborhoods, and the issue of location and accessibility is not a major concern to them. The relationship between promotion consideration and consumer attitude function served is significant, but the relationship is negative. This may be due to the consumer perception that heavily promoted products could be problematic products – of poor quality, with substitute local brand/makes at cheaper price, and from old clearance stocks. Consumers may also perceive that heavier promotions also mean that the products are sold at higher prices, which will turn-off consumers who are in the low-cost segment of the consumer market.

## LIMITATIONS OF RESEARCH

The sampling for the study was limited to Kochi metro only-urban market segments. Rural markets were not envisaged in the current study due to time limitations. Urban consumers have a higher bargaining power, higher literacy level and higher access to shops, yet uneven buying behavior evidenced compared to rural consumers. Out of the 522 nos. of responses received, the attitude indicated wide combined questionnaire and interview need not reflect the actual or a true indicative prediction of consumer's actual motive/attitude towards the purchase of consumer products like the unavoidable kitchen appliances essential in each household. An elaborate cross checking survey on the actual behavior of consumers at retailers was also beyond the scope of this study due to time constraints.

## SUGGESTIONS FOR FUTURE RESEARCH

It is recommended that for future research the rural market also may be included in the study to contrast with the urban segments and to position the product appropriately catering to the changing attitude functions of the modern day consumer of Kochi. This can then be generalized for all durables and for the state of Kerala. The study may embrace the dealers/retailers also to assess the actual motives exhibited by the consumer in real purchases, made in the market.

## CONCLUSION

The results show that except for pricing, product and place do not influence consumer attitude functions served towards the purchase of Kitchenware products at Kochi metro retail outlets. Promotion is negatively correlated with the kitchenware products. The findings suggest that consumers do not look for product characteristics and store placement when buying kitchenware products, rather, the Consumers are motivated to purchase consumer products solely based on low pricing in view of wider availability of several brands and the higher incidence of breakage rates/damages in usage. Though the price tag of kitchenware products is relatively low, price sensitivity of the consumer is seen very salient in their purchase behavior towards kitchenware. The market mix strategy for the 4P's will have to be product based matching solution to consumer needs/attitude functions, price conscious for value, promotional edge for information dissemination, and lastly placement advantage like retail store locations/ convenience/ easy access/availability for the consumer. As the shopping malls are on the increase in Kochi and that modular Kitchen with all modern gadgets and home ware are accorded top priority than the drawing room in the current urban HHs, the demand for kitchenware shall continue to grow at a higher pace with the diffusion of innovative products at relatively lower prices in the future, than ever before.

## REFERENCES

1. Ailawadi, Kusum L., Bari A. Harlam, Jacques Cesar & David Trounce. (2006). Promotion profitability for a retailer. *Journal of Marketing Research*, XLIII, 518-535.
2. Alreck, Pamela L. & Robert B. Settle (1999). Strategies for building consumer brand preference, *The Journal of Product & Brand Management*, 8 (2), 130-144.
3. Belk, R.W. (1975). Situational variables and consumer behavior, *Journal of Consumer Research*, 12, 156-164.
4. Berman, Berry (1996). *Marketing channels*. United States: John Wiley & Sons.
5. Berman, Berry (2004). *Retailing management: A strategic approach*. New York: Prentice Hall.
6. Borden, Neil. H. (1984) The concept of marketing mix, *Journal of Advertising Research*, 1 (9), 2-7.
7. Cataluna, Francisco & Javier Rondan. (2004) Price discrimination in retailing. *International Journal of Retail and Distribution Management*, 34 (4), 205-215.
8. Croft, Nick. (2003). Product quality strategy in charitable retail: A case study. *International Journal of Nonprofit and Voluntary Sector Marketing*, 8, (1), 89-98.
9. Dawes, John (2004). Assessing the impact of a very successful price promotion on brand, category and competitor sales, *The Journal of Product & Brand Management*, 13 (5), 303-314.
10. Duncan, Tom (2005). Principles of advertising & IMC (2nd Ed.). New York: McGraw-Hill.
11. Feil, Kim. (2003) Reevaluating beverage's place at retail. *Beverage Industry*, 94, (2), 36.
12. Ferle, Carrie. L. & Steven M. Edwards (2006) Product placement: How brands appear on television. *Journal of Advertising*, 35 (4), 65-86.
13. Ferrell, O.C. & Michael D. Hartline (2005). *Marketing strategy* (3rd Ed.) Mason, Ohio: South-Western Thomson.
14. Fitzell, P. (1992). *Private label marketing in the 1990s*. New York: Global Book Productions.
15. Gedenk, Karen & Scott Neslin (1999). The role of retail promotion in determining future brand loyalty: It's effect on purchase event feedback. *Journal of Retailing*, .75 (4), 99.- 433.
16. Gitomer, Jeffery. (2005). Buying motives: Finding out why customers buy is tough but worth it. *Rubber and Plastics News*, 35 (2), 11.
17. Grunert, Klaus G., Lars Esbjerg & Tino Bech, Bech-Larsen (2006). Consumer preferences for retailer brand architectures: Results from a conjoint study. *International Journal Of retail & Distribution Management*, 34 (8), 597-608.
18. Hakansson, Hakan & Alexandra Waluszewski (2005). Developing a new understanding of markets: reinterpreting the 4Ps. *Journal of Business & Industrial Marketing*, 20 (3), 10-117.
19. Hawkins, D., Mothersbaugh, D.L. & Best, R.J. (10th Ed). *Consumer behavior: Building marketing strategy*. New York: McGraw Hill International.
20. Hess, John & John Story (2005). Trust-based commitment: multidimensional consumer brand relationships. *Journal of Consumer Marketing*, 22 (6), 313-322.
21. Hoch, S.J. (1996). How should national brands think about private labels? *Sloan*
22. Hoch, S.J. & Banerji, S. (1993). When do private labels succeed? *Sloan Management Review*, summer, 57-67.
23. Hung, LeHong (2005) Benchmark your retail promotion practices, Gartner/G2 Report.
24. Jin, ByoungHo Jin & Yong Gu Suh (2005). Integrating effect of consumer perception factors in predicting private brand purchase in a Korean discount store context. *Journal of Consumer Marketing*, 22 (2), 62-71.
25. Katz, D. (1960) The functional approach to the study of Attitudes, *Public Opinion Quarterly*, 24, P27-46.
26. Kim, Jai Ok, & Jin, ByoungHo (2001). Korean consumers' patronage of discount stores: Domestic vs. multinational discount stores shoppers' profile. *Journal of Consumer Marketing*, 18 (3), 236-255.
27. Kim, Jooyoung. & Jon D. Morris. The power of affective response and cognitive structure in product-trial attitude formation, *Journal of Advertising*, 36, (1), 95-106.
28. Knowles, P.A, Grove, S.J & Burroughs, W.J (1993). An experimental examination of mood effects on retrieval and evaluation of advertising and brand information. *Journal of the Academy of Marketing Science*, 21, 135-42.
29. Kotler, P., Ang, S.H., Leong, S.M. & Tan, C.T. (2003). *Marketing management: An Asian perspective*. Singapore: Pearson Education Asia.
30. Kotler, Philip & Armstrong, Gary (2006). *Principles of marketing* (11th ed.). New York: Pearson International.
31. Kotler, Philip. (1965) Competitive strategies for new product marketing over the life cycle. *Management Science*, 12, (4).
32. *Management Review*, Winter, 89-102.
33. McCarty, E. Jerome. (1996). *Basic marketing: A managerial approach* (12th ed.). Homewood, IL: Irwin.
34. McGuire, W.J. (1969). The nature of Attitude and Attitude change, *The Handbook of social psychology*, 2<sup>nd</sup> ed, Vol 3, Addison Wesley Publishing company, P.136-314.
35. Miquel, Salvador & Eva M. Capliure (2002). The effect of personal involvement on the decision to buy store brands. *The Journal of Product & Brand Management*, 11 (1), 6-18.



36. Mooy, Syla C. & Henry S.J. Robben (2002). Managing consumers' product evaluations through direct product experience. *The Journal of Product & Brand Management*, 11 (7), 432-446.
37. Morschett, Dirk, Bernard Swoboda & Thomas Foscht. (2005). Perception of store attributes and overall attitude towards grocery retailers: The role of shopping motives. *International Review of Retail, Distribution and Consumer Research*, 15 (4), 423-447.
38. Peter, P.J. & Donnelly, J.H. (2007). *Marketing management: Knowledge and skills* (8th ed.). New York: McGraw-Hill.
39. Peter, P.J. & Olson, J.C. (2005). *Consumer behavior and marketing strategy* (7th.Ed.), Burr Ridge, IL: Irwin/McGraw-Hill.
40. Quelch, J.A. & Harding, D. (1996). Brands versus private labels: fighting to win. *Harvard Business Review*, January-February, 99-109.
41. Richardson, P.S., Dick A.S. & Jain, A.K. (1994). Extrinsic and intrinsic cue effects on perceptions of store brand quality. *Journal of Marketing*, 58 (4), 28-36.
42. Richardson, P.S., Jain, A.K. & Dick, A.S. (1996). Household store brand proneness. *Journal of Retailing*, 72 (2), 159-85.
43. Sekaran, Uma. (2003). *Research Methods for Business: A skill building approach* (4th ed.).Singapore, John Wiley & Sons.
44. Shi, Yi-Zheng, Cheung Ka-Man & Gerald Prendergast. (2005). Behavioral response to sales promotions tools: A Hong Kong study. *International Journal of Advertising*, 24 (4), 467-486.
45. Shugan, Steven. M. & Ramarao. Desiraju. (2001). Retail product line pricing strategy when costs and products change. *Journal of Retailing*, 77 (1), 17.
46. Skouras, Thanos, George J. Avlonitis & Kostis A. Indounas (2005). Economics and marketing on pricing: how and why do they differ? *Journal of Product & Brand Management*, 14 (6), 362-374.
47. Steinberg, Jules. (2001) Good retail promotions don't cost much but they pay. *This Week in Consumer Electronics*, 16 (3), 30.
48. Stem, Barbara B. (2001) The why of consumption: Contemporary perspectives on consumer motives, goals and desires. *Journal of Advertising Research*.
49. Uusitalo, Outi & Maija Rokman.(2007) The impacts of competitive entry on pricing in the finish retail grocery market. *International Journal of Retail and Distribution Management*, 35 (2),120-135.
50. Warnaby, Gary. & Dominic Medway. (2004). The role of place marketing as a competitive response to town centers to out-of-town retail operations. *International Review of Retail, Distribution and Consumer Research*, 14, (4), 457-477.

## **REQUEST FOR FEEDBACK**

**Dear Readers**

At the very outset, International Journal of Research in Commerce and Management (IJRCM) acknowledges & appreciates your efforts in showing interest in our present issue under your kind perusal.

I would like to request you to supply your critical comments and suggestions about the material published in this issue as well as on the journal as a whole, on our E-mail i.e. [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com) for further improvements in the interest of research.

If you have any queries please feel free to contact us on our E-mail [infoijrcm@gmail.com](mailto:infoijrcm@gmail.com).

I am sure that your feedback and deliberations would make future issues better – a result of our joint effort.

Looking forward an appropriate consideration.

With sincere regards

Thanking you profoundly

**Academically yours**

Sd/-

**Co-ordinator**

## ABOUT THE JOURNAL

In this age of Commerce, Economics, Computer, I.T. & Management and cut throat competition, a group of intellectuals felt the need to have some platform, where young and budding managers and academicians could express their views and discuss the problems among their peers. This journal was conceived with this noble intention in view. This journal has been introduced to give an opportunity for expressing refined and innovative ideas in this field. It is our humble endeavour to provide a springboard to the upcoming specialists and give a chance to know about the latest in the sphere of research and knowledge. We have taken a small step and we hope that with the active co-operation of like-minded scholars, we shall be able to serve the society with our humble efforts.

### *Our Other Journals*

