

there is an application of another theory is called "Reflected Appraisals Theory". We explain with the help of an example :

"Referring to the above family example there is one college aged boy who is very much perceived by his grand parents and mother to be intelligent in future this indicates that his mother and grand parents are the source of learnings and wanting of learn this perception in order to develop his more better individual image in future. After few years his grand parents and his mother passed away in an accident but he continued to advise their well said words of "Self Image" forever which totally influenced and changed his career."

Thus, this theory put stress on what appraisals a person receives from others, he moulds his self concept the influence depends upon the characteristics of the appraiser.

(4) At last we discuss on Biased Scanning theory which is concerned with motivation and biased scanning of the environment for self concept development terms of his aspiration needs. For example if a person likes to be a good lawyer seeks out information helps to confirm his aspiration and filters out information that contradicts it. Therefore preceptual scanning is biased but it tells that what we want to be.

□ Reasons of Self-Consistency

Many theorists believe that self-perception displays a high degree of consistency in short run because of two reasons :

(1) Easily adopts new change of Image.

(2) If a new change is properly established he starts behaving in the same manner because he selects the new form of information from the environment.

We shall clarify both these reasons in this way :

"There is a girl just completed her education in economics stream done B-ed and passed Teachers Eligibility Test also her dream is to be like her mother who is working in a government college as principal her mother is also from same subject field but she is very popular teacher among the students of different colleges in the city because of her excellency and command over her method of teaching and knowledge these factors have highlighted her mother's image between the students. Her daughter also selected in other Government college and from very day one she started behaving like her mother's teaching style, methods way of speaking etc.

In above example a girl likes to develop her Image as her mother this is known as self image development. Her perception is "My mother holds solid image between the college students" indicates personality factor due to nice teaching methods of her.

perceptions of different people belonging to Middle Class Society and Lower Income Group resulting into the conversion of Image in social group. "A person who belongs to a middle class group have a habit to wear costly clothes (Branded), to use costly pen, to wear gold chains and to ride a costly and sporty mo-bike." This condition states that this person though belong to a Middle Class family but he wants to compare himself with high income class people. As we said above how he learned this attitude it is due to the perceptions he gathered or collected from his reference group or social group and also from Ads movies etc.

Following example defines on accumulation of products or services. "A businessman belongs to a High Class Group have a habit to purchase more variety of products and to use wide range of services basically he likes to add or increase more and more no's of product and services used under his business image and social group." This form of perception he learned from his business and social contacts or from competitors because he wanted to expose his high class personality before his clients and also among his social contacts where he compares himself in the society.

In both examples we can apply theory of social comparison which says or emphasises on how individuals see themselves in comparison to others in the society.

First example depicts a picture of a middle class society man where he is more concerned with the social comparison of his image rather than the satisfaction of primary needs and security needs he spends huge amount of money in costliest goods then cheap goods. Actually he likes to perceive as "rich man".

Second e.g. reveals a picture of a "High Class Businessman" where he is motivated with his business and social contacts and wanted to perceive in the same manner by accumulating-utilising more products or services. Moreover likes to establish an image of business icon before his clientele and his business group so every one appreciate and appraise his image in the society.

Both these eg's finally concludes that these different personality characters wanted to distinguish themselves from others in the society.

Marketers are smartly using this as a strategy to market there old and new brands of products or services.

(3) To well-cultured family members self-image can be developed or appraised through reflected appraisal by others such as grand parents, it means image of this cultured family members is improved or learned from elders, parents, grand parents so on. In fact in this discussion set

wants to create his dominant behaviour by appraising his self-image in the above example normal cricketer has appraisal his normal cricket game to an extraordinary cricketer like Sachin Tendulkar which is appreciated by others team mates and opposition team. This dominant behaviour popular's him with victories.

□ Meaning of Self-Concept

As above figure represents a person's self-image which is embodied with certain inputs of an image are as—characteristics, traits, habits, possessions, relationships and behaviour that helps in the development of one's self-image, the dotted lines depicts the power of inputs influence in the development of perceived image.

Thus, what a person thinks of himself is his self-image because he behaves in the same manner. It refers to the totality of an individual thoughts and feelings about himself. Difference in perception that what person thinks of self and what others think of him as far as his behaviour is concerned. A person does what he thinks right and which might be wrong in other's views but when they come into contact both will agree.

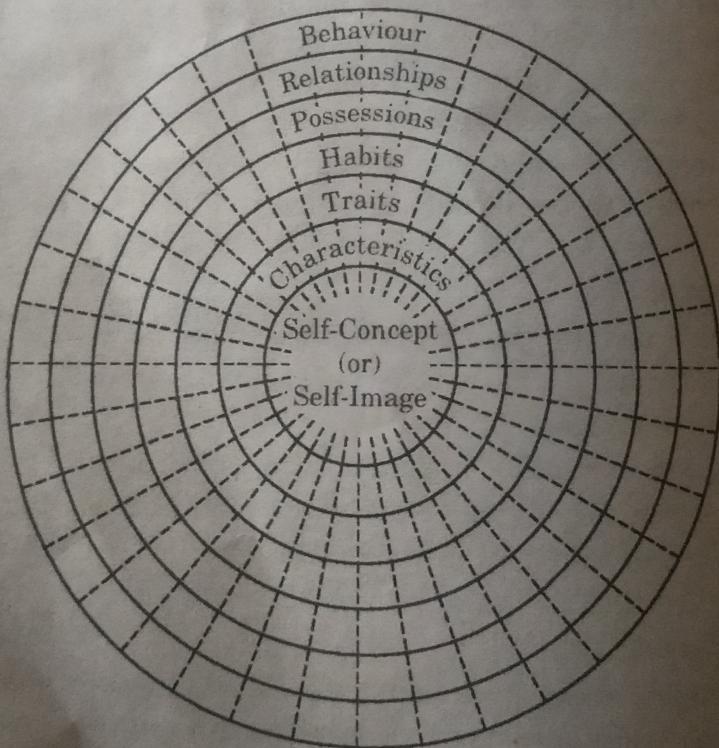


Fig. : Inputs of Self-Concept

(2) To a Lower Income and Middle Class group of people one's Individual Image cannot be compared with high class group due to difference in their living styles, income size, literacy level, social class or business class and hierarchy of needs. Here, we will check it out the

| | Strongly Agree | Agree | Neutral | Disagree | Strongly Disagree |
|--|----------------|-------|---------|----------|-------------------|
|--|----------------|-------|---------|----------|-------------------|

- (1) Do you enjoy shopping at Mall. — — — — —
- (2) Products prices is less than other outlets. — — — — —
- (3) Malls are well stocked — — — — —
- (4) It is easy to select the products here. — — — — —
- (5) Good get delivered on time — — — — —

(b) **Semantic differential Scales** : This is also similar to likert attitude scale and it is very easy to administer and construct. This scale consists bipolar antonyms such as-phrases or adjectives good or bad, like-dislike etc. 5 point or 7 point scale provides solid base to it for determining consumer attitudes. This method is commonly popular in assessing shoppers attitude towards effective retail establishments.

(c) **Rank Order Scales** : Under this ranking scale method consumers are asked to give ranks to the products in some of the criterion such as—technical, quality, price and so on.

Basically this method give an opportunity to a consumer of brand choice or preference where he can easily compares different products under different criterias usually they use 1 to 6 scale for the product ranking.

□ Self Concept

Let us talk about different perceptions of people when they see, hear or listen or feel any thing which changes their natural behaviour and give rise to new image.

(1) To a normal cricket batsmen "The Great Sachin Tendulkar" his idol and he wants to play or wants to copy him during his batting and let others also feel that he plays like Master Blaster Sachin Tendulkar. By such imitation he has also improved his batting performance that have won many matches.

What does the above para points out ? It defines about the self image which a normal cricketer has developed in himself or perceived (in his behaviour) as Sachin Tendulkar and try to play in same manner. (Perception level)

Application of Self-Appraisal theory in above e.g. : Self-Appraisal theory says that man is a social animal and whenever he gets an opportunity to expose himself in a society he do the same. Basically he

(ii) **Focus Group** : As per this method, here researcher interviews form groups between the consumers that consists of 5 persons. They are encouraged to reply the questions freely without any pressure. It can be applied to different aspects of marketing whether it is dealer or service related, product related, media related or price and distribution. Every member participates freely and discuss their feelings in respect of the performance of marketing related activities and evaluate closely experiences. This sort of method is less time consuming and highly economical but as the accuracy of attitude observation is concerned is not very high. Reason being though group members feel encouraged and more free in replying the questions but there are various personality and psychological factors also involved in the group discussion of such nature of each member which hinders its effectiveness. Some Research Methodologists have the view that Depth Interview Analysis is the most effective approach in conducting the Consumer Behaviour Study. Both methods employ open-ended questions and are stress free to achieve the accurate replies from the consumers.

Marketers as such cannot rely on one method of Qualitative Research as they have to consider both of them and both these methods are promising in conducting the quality analysis study of consumer's behaviour thereby making necessary and appealing changes in their products and services.

(iii) **Attitude Scales** : This is the most common method of assessing consumer's attitude and the administration of attitude scales is equally important. The three most popular measurement scales are Likert Scale, Semantic differential Scales and Rank order scales.

(a) **Likert Scale** : This measurement tool is a kind of structured questionnaire which includes different set of questions in which respondent is asked to express his opinion in form of positive or negative answers, each question is reviewed and analysed separately or can clubbed with the same series of questions in order to derive weighted average score. Companies are frequently using this research method in relation to achieve market research. In subjective study it is very much seen in service sector now-a-days like Automobiles, Hotels and Restaurants etc. Following is the brief example of this kind of measurement tool.

Likert Attitude Scale

Instruction : Please put "x" mark in the space best indicates how strongly you agree or dis-agree with each of the following statements about your experiences in shopping at Mall.

- (1) Do you enjoy shopping at Mall
- (2) Products price is less than other
- (3) Malls are well maintained
- (4) It is easy to buy products here
- (5) Good get deal of discount

(b) **Semantic Differential Scale** : This scale consists bipolar adjectives like like-dislike etc. 5 point rating scale is used to measure consumer attitude towards shoppers attitude.

(c) **Rank Order Scale** : Respondents are asked to rank the items as—technical, aesthetic, social, economic etc.

Basically consumer choice or preference under different conditions ranking.

□ Self Concept

Let us take a look at self concept. We all have self concept or listen or give rise to self concept.

(1) To a person he is an idol and he is not an idol. Let others a person he is not an idol. By such initiation he has won many awards.

What does he do? (which a no. of people do) Behavioural pattern Perception

Application of theory say that opportunity

ferences thereon, moreover researches also employ sophisticated observation tools like—cameras, video recorders which actually records the attitude at point of sale through body movements, their conversation with the sales people and type of questions they ask to the sales people. Finally draw conclusions on these observations.

Physical Appearance of the research professionals at the point of purchase generates good information regarding consumer behaviour. For e.g.: if a person purchases five packs of Tropicana Juice drink it means he and his family may have positive attitude with this brand, and researchers record their behaviour and draw inferences in the same way but we have to notice one thing over here their behaviour can be subjective it means with the promotional offers of this product—discounts, free incentive schemes likewise, do the researches obtain right inference of the consumer attitude. If this behaviour repeated again and again under different circumstances it can be confidently interpreted as positive attitude of a consumer behaviour.

Therefore, researchers cannot arrive onto the right inference of consumer's attitude by single buying transaction unless it is repeated again, however researchers also have seldom opportunity to observe the same person repeatedly but at the same time it supplements the other research approaches.

(2) **Qualitative Research Methods :** In order to measure consumer attitudes more effectively Co's research team also adopt qualitative research techniques in view to determine the consumer behaviour in depth. We will discuss both these methods one by one in detail.

(i) **Depth Interview :** Under this method researchers assign an interviews to conduct interview process for their target audience group. In this group they select a consumer to answer the questions in detail, in marketing research activities we represent consumers as respondents. The basic purpose of this kind of an Interviews to do the indepth analysis of a consumer behaviour where he feels more comfortable in replying the answers due to long duration of this activity. Interviewer gives a topic related to the market and notes down his reactions. An interviewer also ask wide range of questions related to company, product or services and observes his body gestures which also helps in studying the behaviour or an attitude. During this process he provides questionnaires consisting the questions related to different performances like—product, services rendered, competitors analysis, advertising etc. In each case the Interviews closely watch his styles of behaviour consequently ease his task to determine the qualitative results of an Interview.