

THE INFLUENCE OF MEDIA ON CONSUMER
BEHAVIOUR: AN EXAMINATION OF THE ROLE OF
NEWSPAPER, CINEMA, THEATRE, TELEVISION AND
INTERNET

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CERTIFICATE

Certified that this written account on “THE INFLUENCE OF MEDIA ON CONSUMER BEHAVIOUR: AN EXAMINATION OF THE ROLE OF NEWSPAPER, CINEMA, THEATRE, TELEVISION AND INTERNET” is a bona fide record of research work done by Mr. P. J. Sushanth under my supervision. This thesis has not been submitted earlier for any other degree of diploma.

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DECLARATION

I, P.J. Sushanth, do hereby declare that this written account titled “THE INFLUENCE OF MEDIA ON CONSUMER BEHAVIOUR: AN EXAMINATION OF THE ROLE OF NEWSPAPER. CINEMA, THEATRE, TELEVISION AND INTERNET” is a bona fide record of research work done by me under the guidance of Dr. D. Prabhakaran Nair, Professor of Economics (Retired), University of Calicut.

I also declare that the thesis has not been submitted by me fully or partly for the award of any degree, diploma, title or recognition before.

P. J. Sushanth

Place:

Date:

I dedicate this work to my son Dathan...
...for the missing hugs and care of a father...for being a victim...

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CHAPTER- 1

INTRODUCTION

The production and consumption are the two major components in the field of economics. Both in the microeconomic and macroeconomic approach towards the study of economics we can see that consumption is the basic driving force. Production takes place in order to consume. In other words, we can say that the consumption is the engine of the economy. The consumption demand influences the production. The Say's Law of Markets depicts a different version that the supply creates its own demand.

Traditionally the most important determinants of the market demand are the price of the commodity, the prices of other commodities, consumer's income and tastes. The change in price is received by the consumer as a movement on the same demand curve. However, the changes in the income, prices of other commodities and the tastes of the consumer are the major shift factors in the change in demand.

The latest advancements in consumer research shows that apart from the above determinants, the demand is affected by numerous other factors such as the distribution of income, total population and its composition, accumulated income, wealth, the availability of credit, stocks and habits. The deterministic nature of the stock and the habits made the demand analysis a more dynamic one in the realm of economics.

There are numerous attempts by economists to develop theories of consumer behaviour which tried to expand the realm of consumer behaviour from a mere utility analysis. Though the utility approach is impressive it lacks pragmatism. The

researchers who followed a pragmatic route while accepting the law of demand formulated demand functions based on market data. Demand is expressed as a multivariate function and this function is estimated using various econometric methods. These kinds of demand functions expressed consumer behaviour from a more practical plane. Some of these attempts are the constant-elasticity demand function, the distributed-lag models, stock-adjustment principle, habit-creation principle, linear expenditure systems,¹ etc.

In these recent approaches to consumer demand functions, constant-elasticity demand function incorporates a trend factor for tastes. But it is considered as an error term in the formulation of the function. In the distributed lag models of demand, the most common assumption is that the current behaviour depends on past levels of income and past levels of demand. A purchase of a durable in the past, constitute a stock which clearly affects the current and future purchases of such durable. In the case of non-durables, past purchases reflect a habit which is acquired by buying and consuming the commodity in the past, so that the level of purchases in the past influences the current and future patterns of demand.

The stock-adjustment model of Marc Nerlove and Houthakker and Taylor's extension of the same to demand function of non-durables tries to explain how the past behaviour influences the present and future behaviour. For e.g., the more we have of furniture, electrical appliances etc., the less will be the demand for such commodities. Higher the purchase of non-durables the stronger the habit becomes, thus explains the Houthakker-Taylor² model. However, the model says that the stock of habits is a psychological variable and cannot be quantified.

The linear expenditure systems model³ (Stone, 1954) explains consumer behaviour with groups of commodities rather than individual commodities. It says that the

consumers buy minimum quantity of each group irrespective of prices. The part of income used for buying these subsistence quantities is called subsistence income and the left-over income which can be used for further consumption is called the supernumerary income.

All the above models consider consumer as rational, who always chooses the maximisation of utility and satisfaction. It omits factors other than income, price and elasticities as external and erroneous and non-quantifiable.

The effects of advertising, past behaviour (or habits) of the interdependence of the preferences of the consumers are not examined and if attempted were considered as irrational, and ruled out by the theory⁴.

The macroeconomic explanations of consumption like the absolute income hypothesis, permanent income hypothesis and relative income hypothesis are noted here; especially the demonstration effect put forward by James Duesenberry which states that the lower income groups look forward to the consumption patterns of the higher income groups and try to emulate it. Duesenberry has mentioned that it is difficult to come down the order in the consumption pattern.

In the modern era where communication, media and information is at the fingertips, approaches towards the study of consumer behaviour are experiencing changes. In this information age, where people are immersed in the ever-flowing presence of media in its various forms it would be rational to think about the role of the so far omitted erroneous variable. Moreover, habit is more related to culture and we are living in a media culture.

In the ever-increasing matrix of information, it would be difficult for the consumer to take a decision when making a purchase. When given with unlimited options, how

can a person validate the utility he may receive from a particular choice? Then there is every possibility that he/she may go after what they would think the best drawing upon information surrounding them. This can be a momentary choice or this can be a very consistent one. There are possibilities that the rationality can be moulded or influenced by this ever-increasing information through media in various forms or the rationality can be bounded to something which the consumer thinks as a compass. This provides enough space for a research gap with unlimited scope.

1.1 Background:

Modern philosophy has been worried with the problem of knowledge, especially its nature, varieties, its validation and authority. The stress on *how we know* rather than *what we know* represented a crucial intellectual shift, which had both a philosophical and sociological dimension. In economic science, the advent of statistics has directed the search for knowledge in a new direction. Every attempt has been started focusing around the analysis of numbers, barring a few attempts by some economists. This study attempts to approach the consumption behaviour or consumer behaviour from a different perspective which is a blend of economics, philosophy, history, culture, and behavioural theories in sociology and a new discipline called consumer behaviour which is focused around the marketing aspects of the products. Further, beyond this, perhaps a linguistic explanation of consumption offers a better understanding through the use of signs and codes. There are many unanswered questions if we absorb the concept of *homo economicus* or rational economic man, one who always try to maximize the utility or satisfaction. This was not the case always when we try to approach the problem in its real life standing. There is something beyond the utility appropriation or consumption of utility behind each and every purchase decision. To

understand this we need to view consumption from a different perspective which the study attempts to materialise.

We can see a twin stand among the orthodox economists, of general empiricism in the pursuit of knowledge and a methodological individualism in the attempt to explain human behaviour.

*“As empiricists, they are to reject the rationalist quest for necessity among truths and inevitability among events. As individualists, they are to reject the social definition of man given by medievalists and mercantilists and refurbished by Marx. In economics, the vanguard of advance, they are to work with a notion of abstract individuals, who choose among abstractly described alternatives. In epistemology they are to insist that theories are justified only by their predictive success.”*⁵(Hollis and Nell, 1975, pp.1)

The problem here comes is the inability of the classical and neo-classical theories in the explanation of human behaviour in its complexities. When it comes to this consumer behaviour aspect, the positivist stand point of economics become inadequate in explaining the reason of a particular purchase of a product in a certain societal context. Both these schools and the later additions to these streams of economic thought gets constrained by the frontiers of tools of analysis, especially the society has changed its focus from production to consumption, in the running of the economy. The whole discourse of consumption gets narrowed down to the use value and exchange value of the product under discussion and unfortunately it is the utility of the product and satisfaction related to the utility is the endpoint.

1.2 The Rationality Postulate

The core paradigm of economics is considered to be the rationality postulate, since the beginning of modern economics and continues to control it.⁶ (Victor J Vanberg, 2004, pp.1) However, there are a host of controversies about its specific content and methodological status. Rational choice theorists seem to have an agreement on the notion that human behaviour is 'rational' in the sense that they try to express their own interest within the constraints. However, any choice of action, must be based on the consumer's expectations or predictions about the effects that alternative actions will deliver. Thereby, such expectations or predictions must be based on the consumer's subjective beliefs or theories about how the world works.⁷ (Boyd and Richerson, 1993). To give more clarity to the concept of rationality we can approach it as rationality principle and rationality hypotheses (Vanberg 2004, K.D Opps 1999, J. Ferejohns 1991)⁸.

The rationality principle being the local subjective consistency of human action which explains the consumer's purposes or preferences and beliefs at the moment of choice. This makes one thing very clear that whatever be the nature of the consumer's preferences or beliefs, in terms of rationality principle, her/his actions count as rational as long as they are consistent with what his/her preferences and beliefs happen to be at the moment of choice. Thus it becomes the non-refutable, purely heuristic assumption about the consumer and his action about his choice.(Vanberg 2004)⁹

Rationality hypotheses on the other hand, claims about the overall, not just the momentary, consistency of a person's actions, preferences and beliefs, thus makes the entire system of beliefs and preferences is internally consistent and consistent with her/his choices. These two categorical explanations of rationality become important as

there are a host of explanations and debates regarding the rationality postulate. Thus it continues to be the principal target of criticisms from all quarters of social science. Despite its central role in defining the paradigm of economics, extensive debate on its validity, considerable ambiguity prevails among the advocates and critics (Vanberg 2004)¹⁰

Ludwig Von Mises interpreted the rationality principle as a mere definitional statement. He says that “Human action is necessarily always rational. As long as human behavioural responses qualify as ‘purposeful actions’ they qualify, by definition, as ‘rational actions’, no matter how stupid the beliefs may be on which they are based”. He continues that “there can be no ‘irrational’ purposeful actions. Behavioural responses that do not qualify as purposeful actions such as accidental body movements or purely mechanical reflexes simply fall outside the explanatory domain of rational choice theory”(Moses, 1949).¹¹

According to Victor J Vanberg, the rationality principle may serve useful purposes but it does not qualify as an empirically contentful, refutable conjecture. It can be made an empirically contentful hypothesis by only adding refutable assumptions. He says that only if stated as a rationality hypothesis can the rationality postulate serve as a nomological basis of an explanatory social science.

Rationality hypothesis claims two types of things about agent’s preferences and beliefs. One is the ‘local’ or ‘momentary choice’ consistency of agent’s preferences and beliefs and the second claim is about the factual adequacy of agent’s beliefs. Rationality hypotheses that falls in the first category assert that the human action is rational, considering the actor’s entire system of preferences and beliefs. This is more concerned with the global consistency of purposes and beliefs than the local consistency. That is, the situational stimuli is rational in the sense of local consistency

while it may not be rational in the sense of global consistency as it is inconsistent with the actor's overall system of preferences and beliefs or in his well-considered judgement.

Rationality hypotheses of the second category assert that human action is rational, considering the factual nature and state of the world. This claim points out that purposes or preferences and beliefs are not merely internally consistent but that human beings act on objectively' adequate beliefs about the world, that is beliefs that allow them successfully to operate in this world as it is. "Rationality hypotheses of this kind are about the instrumental adaptedness of beliefs to the objective environment in which the agent operates. By contrast to the rationality principle, rationality hypotheses are empirically refutable statements about facts" (Vanberg, 2004)¹².

According to Foley (1998) *"In economics, the concept of rationality may seem to be mostly used in ways that imply the (refutable) claim of factual adequacy of agent's beliefs. Even the maximization hypothesis in economics is open to interpretation in this regard. In its most extreme representation, one that claims perfect global consistency of preferences and beliefs as well as their perfect adaptedness to the agent's problem environment, it is clearly a most demanding and refutable conjecture"*. He says that *the social theory based on the rational choice paradigm seeks to explain agent's representations of their social world as more or less accurate reflections of its true nature. 'The hypothesis of rationality puts no observational restrictions on an agent's actions. We can always rationalize behaviour by positing an appropriate objective function'*.¹³

We study consumer behaviour in economics for many years and continue to study various faces of it. However, the majority of the studies focus on consumption in the

neoclassical framework of utility and exchange. It revolves around the terms scarcity, needs, wants and the concept of rational consumer. What the mythical consumer does is everything to satisfy his needs/wants. He prefers objects which provide him with the maximum satisfaction and pursue his own happiness without the slightest hesitation. Since the man is not getting satisfied, the same history is repeated time and again. From classical economists to the present ones, revolves around the commodities with utility and the consumption is nullifying effect on this utility.

The present study is trying to view the act of consumption from a different angle which tries to look into the complex act of consumption and the decision making prior to consumption and psychological and sociological underpinnings in these. The consumption and the act of consumption and the subject consumer from the viewpoint of Jean Baudrillard, whose attempt is novel in content and approach, is made use of in this study. Thus the study becomes, at the same time, a critique of Baudrillard's attempt to view consumption and consumer from a different angle than the existing dominant view of rational consumer and satisfying consumption.

Is consumption only an activity which is part of the circular flow of income, which is automatically generated by the productive forces? Does the demand factor really influence the consumption? If yes, how does it influence? There are so many doubts for the researcher in this value free approach towards consumption. Consumer in all probability is influenced by various factors. The decision of purchase is made depending on various factors other than the mere utility of the product or commodity. We need to redefine the commodity or the meaning of commodity. There are possibly many codes existing in a society for the purchase of various products. These codes may be related to various factors like culture, social hierarchy, etc.

1.3 Jean Baudrillard and Consumption:

According to Baudrillard, only a semiological model can decipher the meaning structure of the modern commodity. But the commodity embodies a communicational structure that is a departure from the traditional understanding of the sign. In a commodity, the relation of a word, image or meaning and referent is broken and restructured so that its force is directed, not to the referent of use value or utility, but to desire.

Baudrillard, in his series of essays tried to figure a new understanding of the consumption and the factors which determines consumption. This path necessitates the understanding of Media, especially the Mass Media, in the era of a consumerist culture. Baudrillard himself analyses Media very critically and suggests an approach. However, this study is a critical analysis of Baudrillard's view. The major essays of Baudrillard considered under the study are the *System of Objects*, *Consumer Society*, *For a Critique of the Political Economy of the Sign*, *The Mirror of Production*, *Symbolic Exchange and Death*, *On Seduction*, *Simulacra and Simulations*, *Fatal Strategies* and *The Masses: The Implosion of the Social in the Media*, which are written over a period of 17 years from 1968 to 1985.

For a critical analysis of Baudrillard, the study needed to consider the cultural aspects of consumption and also the science regarding how the human mind operates. Hence the study also tries to explore the production of culture by Media and the subtle aspects of the human mind which are concrete enough to help the analysis of the consumer behaviour. As the title of the study imply, the area of research spans over a wide area of knowledge covering the media, culture, the cultural anthropology, social anthropology, economics, politics and the vast area of social theory.

The major task here is to restate the definition of consumption from Baudrillard's point of view. According to Baudrillard, "*consumption is the virtual totality of all objects and messages presently constituted in a more or less coherent discourse. Consumption, in so far as it is meaningful, is a systematic act of the manipulation of signs....From the outset, we must clearly state that consumption is an active mode of relations (not only to objects, but to the collectivity and to the world), a systematic mode of activity and a global response on which our whole cultural system is founded.*"¹⁴ (Baudrillard, 1968) It gives meaning here to review the major essays by Baudrillard pertaining to this study.

In the words of Mark Poster, in *The System of Objects*, Baudrillard initiated a comprehensive rethinking of the thesis of consumer society from a neo-Marxist perspective, one that relied on both Freudian and Saussurian themes. He explores the possibility that consumption has become the chief basis of the social order and of its internal classifications¹⁵ (Poster, 1988).

Baudrillard argues that "*consumer objects constitute a classification system that codes behaviour and groups. As such consumer objects must be analysed by use of linguistic categories rather than those of Marxian or liberal economics, Freudian or behaviourist Psychology, anthropological or sociological theories of needs. Consumer objects have their effect in structuring behaviour through a linguistic sign function. Advertising codes products through symbols that differentiate them from other products, thereby fitting the object into a series. The object has its effect when it is consumed by transferring its "meaning" to the individual consumer. A potentially infinite play of signs is thus instituted which orders society while providing the individual with an illusory sense of freedom and self determination.*"¹⁶ (Poster, 1988)

Baudrillard brings in the concept of serial conditioning and redefines the term competition. He tries to bring in some light to the underlying system of conditioning at work in the process of competition and personalization. In Baudrillard's words,

*"The ideology of competition, which under the sign of "freedom" was previously the golden rule of production, has now transferred entirely to the domain of consumption. Thousands of marginal differences and an often formal differentiation of a single product through conditioning have, at all levels, intensified competition and created an enormous range of precarious freedoms. The latest such freedom is the random selection of objects that will distinguish any individual from others."¹⁷ (Baudrillard, *System of Objects*, 1968)*

The consumer wants what others do not have. They are in the competitive and heroic stage of product selection and use. However, in the underdeveloped economies, the majority of people are still far from achieving the economic status where only one repertoire of models would be available, unlike the state in West European or United States. In these areas, 90 percentage of people try to possess what others possess. From year to year, consumer choices are focused on the latest model which is uniformly the best. Baudrillard argues that this state is the going to be the pattern all over which is only deferred in other societies those is economically backward.

The argument of Baudrillard boils down to one process called the advertising. 'It provokes us to compete'. Consumption is projected as a possession of objects which is promoted like something of this sort, like "The meat of elite, the cigarette of the happy few". Sometimes it takes another stand also like: "Buy this because everyone else is using it!". This is not very much different from the earlier distinction of product as every individual will feel unique while resembling everyone else through an object of desire. The ultimate aim of the consumer society through the structural

play of competition is the functionalization of the consumer and the psychological monopolization of all needs- a unanimity in consumption which is derived by the homogenisation of products which at last would harmoniously conform to the complete consolidation and control of production¹⁸ (Baudrillard, 1968).

1.4 Jean Baudrillard and Media:

The role of media is the production of culture which can be reinterpreted as the consumer culture or a behavioural pattern which gives prominence to role of media. The process of acculturation is done through the subtle act of media.

Coming back to Baudrillard, he ventures out to define the consumer society and the commodity in a way that is novel and revolves around the concept of signification. He says that, the ideology of competition gives way to a philosophy of self-fulfilment. In a more integrated society the consumers is not trying to possess the goods, instead they actualize themselves in consumption, each on his own. The motive is no longer one of selective competition, it is personalization for all. This is enabled by the change of advertising from a commercial practice to a theory of the praxis of consumption, a theory that pinnacles the whole edifice of society. The consumer society, comprised of objects, products and advertising, for the first time in history, offers the individual the opportunity for total fulfilment and liberation. He adds that, the system of consumption constitutes an authentic language, a new culture, when pure and simple consumption is transformed into a means of individual and collective expression ¹⁹(Baudrillard, 1968).

The stage of artisanal production, objects reflect the contingent and singular character of needs. The two systems are adapted to one another, the production and consumption, they are no better integrated as they depend on the relative coherence of

needs, which are fluid and contingent as there is no objective technological progress. But the industrial era, marked a new beginning by acquiring a coherence from technological organization and from the economic structure. This led to the system of needs become less integrated than the system of objects, where the latter imposes its own coherence and thus acquires the capacity to fashion and entire society²⁰ (Simondon, 1958).

Objects start speaking for itself. The object/advertising system is overwhelmed by the inessential and by a destructured world of needs; it is content to satisfy those needs in their detail, without ever establishing any new structures of collective exchange. People started defining themselves in relation to objects like which car, what type of house etc... The differential system of consumption significantly helped to distinguish consumer categories with different needs and within the society various status groups, recognizable in a specific collection of objects (Baudrillard, 1968).

He goes on and on into the system of objects getting attached to 'brands'. *"The concept of "brand", the principal concept of advertising summarizes well the possibilities of a "language" of consumption. All products (except perishable goods) are offered today as a specific acronym: each product "worthy of the name" has a brand name (which at times is substituted for the thing itself: Frigidaire or Xerox). The function of the brand name is to signal the product; its secondary function is to mobilize connotations of affect:"*²¹ (Baudrillard, 1968)

Baudrillard takes effort to restructure the consumer through brand name and loyalty, which is capable of summing up both the diversity of the objects and a host of diffuse meanings. He reaches the concept of 'psychological label' obtained by the words of synthesis summarizing a synthesis of affects. Through this the objects start speaking to us, a language of the objects. Diverse brands covers walls and haunts consciences

and they are strictly asyntactic. They follow one another and substituted for one another without an articulation or transition. Their behaviour is very erratic where one brand devours the other, and each one of them lives for its own endless repetition. This language, he says, is undoubtedly the most impoverished languages: full of signification and empty of meaning. This is the language of signals. Baudrillard sums up the 'loyalty' to a brand name as nothing more than the conditional reflex of a controlled affect.

In this context, the importance of advertising comes in which handles the whole dynamics of the language of signification of objects. The discourse of advertising creates the desire for the objects. This is where the individual motives are rephrased in their simplest expressions. The deep motives are indexed on an institutionalised code of connotations. The behaviour of human mind and its characteristics are brought to discussion and practiced by the advertisers. The choice of the consumer or individual only confirms the collusion between this moral order and the most profound whims. Baudrillard terms this as the alchemy of psychological label. (System of Objects, 1968)

"Social standing" has become the universal code. *"The object/advertising system constitutes a system of signification but not language, for it lacks an active syntax: it has the simplicity and effectiveness of a code. It does not structure the personality; it designates and classifies it. It does not structure social relations: it demarcates them in a hierarchical repertoire. It is formalized in a universal system of recognition of social statuses: a code of "social standing".*" (Baudrillard, System of Objects, 1968)

It is very clear that in a consumer society the notion of status defines a social being, and this is linked to the possession of objects. Also, the 'social standing' is measured in relation to power, authority, and responsibility. But Baudrillard says, *"But in fact:*

There is no responsibility without a Rolex watch! Advertising refers explicitly to the object as a necessary criterion: You will be judged on... An elegant woman is recognized by... etc. Undoubtedly objects have always constituted a system of recognition (reperage), but in conjunction with, and often in addition to, other systems (gestural, ritual, ceremonial, language, birth status, code of moral values, etc.) What is specific to our society is that other systems of recognition (reconnaissance) are progressively withdrawing, primarily to the advantage of the code of "social standing"."²² (System of Objects, 1968)

In the essay *Consumer Society*, Baudrillard remarks, "We have reached the point where "consumption" has grasped the whole of life; where all activities are sequenced in the same combinatorial mode; where the schedule of gratification is outlined in advance, one hour at a time; and where the "environment" is complete, completely climatized, furnished, and culturalized. In the phenomenology of consumption, the general climatization of life, of goods, objects, services, behaviours, and social relations represents the perfected, "consummated", stage of evolution which, through articulated networks of objects, ascends from pure and simple abundance to a complete conditioning of action and time, and finally to the systematic organization of ambiance, which is characteristic of the drugstores, the shopping malls, or the modern airports in our futuristic cities."²³ (Consumer Society, 1970)

Baudrillard defines needs as "...needs are nothing but the most advanced form of the rational systematization of productive forces at the individual level, one in which "consumption" takes up the logical and necessary relay from production". He says, needs are produced as elements of a system and not a relation between an individual

and an object. In other words, needs are the by-product of production, which is technology-driven. (Baudrillard, 1970)

Baudrillard criticises the then approach of *homo economicus* as, “the rationalist mythology of needs and satisfaction is as naive and “disabled” as is traditional medicine when confronted with psychosomatic or hysterical symptoms.”

In the essay, *For a Critique of the Political Economy of the Sign* (1972), Baudrillard defines four different logics of value, which have for their respective principles: utility, equivalence, difference, and ambivalence.

1. *The functional logic of use value*
2. *The economic logic of exchange value*
3. *The differential logic of sign value*
4. *The logic of symbolic exchange*

Baudrillard’s analyses become more complex when we reach here. In this background, the study requires a thorough analysis of the creation of signs and symbols which are part of the culture “created”, by none other but the Media which the sophisticated arm of the productive forces. In this context, we try to analyse the role of media especially the mass media in influencing the culture through which it influences the consumer behaviour and thereby the consumer decision making process.

1.5 Consumer Behaviour: A Management Perspective:

Let us try to view the subject from the viewpoint of the new discipline of consumer behaviour. This perspective was derived due to the increased reliance on the fundamental act of consumption by the economic forces. In other words, we can see

that what Baudrillard tried to figure out came to praxis through the development of fields of Market Research, which is again a by-product of the consumption focus.

The consumer is an integral part in the ebb and flow of all business in a consumer-oriented society. The decisions we make concerning our consumption behaviour affect the demand for basic raw materials, for transportation, for production, for banking, etc. in the regional, national and international levels.

The term or concept of consumer is widely used in academic literature which focuses on the micro-level aspects of the economy. It generally means a buyer.

In the early writings in economics, a buyer is not specifically explained in detail. However, the later developments in theory and the growth of the economy and its changing dynamics relocated the consumer in a far more important a place. The traditional theories of consumer behaviour explain the consumer in a very minimal way and therefore the origin of a separate subsidiary discipline named 'consumer behaviour'.

It can be said that the understanding of how a consumer behaves in a market place and why he behaves so is known as consumer behaviour. In brief, this require a deep understanding of his wants, likes and dislikes, motives, preference, decision making capacity, habits, attitudes, expectations and opinions.

According to Markin (1969), 'the consumer and his behaviour are a function of what he is; what he has been; what others around him are doing, thinking and talking about; what he has witnessed, experienced and felt; his expectations about today and tomorrow; and for that matter nearly everything else constituting his environment.'

This definition by Markin is very comprehensive and covers almost everything about consumer behaviour. From the above definition we can understand that there are

biological factors, psychological factors and sociological factors that affect consumer behaviour. The later studies expand the realm of consumer behaviour as a discipline to cultural studies, anthropology and social psychology.

The term consumer behaviour can be defined as 'the behaviour that consumers display in searching for, purchasing, using, evaluating, and disposing of products; services and ideas which they expect will satisfy their needs'²⁴ (Schiffman, 1990,pp.6)

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (money, time, effort) on consumption-related items. It includes the study of what they buy, why they buy it, how they buy it, when they buy it, where they buy it, and how often they buy it. Thus the study of an individual's consumption behaviour in the area of cosmetics products, say cleanser, might include a study of why he uses cleanser (e.g., to clean his skin), which brand of cleanser he buys (e.g., L'Oreal), why he buys it (because he believes that it will cleanse his skin better than competing brands), how he buys it (for cash or credit), when he buys it (when he does the daily provision shopping), where he buys it (in a super market), and how often he buys it (approximately every week).

There are generally two classifications of consumers. The personal consumers and the organizational consumers are the two categories. The personal consumer is the individual who buys goods and services for his own use, for the use of the household, for just one member of the household, or a gift for a friend. That is, the goods are bought for the final use by individuals who are referred to as end users or ultimate consumers.

The organizational consumers are those from private businesses, government agencies (local, state and national) and institutions (schools, churches, prisons, temples), all of

which must buy products, equipments and services in order to run their organizations; whether for profit or not for profit.

This study focuses on individual consumer who purchases for his own consumption or for household use. Also, the end-use consumption is perhaps the most pervasive of all types of consumer behaviour, since it involves every individual, of every age and every background, in the role of either buyer or user or both.

Neoclassical economic theory assumes that the consumer is rational in making decisions. This is true for the neoclassical theoretical explanation of law of demand and the theory of consumer behaviour. While learning the theories of consumer behaviour rooted in the neoclassical theoretical framework also gives the same feel when going through the theory. But it is often felt that the decision making by the consumer is not at all rational in many cases. This doubt arises when the concept rationality is specifically focused. Is there anything called objective rationality? But when we are able to discuss it with the customer he or she will be in a position to answer us that he made a rational decision. We can term this as the rationalisation of the decision? This often confused the researcher and a strong drive to inquire in to the details of the moulding of rationality in the mind of the consumer was created.

The rationality imbibed by a society is formed over a period of time. There are several factors which forms the culture and behaviour of that particular society which also shapes the rationality of that society. The researcher assumes the rationality notion is a set of norms satisfying upon can reach at a decision, the stand which approaches rationality as a hypotheses rather than a irrefutable conjuncture. The global consistency of the decisions are analysed rather than the momentary choice. Here we understand the fact that rationality is influenced by several factors as the society too. Some of them possibly are religion, geography, history, social positioning, culture,

lifestyle, and information. The last one, information, is the very prominent and the biggest singular factor which can influence the decisions of a consumer by all probabilities. But the information must reach the consumer. There are different ways for it and the vast and organised structure for this is built in to the core of every society which we call the Media, especially the Mass Media. The process through which these factors influence the rationality, both as an irrefutable conjecture and the rationality hypotheses which is refutable, and moulding it into new casings is an interesting one to study. In other words, it is the commodity culture created by the interplay of the media that determines the decision making. This is what Baudrillard was trying to express in his series of essays from the late 1960s to the late 1980s and even beyond.

1.6 Media and Consumer Behaviour:

For a long time, it was fashionable for the social scientists to neglect media saying it as mass culture. But in the new light, media need to be analysed under different conditions of production and consumption. In other words, we can redefine media as organizations of culture (Crane, 1992). Diana Crane has defined three different domains of cultural organizations, the core domain, the peripheral domain and the urban culture. The core domain comprises of television, film and major newspapers. The peripheral domain is constituted by books, magazines, other newspapers, radio and recording. The third domain urban culture includes concerts, exhibitions, fairs, parades, performances and theatres. Our study has thus selected five mediums, the newspaper, theatre, cinema, television and internet: Three cultural organizations from the core domain, one each from the peripheral domain and urban culture respectively.

“The content that enters core culture is characterised by a high degree of emphasis on certain themes. The amount of attention paid to various topics is highly skewed, with

certain topics receiving a great deal of attention and most topics being superficially treated. Detached from its original context, the content of core culture consists of images, narratives, and ideas that are assembled from a wide range of sources and that retain only a minimum of information that locates them in place and time.”²⁵ (Crane, 1992, pp.6)

There are numerous genres, or formulas, that crosscut different types of media. There are different sets of norms and codes for cultural creation that are constantly evolving as tastes and attitudes of creators and publics change. Against the older conceptions of popular culture and high culture, these genres contain material that attracts a variety of publics, the members of which differ in terms of their level of interest and commitment to that particular form of culture. Consequently, within each genre, some of the content is disseminated in the core domain (the cultural arena), while the remainder is disseminated in the peripheral and urban domains.

Core culture industries attract audiences consisting of different social classes, whereas audiences for peripheral culture industries are segmented in terms of lifestyle rather than social class. Only the audiences of urban cultures remain stratified in terms of social class.

“There is a continual tension between the tendency of the core media to dominate the entire system and the steady proliferation of new cultural organisations in the peripheral and local domains. As the organisations within the core domain merge to become increasingly gigantic conglomerates, the threat of hegemony, the imposition of an elite world view throughout the society, seems inescapable.” (Crane, 1992, pp.9)

There is something which is far more important and interesting. How an individual or an organisation is presented in the core domain is crucial for success at the top levels

of most fields. This in turn fuels the explosive growth of advertising of all sorts and corporate advertising in particular. (Crane, 1992, pp.10)

The core domain always tries to keep the momentum consistently. Whatever is happening in the world is celebrated without affecting the framework of the dominant system (economic, social, political and cultural) in place. The peripheral domain and the local domain deal with the new ideas. New ideas and images tend to start outside the core in the peripheral and local domains, from which a few may be co-opted by the core. Therefore, on the edge of the core domain, there is a high level of noise, resulting from the activities of a large number of individuals and organisations that are competing for access to the core. Intense competition has increased the rate of cultural change.

“Cultural information that is already familiar because of its associations with previous items of culture is more readily assimilated into the core. This resulted in a pervasive phenomenon of cultural recycling, in which imagery and narrative elements from a wide range of sources, including the high culture, are incorporated in new versions of popular culture and placed in new contexts that revise their original meanings in various ways. The recycling process reflects a desperate search for novelty or the appearance of novelty.”(Crane, 1992, pp.10)

When we speak about culture, a few definitions of culture will give a perspective. Culture can be used to refer to a general process of intellectual, spiritual and aesthetic development. It gives the feeling that culture is produced by great artists, philosophers and poets. In another meaning, culture suggests a particular way of life, whether of a people, a period or a group. This is like religious festivals, holidays, or development of literacy. In another perspective, culture could be used to refer to the works and practices of intellectual and especially artistic activity. That is, those texts and

practices whose principal function is to signify, to produce or to be the occasion for the production of meaning. This definition gives culture an image synonymous with what structuralists and post-structuralists call 'signifying practices'. These include poetry, novel, ballet, opera, fine art, theatre, soap opera, pop music, comics etc as examples of culture. They are usually referred to as cultural texts.

Sometimes, the word ideology is used interchangeably with culture itself, and especially popular culture. Ideology can refer to a systematic body of ideas articulated by a particular group of people like the ideology of a party. In other words, ideology is a certain masking, distortion, concealment. Ideology is used here to indicate how some cultural texts and practices present distorted images of reality. They produce what is called false consciousness. Such distortions, it is argued, works in the interests of the powerful against the interest of the powerless. The way in which ideology conceals the reality of domination from those in power: the dominant class do not see themselves as exploiters or oppressors. More importantly, the way in which, ideology conceals the reality of subordination from those who are powerless: the subordinate classes do not see themselves as oppressed or exploited.

This definition derives from certain assumptions about the circumstances of the production of cultural texts and practices. It is argues that they are the super-structural reflections or expressions of the power relations of the economic base of society.²⁶

“In the social production of their existence men enter into definite, necessary relations, which are independent of their will, namely, relations of production corresponding to a determinate stage of development of their material forces of production. The totality of these relations of production constitutes the economic structure of society, the real foundation on which there arises a legal and political superstructure and to which there correspond definite forms of social consciousness.

The mode of production of material life conditions the political and intellectual life process in general. It is not the consciousness of men that determines their being, but on the contrary it is their social being that determines their consciousness".²⁷ (Marx, 1976, pp.3)

Marx suggests that the way a society organises the means of its economic production will have a determining effect on the type of culture that society produces, makes possible. The cultural products of this so-called base/superstructure relationship are deemed ideological to the extent that, as a result of this relationship, they implicitly or explicitly support the interests of the dominant groups who socially, politically, economically and culturally benefit from the economic organisation of society.

Ideology is also used to refer to ideological forms. This usage is intended to draw attention to the way in which texts (television, fiction, pop songs, novels, feature films, etc) always present a particular image of the world. This definition depends on a notion of society as conflictual rather than consensual.

All texts are ultimately political and offer competing ideological significations of the way world is. Popular culture is thus, a site where collective social understanding is created. It is engaged in the politics of signification, the attempt to win readers to particular ways of seeing the world. (Stuart Hall) In other words, popular culture is simply culture which is widely favoured or well-liked by many people.

"Ideology operates mainly at the level of connotations, the secondary, often unconscious meanings, texts and practices carry, or can be made to carry. Ideology refers us to a hegemonic struggle to restrict connotations, to fix particular connotations, to produce new connotations" (Roland Barthes)

Whatever said about ideology is to substantiate that whatever the media is selling or displaying in front of the people are cultural texts which has intentions as said above. So it has significant role in the production of culture, recycling of culture and thereby directing the society to predetermined goals.

In the light of these, the study tries to examine the influence of media on the consumer behaviour. The concepts put forward by Braudillard are used as a way to analyse the process of consumption. The study tries to position itself as a critique of Baudrillard, at the same time analyse the actual consumer behaviour in the present day consumerist society. Though Baudrillard notes, that the eastern underdeveloped societies are deferred in the process of signified consumption, the study envisages an analysis of the Kerala society which is considered as one of the most advanced economies in India in terms of Human Development and also for the spread of Media.

1.7 Consumption expenditure

The report of 63rd round of Sample Survey on Household Consumer Expenditure in India, 2006-07 carried out by National Sample Survey Organisation (NSSO) relates to the period from July 2006 to June 2007. Monthly Per Capita Consumer Expenditure (MPCE) for a household is the total consumer expenditure over all items divided by its size and expressed on a per month (30 days) basis. A person's MPCE is that of the household to which he belongs.

According to the 63rd round of NSSO report on Household Consumer Expenditure in India, the All India average MPCE for rural sector is Rs.695. A state-wise comparison shows that Kerala had the highest MPCE of Rs.1250. The All India average MPCE for urban sector as per the report is Rs.1312. State-wise analysis reveals that Kerala had the highest MPCE of Rs.1681.²⁸

According to the Economic Review of 2009, in Kerala, only 14.3 percent of the rural population belonged to the households with monthly per capita consumption expenditure (MPCE) less than Rs.580 during 2006-07 and 43.4 percent belonged to households with MPCE less than Rs.890. In urban Kerala, 11.7 percent of the population belonged to the households with MPCE less than Rs.580 and 46.9 percent belonged to households with MPCE less than Rs.1100.²⁹

Out of every rupee spent in 2006-07 by the average rural Keralite on consumption, 40 paise was spent on food (when the Indian average is 52 paise). Of these 10 paise was spent on cereals and cereal substitutes, 7 paise on egg, fish and meat, 6 paise on beverages, refreshments and processed food, 4 paise on milk and milk products, 4 paise on fruits and 3 paise on vegetables.

The pattern of consumption of urban Keralite in 2006-07 was in the same lines. Out of every rupee spent on consumption, 34 paise was spent on food items (the Indian average is 39 paise). Of this, 7 paise was spent on cereals and cereal substitutes, again 7 paise on beverages, refreshments and processed food, 6 paise on egg, fish and meat, 4 paise on milk and milk products, 3 paise on fruits and 3 paise on vegetables.³⁰

Table 1.1

Trends in Average Consumer Expenditure per person for a period of 30 days in various NSS Rounds³¹

Year and Round of NSS		Rural			Urban		
		Keral a	Indi a	% variation of Kerala over India	Keral a	India	% variation of Kerala over India
1		2	3	4	5	6	7
1983-84 (38 th)		145.4 4	112. 31	29.5	179.8 1	165.8 0	8.4
1987-88 (43 rd)		211.4 7	158. 10	33.8	266.8 1	249.9 3	6.8
1990-91 (46 th)		261.8 5	202. 12	29.5	369.3 6	317.7 5	16.2
1993-94 (50 th)		390.4 0	281. 60	38.6	493.5 0	457.7 0	7.8
1999-00 (55 th)		765.7 1	486. 00	57.5	932.0 0	855.0 0	9.0
2000-01 (56 th)		841.3 1	494. 91	70.0	1203. 65	914.5 8	31.6
2002-03 (58 th)		881.0 0	530. 74	66.0	1266. 64	1011. 94	25.2
2003 January to December (59 th)		981.0 0	554. 00	77.0	1300. 00	1022. 00	27.2
January - June 2004 (60 th)	Schedul e Type - I	990.2 2	564. 70	75.3	1371. 51	1060. 16	29.4
	Schedul e Type - II	1058. 64	616. 57	71.7	1403. 89	1149. 52	22.1
2004-05 (61 st)		1013. 15	558. 78	81.3	1290. 89	1052. 36	22.7
2005-06 (62 nd)		1055.	624.	69.0	1565.	1170.	33.7

	61	53		59	60	
2006-07 (63 rd)	1250.	695.	80.0	1681.	1312.	28.1
	35	16		48	50	

Source: Economic Review (2009) Government of Kerala

Table 1.2
Trends in percentage distribution of food and Non-Food expenditure
classification in various NSS Rounds³²

Year and Round of NSS	Rural				Urban			
	Kerala		India		Kerala		India	
	Food	Non-food	Food	Non-food	Food	Non-food	Food	Non-food
1	2	3	4	5	6	7	8	9
1970-71 (25th)	70.2	29.79	73.5	26.42	63.3	36.66	64.4	35.59
	1		8		4		1	
1983-84 (38th)	61.5	38.44	65.5	34.44	58.2	41.76	58.6	41.31
	6		6		4		9	
1987-88 (43rd)	59.9	40.08	63.7	36.23	57.0	42.92	55.9	44.08
	2		7		8		2	
1990-91 (46th)	63.2	39.71	65.9	34.03	49.6	50.34	55.6	44.37
	9		7		6		3	
1993-94 (50th)	60.4	39.95	63.2	36.79	53.9	46.10	54.6	45.38
	5		1		0		2	
1999-00 (55th)	53.7	46.30	59.4	40.53	49.0	50.97	48.0	51.93
	0		7		3		7	
2000-01 (56th)	49.6	50.37	56.2	43.71	43.2	56.78	43.8	56.20
	3		9		2		0	
2002-03 (58th)	50.2	49.77	55.0	44.93	40.2	59.75	42.4	57.53
	3		7		5		7	
2003 January to December (59th)	44.9	55.08	53.8	46.12	38.3	61.64	41.9	58.02
	2		8		6		8	
January - Schedule	46.5	53.46	53.9	46.06	40.7	59.24	41.6	58.36
June 2004 Type - I	4		4		6		4	
(60th) Schedule	50.2	49.77	57.9	42.04	40.9	59.08	46.0	54.00

	Type - II	3		6		2		0	
2004-05 (61st)		44.9	55.03	55.0	44.95	39.9	60.03	42.5	57.49
		7		5		7		1	
2005-06 (62nd)		43.9	56.05	53.3	46.66	37.3	62.62	39.9	60.04
		5		4		8		6	
2006-07 (63rd)		40.4	59.57	52.2	47.72	34.4	65.57	39.4	60.59
		3		8		3		1	

Source: Economic Review (2009) Government of Kerala

Table 1.3

Average expenditure on food and non-food items per person for 30 days: 2006-07³³

Item	Expenditure (in Rs.)			
	Kerala		All India	
	Rural	Urban	Rural	Urban
Food	505.52	578.85	363.42	517.25
Non-food	744.84	1102.63	331.75	795.25
Total	1250.35	1681.48	695.16	1312.50

Source: Economic Review (2009) Government of Kerala

The proportion of the food and non-food expenditure in Kerala is the highest among all Indian states, both in the rural as well as urban categories. The non-food expenditure has doubled over a period of 36 years. The higher proportion of the non-food category is the interesting thing in the background of what we are discussing now; the consumer culture, the consumer behaviour, the consumer society and the media.

Pushpangadan says that “Kerala’s lopsided development, human development before economics development, has been characterised by steady economic growth since 80s with acceleration in the 90s. The leading sources of growth are the services (tertiary sector) instead of the conventional commodity producing sectors (primary and secondary). Further analysis shows that these services are non-tradable in general and

in particular, transport, trade, hotels and restaurants, telecommunication and other services. The surge in growth has emanated mainly from the increase in consumer demand in favour of durable goods.” The study reveals that the consumer durables in telecommunication and transport have increased at a very high rate. He also adds that “...the State should create forward linkages of the huge consumer durables acquired by the households with the rapidly growing informal sector for repair, maintenance and servicing of durable goods. This involves, among other things, reverse engineering for developing the production technology of spare parts and organising it at the household level instead of factory level for price competitiveness”.³⁴ (Pushpangadan, K., 2003)

Assuming that the media has an influence in framing the consumer behaviour the study designs the research methodology.

1.8 Objectives:

1. To examine whether media has any direct or indirect influence on the consumer behaviour.
2. To examine the influence of media in the context of rationality assumption.
3. To analyse the impact of media on perception creation of the consumer.

1.9 Methodology:

The methodology adopted by the study is a cross-sectional analysis of the population focusing the urban population. Three primary surveys are done; one a detailed survey of the consumption pattern and the infiltration of media at the household level, and a second one which is a survey of consumers at the point of purchase, and a survey on the internet.

An analysis of the content of the media and its character is done to examine and describe the subtle act of media under study. The content is been analysed for its components of news, information, promotion, and advertisement. Naturally, the analysis focuses more on the television channels and newspapers as they are the core part of the media. They also represent the characteristic of the media which infiltrates through the activity of the left brain and right brain. The newspaper falls in the category of left brain influence as it requires additional logic of the consumer to realise. The television watching is a right brain activity or we can say it as a more passive activity.

The study addresses consumer in general, not a Kerala consumer but the cultural factors pertaining to the area will make the study a Kerala study or rather a study of the Thrissur Corporation area. The geographical and financial constraints made Kerala the field of primary survey. The study focuses on the behaviour of the consumer influenced by the media in the process of consumption. The geographical category is not the variable under consideration. The other major variable under focus is the income category which is not available. Therefore, the data is collected from Thrissur Corporation of Thrissur District of Kerala which is known as the cultural capital of the State, for convenience purpose. The sample represents a cross section of the population to the maximum with representations from all classes in proportion.

1.9.1 Sampling:

The samples are selected from the Corporation of Thrissur for the household survey. The study wanted the maximum participation from all walks of life. However, the basic objective of the study is to examine whether there is any influence of media on consumer behaviour. Geography or factors like demography, culture is important but secondary to the economic objective. Therefore, the samples were taken from three

sections of the Corporation which can be considered as the inner core, outer core and periphery along with the lines of Paul Baran in his approach in the theories of underdevelopment. The ward 51 (the area which comes in between Punnamm and West Fort) is considered as the inner core. Ward 50 in the Aranattukara area is considered as outer core of the Corporation. Ward 49, which lies beyond the Aranattukara towards the western side of the Corporation is considered as the periphery. From the voters list the households were selected using a lot method.

1.9.2 Household Survey:

The income category is the best categorical representation required for the study which is not available. Therefore, the study chooses a purposive sampling method in the lines mentioned above. The total samples amount to 150. The survey is conducted in the District of Thrissur of Kerala State in India. The sample households are selected on a random method from the voters lists of the selected wards.

1.9.3 Primary survey 2:

The survey respondents are the consumers at the point of purchase. The samples are collected from the big retail outlets of the Future group, '*Big Bazaar*', and *Reliance*, '*Reliance Fresh*', along with the *City Centre* in Thrissur Town. The sample size is 150.

1.9.4 Primary Survey 3:

A survey is done to get information from the internet users. A questionnaire is posted in internet and the feedbacks are collected. The sample size is 150. The survey questionnaires are appended at the end of the study report.

1.9.5 Media Content Analysis:

The content of the major television channels in Kerala are analysed. The content is categorised into various groups and the volume of each group is analysed. *Asianet*, *Surya* and *Doordarshan Malayalam* are the three channels selected. *Asianet* and *Surya* are selected on the basis of the leading viewership Base. The *Doordarshan Malayalam* channel is selected to analyse the government stand and pattern of media handling. One week's programme on these three channels is reviewed with a focus on the prime time slot from 6 pm-11 pm in the evening from 6-6-2010 to 13-6-2010. Further, ratings by TAM for the television viewership are also used for analysis.

Out of the major newspapers, *Malayala Manorama*, and *Mathrubhoomi*, is selected on the basis of readership and circulation. One week's newspapers are analysed starting from 8-12-2009 to 15-12-2009.

Apart from this, 2 hit films in Malayalam language after 1995, which were box-office hits at the time of release and continues to attract more audience even after multiple screenings through television channels. The films are '*Aaramthampuran*', starring Mohanlal and '*Katha Parayumbol*', starring Mammootty. Mohanlal and Mammootty are the two crowd-pulling iconic actors in Malayalam who set the trends for others to follow. They also have huge fan fare and state-wide network of fans associations who can be decisive in the initial collection of the films. All these films collected huge amount of money in the theatres at their releases. The interesting aspect is that when they are screened on television, they are again top at the television ratings. So a critical analysis of these films is also done.

Evergreen hit in Malayalam theatre '*Ningalenne Communistakki*' is analysed from the media perspective.

The fast growing social networking phenomena is examined from the study perspective.

1.9.6 Conceptual Framework:

The study first raises the question that whether media can influence a consumer. The neoclassical economics lays the foundation for theories in consumer behaviour which is being debated for long time that whether a rational economic man can be influenced by factors other than utility and price. The irrefutable conjecture of rationality was then considered in a broader definition rather than that of a momentary one. In the broad concept of rationality, which stands for the global consistency of the actions of the consumer, his/her rationality is influenced by factors like, values, beliefs, exposure, experience, world view etc. All these are framed by the consumer's perception. Perception is set by the receptive senses in which media has a role.

The second tenet on which the study is based is the basis of consumption. Needs necessitates consumption. There are different categorisations of needs. Abraham Maslow's categorisation of hierarchy of needs is considered here. There are basically two types of needs: biogenic and psychogenic. The first one is the primary and the latter is secondary or the means to satisfy the first. According to Maslow, the five levels of needs are biogenic need, safety and security need, social need, ego need and self-actualisation need. Each need is mutually exclusive but with small overlapping as no need is completely satisfied.

The third tenet is that the question of consumption. What do we consume? They are commodities. Is there anything more to it? Jean Baudrillard says that we consume meaning rather than the physical commodity. He also ascribes values like sign value and symbolic exchange value to commodity apart from the traditional use value and

exchange value. Every commodity signifies something more than what it is. In Baudrillard's viewpoint, media does the role of the creator of meanings. It creates a world of hyperreality.

The fourth tenet is the 'manufacturing consent' by Noam Chomsky. Chomsky's explanation of the role of media as a tool to generate public opinion favourable to those in power is used to analyse the actions of media.

This study attempts to explore the influence of media and try to comprehend its influence in the decision making by attempting to consolidate the various viewpoints to reach at a conclusion which can better explain the notion of rationality and at the same time the act of consumption.

1.9.7 Analytical Tools:

Appropriate statistical tools are used in the study. Cross tabulation is mainly used for the study. As the data is a cross-sectional one, tools like correlation or regression was not able to be used effectively. For a better explanation various econometric models were attempted but were futile because of the availability of information on variables like past income, past saving and past consumption.

1.9.8 Limitations of the Study:

The study area 'Media and consumer' is very vast in content and multiple disciplines and approaches are involved. This brings in various dimensions to the study which are equally important which confuses the researcher in every turning of the study. The greatest constraint was not to get derailed and take a different track. The focus of the present study needed to be rooted in economics discipline; though there are multiple compulsions from other disciplines like culture studies and media studies.

There are very serious aspects of the consumer media dynamics to be looked into and diligently analysed which cannot be looked into by the present study because of time and fund limitations. The analysis of the media is to be done in a longer time frame to get a more exact picture of the role of media. The current research results are tentative results which cannot claim to be comprehensive.

The data is collected from a very small area, though the study attempts to explain the influence of media on consumer behaviour in a general framework, cultural factors and social factors specific to the locality can influence the findings of the study.

1.10 Plan of the Study

The introduction chapter covers the background of the study and positions the study with relevant literature and theoretical back-up. Chapter two details the theoretical framework and includes the review of related literature. The third chapter provides the knowledge of consumer's perception and its relation to memory and mind. Chapter four details the role of the media in creating the perception of the consumer. The analysis of media is done for its content and character in chapter five. This includes the study of newspaper, cinema, theatre, television and internet. An analysis of the field survey data is done in the sixth chapter which examines the influence of media on consumer behaviour. The analysis includes the comparison of the findings of the survey data, and media content analysis with the theoretical standpoint of Baudrillard. Chapter seven is the summary and conclusion of the study. A detailed bibliography and format of the survey schedule is also attached. Photographs relevant to the arguments in the study are attached wherever appropriate.

Notes:

- ¹ Koutsoyiannis, A. (1975). *Modern Microeconomics*. Macmillan Press, London.
- ² For details see: H.S. Houthakker and L.D.Taylor. (1966). *Consumer Demand in the United States*. Harvard University Press, Cambridge, Mass.
- ³ The linear expenditure model was first proposed by RStone, R (1954) in 'Linear expenditure Systems and Demand Analysis', *Economic Journal*.
- ⁴ For details see: H. Leibenstein. (1950). 'Bandwagon, Snob and Weblen Effects in the Theory of Consumers' Demand'. *Quarterly Journal of Economics*, pp.183-207.
- ⁵ The book goes through the fallacies of Neoclassical approach of economics. For details see: Hollis, Martin and Edward J. Nell (1975) *Rational Economic Man: A Philosophical Critique of Neo-classical economics*, Cambridge University Press, pp-1
- ⁶ The article analyses the various aspects of rationality assumption. For details see: Victor J Vanberg (2004) 'The rationality postulate in economics: its ambiguity, its deficiency and its evolutionary alternative', *Journal of Economic Methodology* 11:1, 1-29 March 2004
- ⁷ Boyd, Robert and Peter J Richerson (1993)'Rationality, imitation, and tradition', in R.H.Day and P.Chen (eds) *Nonlinear Dynamics and Evolutionary Economics*, New York and Oxford: Oxford University Press, pp 131-49.
- ⁸ Victor J Vanberg (2004) 'The rationality postulate in economics: its ambiguity, its deficiency and its evolutionary alternative', *Journal of Economic Methodology* 11:1, 1-29 March 2004. Opp, Karl-Dieter (1999) 'Contending conceptions of the theory of rational action', *Journal of theoretical Politics* 11: 171-202. Ferejohn, John (1991) 'Rationality and interpretation. Parliamentary elections in early Stuart England', in K.R.Monroe (ed)*The Economic approach to Politics. A Critical Reassessment of the theory of Rational Action*, New York: Harper Collins, pp 279-305.
- ⁹ Ibid, pp 2
- ¹⁰ Ibid, pp 3
- ¹¹ Mises, Ludwig Von (1949) *Human Action- A Treatise in Economics*, New Haven: Yale University Press.
- ¹² Ibid, pp 4-5
- ¹³ Foley, Duncan K (1998) 'Introduction', in Albin, Peter S. *Barriers and Bounds to Rationality*, Duncan K. Foley (ed.) Princeton, NJ: Princeton University Press, pp. 3-72.
- ¹⁴ Baudrillard, Jean (1968) *System of Objects*, in Mark Poster (Ed.) *Jean Baudrillard: Selected Writings*, Stanford University Press, pp. 21-22.
- ¹⁵ Poster, Mark (1988) (Ed.) *Jean Baudrillard: Selected Writings*, Stanford University Press, pp.2.
- ¹⁶ Ibid, pp.2.
- ¹⁷ Baudrillard, Jean ((1968) *System of Objects*, in Mark Poster (Ed.) *Jean Baudrillard: Selected Writings*, Stanford University Press, pp.11.
- ¹⁸ Ibid, pp. 12
- ¹⁹ Baudrillard, Jean (1968) *System of Objects*, in Mark Poster (Ed.) *Jean Baudrillard: Selected Writings*, pp. 13
- ²⁰ Gilbert Simondon. *Du mode d'existence des objets techniques*, Paris: Aubier, 1958) pp.24. as quoted by Baudrillard in his '*System of Objects*' in mark Poster (Ed.) *Jean Baudrillard: Selected Writings*, Stanford University Press.
- ²¹ Ibid, pp17.
- ²² Ibid, pp. 19.
- ²³ Baudrillard, Jean (1968) *System of Objects*, in Mark Poster (Ed.) *Jean Baudrillard: Selected Writings*, pp. 33.
- ²⁴ Schiffman, Leon G and Leslie Lazar Kanuk (1990) *Consumer Behaviour*, Prentice Hall India, pp. 6.
- ²⁵ Crane, Diana (1992) *The Production of Culture: Media and Urban Arts*, Sage Publications, New Delhi, pp.6
- ²⁶ Storey, John (1993) *An Introductory Guide to Cultural Theory and Popular Culture*, University of Sunderland, Harvester, Wheatsheaf, U.K.
- ²⁷ Marx, Karl (1976) 'Preface' and 'Introduction' to "A Contribution to the Critique of Political Economy", Peking: Foreign Languages Press, pp.3
- ²⁸ Economic Review (2009) State Planning Board, Government of Kerala, Thiruvananthapuram, pp. 382.
- ²⁹ Ibid, pp.383.
- ³⁰ Ibid, pp.385
- ³¹ Ibid, pp.383.
- ³² Ibid, pp.384.
- ³³ Ibid, pp.385
- ³⁴ Pushpangadan, K (2003) "Remittances, Consumption and Economic Growth in Kerala: 1980-2000", Working Paper 343, Centre for Development Studies, Thiruvananthapuram, Kerala, India, pp.4-5, 24-27.

Chapter - 2

REVIEW OF LITERATURE AND THEORETICAL FRAMEWORK

2.1 Theoretical framework:

The theoretical framework for the study is built around the psychological understanding of the consumer and his behaviour, the economic understanding of rational consumer behaviour, the sociological theories of human behaviour and the philosophical writings of Baudrillard which transcends the boundaries of economics, philosophy, sociology and cultural studies. It also considers the various interpretations of media and its impact. The study is highly influenced by the writings of Herbert Simon, Jean Baudrillard, Gary Becker and Noam Chomsky.

2.1.1 Different views of consumer decision making¹

2.1.1.1 Economic Man

The theoretical economics portrays a world of perfect competition and marks the consumer as 'economic man', one who takes rational decisions. This view is criticised by consumer researchers for various reasons. The major criticism of this view is that the consumer to act rationally requires a complete knowledge of market including all available product alternatives, knowledge to rank each alternative in terms of benefits and costs and rank the best alternative. However, in reality, consumers rarely have enough information, or sufficiently accurate information, or even an adequate degree of involvement or motivation to make perfect decisions.

The major limitations of economic man can be listed as the following. The man has limitations in his skills, habits and reflexes, he is limited by existing values and goals, and he is limited by the extent of his knowledge. Consumers operate in an imperfect world, one in which they do not maximise their decisions in terms of such economic considerations as price-quantity relationships, marginal utility, or indifference curves.

2.1.1.2 Passive Man

The passive man is basically submissive to the self-serving interests and promotional efforts of marketers. The image of man implied in advertising is one of a passive person who is vulnerable to external and internal stimuli leading to spending. The unconscious become the vehicle for directing economic behaviour. A prototype of a passive man is the dissatisfied, restless housewife who visits the supermarket, lets herself titillated by the exhibited goods, and spontaneously, without clear-cut wants and purpose, succumbs to the lure of salesmanship and buys something she does not really need and will later regret having bought them. This view is rejected as unrealistic as the consumer is not so passive but plays a dominant role in the purchase decision.

2.1.1.3 Cognitive Man

This view says that the man as a problem solver. Man always focuses on the information about selected brands and retail outlets as a choice involves risk. He uses the information about alternatives to avoid risks like functional risk, economic risk, physical risk, social risk, psychological risk, and time risk. The consumer also patronises the retailer and shows loyalty to a particular brand which gave him some satisfaction in an earlier purchase. Thus the strategies adopted by the consumer makes him a problem solver or a cognitive man who learns from the past behaviours and

applies strategies to avoid further risks associated with his purchase decisions. Thus the consumers become information processing systems which thereby create preferences and purchase intentions. This view is somewhere in between the positions of economic man and passive man. Though the consumer is seeking information to process, he may not be able to collect all the information or he may drop the effort to collect information as he is already loaded with plenty of information. A cognitive man represents the educated and involved consumer.

2.1.1.4 Emotional Man

This view says that the consumers take their decisions driven by emotions rather than carefully searching, deliberating and evaluating alternatives before buying. The emphasis is not on information but the mood and feelings. This does not imply that an emotional decision is irrational. This particular face of man is utilised by the producers and marketers of products like liquor, tobacco, perfumes, and greeting cards. The advertisers are recognising the renewed importance of emotional or feeling-oriented advertising. This view is a departure from all other views about the consumer decision making.

As indicated in the introduction chapter, Baudrillard's interpretation of a consumer society is worth to be reminded.

2.1.2 Consumer and Needs²

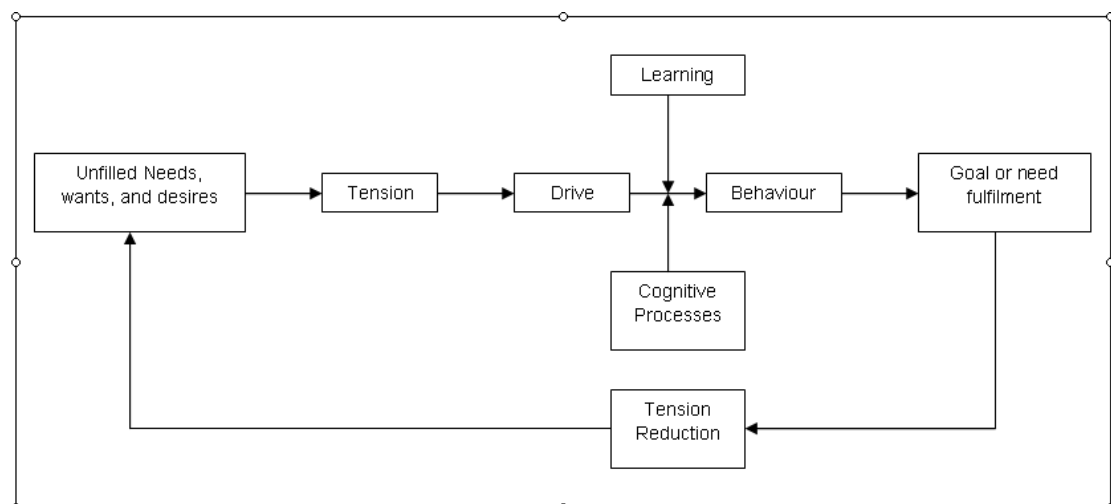
The very act of consumption is the result of the need for it. Every individual has needs which are very closely intertwined to their lives. Some of the needs are instinctive and some other are acquired needs. The instinctive needs are physiological or biogenic like the needs for food, for water, for air, for clothing, for shelter and for sex. It is

very explicit that these needs are to sustain biological life hence called as primary needs or motives.

The acquired needs are those needs we learn in response to our culture or environment. These needs include the needs for esteem, for prestige, for affection, for power, and for learning. These needs are psychogenic in general and they are considered as secondary needs or motives. They result from the consumer's or individual's subjective psychological state and from relationship with others. A dwelling place would be sufficient as a shelter for a person which meets his primary need. But when he decides to opt for a bigger house to live in where he can entertain large groups of people to fulfil his social needs, then he is addressing his psychogenic need rather than biogenic need. If this big house is in an exclusive location to impress his friends and family then he is addressing his ego need which is also psychogenic.

Baudrillard's view of the consumption of meaning is to be noted here. The characteristic theory of demand also says that the consumer is not consuming the product but the features of it. Joan Robinson also mentioned the advertisement elasticity of the products.

Figure 2.1
A simple model³ of motivation process



All behaviour is goal oriented and goals are sought-after results of a motivated behaviour. Consumers' unfulfilled needs, wants and desires leads to tension. This tension will create positive and negative motivations so as to get a benefit or to avoid a cost. When tension is experienced they try to learn about the situation and how to solve it. This is a cognitive process which results in a behaviour which is expressed through a decision which will ultimately the fulfilment of the goal.

2.1.2.1 Goal Selection

Consumers are careful in the selection of goals to fulfil. The goals selected by the individuals depend on their personal experiences, physical capacity, prevailing cultural norms and values, and the goal's accessibility in the physical and social environment. For e.g., when one person has a strong hunger need, he has the options from rice to a pizza. A person who is a manual labourer may opt for 'porotta'⁴ and beef which is a very common food in Kerala. An old man may go for rice gruel or rice soup because of his inability to chew the beef and porotta. A Muslim may go for 'halal'⁵ meat and a Brahmin may avoid non-vegetarian food from his choice list due to social accessibility reasons.

The individual's own perception of himself also determines the specific goals. The product a person owns, would like to own, or would not like to own are often perceived in terms of how closely they reflect the person's self-image. A product that is perceived as fitting an individual's self-image has a greater probability of being selected than other. For e.g., a man who perceives himself as young and smart may drive a Toyota Corolla or a woman who perceives herself as rich and conservative may drive a Mercedes Benz. The types of houses people live in, the cars they drive, the clothes they wear, the gadgets they use, the food and beverages they eat- these

specific goal-objects are often chosen because symbolically they reflect the individual's self-image while they satisfy specific needs.

The researcher assumes that the role of media, as detailed in the introduction chapter, is high in moulding the behaviour. The media triggers the cultural change. The culture and practices decides the level of needs. A person in a purely rural background may not think about the urban lavishness in the personal care and personal supportive gadgets. In addition, the food habits, the clothing, etc all are to the minimum or stands at the utility level than an exhibition of one's social standing and the diversity may not be present. The tastes for the change are imbibed by the act of continuous influence by the media. As Penrose (Penrose, 2005) rightly noted in his Book, *Shadows of the Mind*, the consciousness is a flow like a river. It is only a pattern which can be changed if the intervention is proper.

2.1.2.2 Interdependence of Needs and Goals

Needs and goals are interdependent. People may not be aware of their needs but aware of their goals. Needs gets built into the goals in the subconscious mind.

Motivation is the driving force which gives direction to the consumer in the journey towards the fulfilment of the goals. The positive drives are called as needs, wants and desires and the negative drives or motivations are called fears and aversions (Schiffman and Kanuk, 1990). Goals are also positive and negative. The goal to which is behaviour is directed is a positive goal or approach object. The goal from which behaviour is directed away is a negative goal or avoidance object. However, both the goals are motivated behaviour for the fulfilment of needs, wants and desires. When allopathic medicines were not highly prevalent people resorted to traditional or indigenous medicines and practices. However, the information and knowledge about

the allopathic or modern practice gives the awareness that there is something more to be explored. They started spending beyond their limits which gave a steep boom in the allopathic medical system and the corollary, the modern pharmaceutical industry. What created this? The only possible answer is the spread of information through media. It is astonishing that people are blind in the belief and trust in allopathic medical practice, though they cannot even comprehend the science behind it.

2.1.2.3 Constant Change in Needs

The most important thing is that the needs and goals are constantly growing and changing in response to an individual's physical condition, environment, interactions with others, and experiences. When individuals attain their goals they develop new goals. In case the individuals do not attain the goals they continue to strive for the old goals or develop substitute goals. This makes the act of consumption a dynamic everlasting activity. In most cases, the existing needs never get completely satisfied thus redesigning the whole act of need fulfilment. In case the needs are satisfied, individuals develop a drive for higher-order needs which in turn becomes goals for fulfilment. Further, if the goals are fulfilled people set new and higher goals to achieve.⁶ The Duesenberry's 'Demonstration Effect' is worth mentioning here. There is always an upward mobility in consumption. People look upward to the economically higher strata for setting their consumption pattern.

The nature and persistence of an individual's behaviour are often influenced by expectations of success or failure in reaching certain goals. Those expectations are often based on past experiences. For example, a person who takes good photos with his inexpensive camera may be motivated to buy a better expensive camera with a belief that he can take photos even better. At the same time, a person who is not good enough in taking photographs may even loses all interest in photography. Similarly, a

person who cannot afford a Toyota car may settle down for a Maruti Suzuki Wagon R. Here a substitute goal is set as the primary goal is unattainable. This may be also due to frustration. People who try hard to attain a goal get frustrated when they are not able to achieve it. To avoid the tension they settle down for a lesser goal.

2.1.2.4 Behavioural Defence to Frustrations

There are several defence mechanisms a consumer implement against the growing tension of not attaining the goals like, aggression, rationalisation, regression, withdrawal, projection, autism and identification.

People may resort to aggression like the boycotting of certain manufacturers due to frustration in efforts to improve product quality or boycotting retailers in efforts to have prices lowered.

Sometimes people reconcile with the situation and find reasons for not attaining the goals like a consumer who cannot give up smoking may convince himself that he is smoking less in a day. This is called rationalisation.

There are instances people react to frustrating situations with childish or immature behaviour. For example, a woman attending a bargain sale may fight over merchandise and resort to tearing a garment that another woman will not relinquish, rather than allow her to have it. This is called regression.

Similarly, people avoid frustration by simply withdrawing from the situation. A person who has difficulty in learning driving may simply stop attempting it and may not use a car or bike again. Furthermore, he may rationalize his withdrawal by deciding that it is really cheaper to hire a vehicle than to maintain a car or bike and it is safer also. In addition, he may decide to use his time, which he will have to spent for driving, for some more constructive activities like reading or playing a crossword.

Projection is another defence mechanism individuals resort to when they face a failure in attaining a goal. The individual may redefine the frustrating situation by projecting blame for his or her own failures and inabilities on other objects or persons. For example, a driver who has met with an accident may blame the other driver or the condition of the road; an employee who failed to get a salary appraisal because of his poor performance may blame the favouritism of his supervisor as a reason for the denial in pay-hike.

Another important mechanism individuals choose to overcome frustration is the autism or autistic thinking. It refers to thinking that is almost completely dominated by needs and emotions, with little effort made to relate to reality. This daydreaming or fantasising enables the individual to attain imaginary gratification of unfulfilled needs. For example, a person who is dieting may daydream about gorging with ice cream and candy bars or a middle-aged housewife may fantasize about a passionate love affair.

A far more interesting mechanism is the identification. People resolve their feelings of frustration by subconsciously identifying with other persons or situations they consider relevant. People resort to identify with similar frustrating situations around and get satisfied when they find similar people. Marketers use this mechanism in their advertisements heavily. Such advertisements usually portray a stereotypical situation in which an individual experiences a frustration and then overcomes the problem which has caused the frustration by using the advertised product. If the viewer identify with the frustrating situation, he or she may very likely adopt the proposed solution and buy the product advertised. For example, a boy who has difficulty attracting a girl he likes may decide to use the same mouthwash or shampoo or deodorant or dress or gadget that helped the man in the commercial.

Repression is another defence mechanism. Here the individual avoids the tension arising from frustration by repressing the unsatisfied need. They force the need out of their conscious awareness. Sometimes, the repressed needs get manifested indirectly. A couple without children, who does not have a chance of having children, may surround themselves with plants or pets. To avoid further tension they select work conditions which solace them. They may choose a job in a school or orphanage. The manifestation of repressed needs in a socially acceptable form of behaviour is termed as sublimation.

All these defence mechanism a consumer employs is due to the dissatisfaction generated. The dissatisfaction is generated due to the subtle act of media. For example, a person is satisfied with the house he owns. It is a good house, safe and secure. However, the image of his house creates a meaning in the social space which is inferior. This feeling is created by the act of media, the way in which it creates new meanings. A row house, or a thatched house does mean one thing, but it signifies several other things in a social space which gives the consumer a feeling that he is inferior and make him dissatisfied. This dissatisfaction leads to motivation and he sets a new goal of building a better house which signifies his social standing.

2.1.2.5 Triggering of the Needs

Most of the specific needs of the consumer are dormant all the time. They get aroused at a specific moment of time by factors like internal stimuli or stimuli arousing from physiological condition, emotional or cognitive processes or by external stimuli from outside environment.

Physiological needs are aroused from internally like, thirst, need for sex, need for warmth which may be fulfilled by drinking a coffee, having sex, wearing a sweater.

The daydreaming may cause an emotional arousal of a latent need which creates tension which ultimately will push them to goal-oriented behaviour. Further, a tip from a friend or an advertisement may trigger a dormant need. For example, an advertisement telling the reduction in long distance call rates may arouse a cognitive process which will ultimately result in making a phone call to a friend staying away.

The environmental factors that arouse needs are now getting prominent. The set of needs activated at a particular time are often determined by specific cues in the environment. The 'Idea Star Singer' reality show, the sight or smell of food, food commercials on television, fathers' return from job- all these may arouse the need for food.

However, the most potent form of situational or environment cue is the goal-object itself. This is what Baudrillard was trying to communicate. The object itself creates its desire. A couple may experience an overwhelming need or desire for a new washing machine when they see their neighbour's new washing machine. Similarly, a person may suddenly experience a need for a new car when passing a showroom of it. Sometimes, an advertisement may produce a psychological imbalance in the viewer's mind. For example, a man who prides himself on his new Flat television may see an advertisement for a new LED television that apparently gives a better picture than his current television. The advertisement may make him so unhappy with his old television that he experiences severe tension until he buys himself a new television model.

The complexity of the living environment variously influences the needs of the people. When people live in a complex and highly varied environment, say in an urban set up, they experience many opportunities for need arousal. Against that, when their environment is poor or deprived, say a rural village environment, fewer needs

are activated. This partly explains why television has more effect on the lives of ghetto poor as it exposes them to various lifestyles and expensive products that they do not otherwise see, and it awakens wants and desires they have little opportunity or even hope of attaining. That makes television an evil in their life. Thus, while it enriches the lives of the urban poor in the ghettos, it may also serve to frustrate their lives and sometimes results in the adoption of antisocial defence mechanisms such as aggression.

In Kerala, there is a proverb, “Kochi kandavanu Achi venda”, which means that one who has seen the city of Kochi does not even think about his wife. This clearly elucidates the mesmerism the city showers on a person coming from a rural village background. The Baudrillard’s concept of the hyper real also stems from this kind of a thought.

This triggering of needs is excellently done through media through advertisements and the various programmes which continuously sweeps over the consciousness of the individuals.

2.1.3 Behaviourist School and Cognitive School

There are two philosophies which are opposing to each other, which try to explain the human motives and its arousal; the behaviourist school of thought and the cognitive school of thought. The behaviourist school considers motivation as a mechanical process. It sees behaviour as a response to the stimulus, and elements of conscious thoughts are ignored. The stimulus-response situation is best explained by the impulse buyer, who largely reacts to external stimuli in the buying situation. Here, the consumer’s cognitive control is limited. The consumer does not act, but reacts to stimuli in the market place.⁷ (Weinberg and Gottwald, 1982)

Against this, the cognitive school propounds a theory that all behaviour is directed at goal achievement. Needs and past experiences are reasoned, categorised, and transformed into attitudes and beliefs which act as predispositions to behaviour. They say that these predispositions are aimed at helping the consumer to satisfy needs and they determine the direction that the individual takes to achieve this satisfaction.⁸ (Markin, 1977)

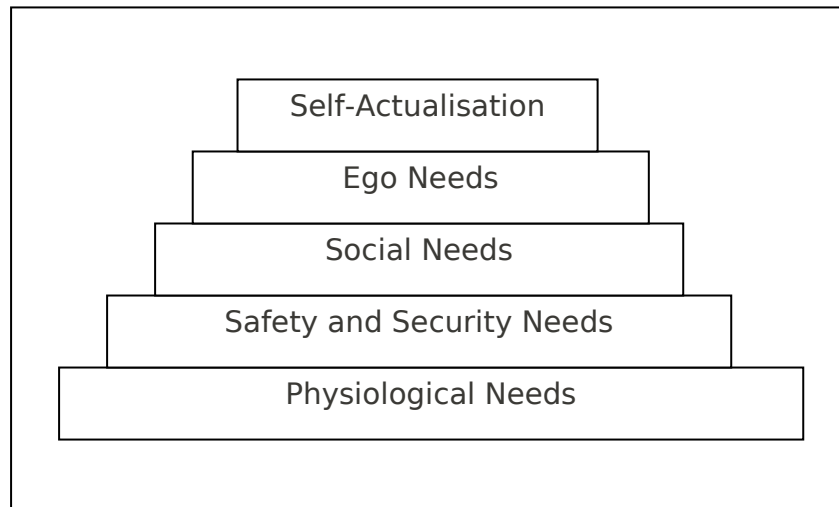
There is different categorisation of needs by the behavioural scientists and the psychologists over the years. Out of the several attempts Dr. Abraham Maslow's⁹ 'Hierarchy of human needs' theory stood out as prominent (Maslow, 1943, 1954, 1968). His theory was widely accepted as a theory of human motivation.

2.1.3.1 Maslow's Theory of Hierarchy of Needs

Maslow's theory postulates five basic levels of human needs which he ranks from lower to higher levels of needs. The lower level being the biogenic needs and the higher levels show the psychogenic needs. He suggests that the individuals try to satisfy the lower level needs before the higher level needs emerge. The lowest level of chronically unsatisfied need an individual experiences determines the level of motivation of an individual's behaviour. When that need is fairly well satisfied, a new and higher need emerges which the individual is motivated to fulfil. When this need is satisfied, a new and still higher need emerges and this pattern continues. At the same time, if a lower-level need experiences some renewed deprivation, it may temporarily become dominant again.

Figure 2.2

Maslow's Hierarchy of Human Needs



Each level is depicted as mutually exclusive, but there is a certain level of overlapping of the levels. This is due to the fact that no need is ever completely satisfied. Due to this, though all levels below the dominant level continue to motivate the behaviour of the individual, the prime motivator would be the lowest level of need that remains largely unsatisfied.

The lowest level is the Physiological needs. These needs are those necessary for the sustenance of life on this planet which include, air, water, food, clothing, shelter, sex, etc which means that it includes all the biogenic needs which are primary for the existence as a species on this planet. A hungry man cannot think of anything other than food.

The second level is the safety and security needs. Once the primary needs are satisfied, people think of safety and security. These needs are much more than physical safety. They are concerned with order, stability, routine, familiarity, certainty. Certainty is the knowledge that the individual will eat dinner not only that day and the following day, but also far into the future.

The third level is the social needs level. Once primary and safety needs are satisfied, the individual think of love, affection, belonging and acceptance. Here the people seek warmth and relationships that are satisfying and are motivated by love for their families. They seek for relationships and groups and identify with certain groups and practices they are familiar and comfortable and look forward to groups that they think are higher than theirs.

Egoistic needs are the fourth level needs. Once the individual is satisfied with the primary needs, his safety and security needs, and his social needs, he will think about showing off. These needs can be inwardly oriented or outwardly oriented or both. Inward orientation leads to the individual's need for self-esteem, self-acceptance, for success, for independence, for personal satisfaction with a job well done. The outwardly directed ego needs will crave for prestige, for reputation, for status, for recognition from others.

The fifth level of needs is the self-actualisation level. Maslow says that most people do not reach this level as other levels do not get satisfied, especially the ego needs level. This need refers to an individual's desire to fulfil his own potential which means the maximum he can attain at the physical or material level. We are not concerned about the spiritual aspects here. Examples are athletes to create new records, artists to do things which are never done before, and scientists to invent new technology or formulate/discover new theories, etc. however, the most important thing the theory says is that, the dissatisfaction, not satisfaction, motivates behaviour.

The study assumes the position that there are various levels of needs starting from physiological needs to self-actualization needs. The final stage of self-actualization is not a very common one though it is triggered by anything once the other four levels are fulfilled.

However, in real life situations, for every need there are various choices. An individual can be satisfied with rice gruel when he is thirsty when there are other options like rice with one curry, or many curries, or chappathi or porotta with beef, chicken or pork along with various salads with a desert. There are choices even for water and air, the pure form needs to be purchased or need to be processed and used which involves some cost. The researcher want to say that, for every level, even for the biogenic needs level, there are variants which gives psychological satisfaction, which makes these needs as psychogenic though they are originally biogenic. This possibility is always there and well utilized by media. Here is where the concept of Baudrillard comes in.

The consumer is led to a hyper realistic world where he can only see the signifiers. Every object speaks for itself. Every object carries a meaning other than its being which generates a system of meanings. The consumer is taken away by the ocean of endless meanings. It is like looking for a needle in the hay heap. In this highly improbable world, the consumers are offered a purely hypothetical world of meanings which they succumb to. Off course, there is a cognitive process in the making of the consumer and his decision. In spite of all these, he starts behaving impulsively. Or in other words, these cognitions are purposeful processes pre-designed.

Noam Chomsky and Edward Herman¹⁰ (1994)says that “Perhaps this is an obvious point, but the democratic postulate is that the media are independent and committed to discovering and reporting the truth, and that they do not merely reflect the world as powerful groups wish it to be perceived. Leaders of the media claim that their news choices rest on unbiased professional and objective criteria, and they have support for this contention in the intellectual community. If, however, the powerful are able to fix the premises of discourse, to decide what the general populace is allowed to see, hear,

and think about, and to manage public opinion by regular propaganda campaigns, the standard view of how the system works is at serious odds with reality”.

In the same book they states that “ In criticizing media priorities and biases we often draw on the media themselves for at least some of the facts. This affords the opportunity for a classic *non sequitur*, in which the citations of facts from the mainstream press by a critic of the press is offered as a triumphant “proof” that the criticism is self-refuting, and that media coverage of disputed issues is indeed adequate. That the media provide some facts about an issue, however, proves absolutely nothing about the adequacy or accuracy of that coverage. The mass media do, in fact, literally suppress a great deal...But even more important in this context is the question of the attention given to a fact-its placement, tone, and repetitions, the framework of analysis within which it is presented, and the related facts that accompany it and give it meaning (or preclude understanding)”.

Therefore, the analysis of the present study is framed around the role of media in shaping the rationality of the individual, the nature and character of the influence, the process of influence through the mind, consciousness and perception of the individual or consumer.

The analysis of our study is built around the needs of the consumer, the decisions of the consumer, the rationality behind the decision to consume, the act of consumption as the consumption of meaning or symbols, the role of media in defining or creating the meaning, the role of media in promoting the levels of need by creating new aspirations, and the role of media in creating perceptions.

2.2 Literature Review:

2.2.1 Rationality, Rationalism and Rational Choice Theory

Frank Taussig¹¹ (1912) writes that, "An object can have no value unless it has utility. No one will give anything for an article unless it yields him satisfaction. Doubtless people are sometimes foolish, and buy things, as children do, to please a moment's fancy; but at least they think at the moment that there is a wish to be gratified."

Herbert Simon¹² (1955) attempts to deconstruct the concept of 'economic man' or 'rational man' in his paper 'A Behavioural Model of Rational Choice'; which brings light on the psychological component in the decision making. He proposes that there is a complete lack of evidence that in actual human situations the computations of mind for maximising his utility is performed. He says that "the introspective evidence is certainly clear enough, but we cannot, off course, rule out the possibility that the unconscious is a better decision-maker than the conscious".

Simon¹³ (1957) tries to explain human behaviour as "The capacity of the human mind for formulating and solving complex problems is very small compared with the size of the problems whose solution is required for objectively rational behaviour in the real world—or even for a reasonable approximation to such objective rationality." Simon continues ". . . the first consequence of the principle of bounded rationality is that the intended rationality of an actor requires him to construct a simplified model of the real situation in order to deal with it. He behaves rationally with respect to this model, and such behavior is not even approximately optimal with respect to the real world. To predict his behavior we must understand the way in which this simplified model is constructed, and its construction will certainly be related to his psychological properties as a perceiving, thinking, and learning animal."

Debreu¹⁴ (1959) states that, "...A commodity is a good or a service completely specified physically, temporally, and spatially. For any economic agent a complete plan of action (made now for the whole future) is a specification for each commodity of the quantity that he will make available or that will be made available to him."

Hamilton¹⁵ (1964) analyzes the kinship and its role in decision making especially when some amount of altruism involved. He establishes that here the kinship selection theory explains the social interaction where the economy theory fails. Hamilton's theory implies a bounded rationality for economic cooperation, joint venture and risk management.

Slovic¹⁶ (1972) in his paper 'From Shakespeare to Simon: Speculations- and Some evidence- about Man's ability to process Information' states that 'Recent experimental evidence is marshalled in support of the position that man's limited memory, attention, and reasoning capabilities lead him to apply simple strain-reducing cognitive strategies for processing information when making judgments and decisions. These strategies portray decision processes in a manner quite different from traditional normative and descriptive models. In some situations, these strategies may produce good decisions; in others, they may lead to serious mistakes.'

Kahneman and Tversky¹⁷ (1979, 1984) proved that it is possible to manipulate the informational structure or context of a decision problem so as to affect the choice behaviour. That shows that minor changes in the information structure can lead to major changes in the revealed preferences; the phenomenon which they named as 'framing effect'.

Cooper and Kaplan¹⁸ (1982) discusses the conditions under which it is essential for the survival of the group that some individuals bet against the probabilities and do

not, at individual level, maximize their expected value. They illustrate that the normative utility theory focuses only on individual utility but not collective utility.

Anslie¹⁹ (1982) explains a psychologist's view about rationality of economics as 'since ancient times people have tried to understand the nature of value, this is how events motivate us. Two kinds of goods have been described: what might be called visceral satisfactions, closely associated with the consumption of a concrete object and usually in the service of an obvious biological need; and more subtle satisfactions, such as [acquisition of] knowledge...Quantitative description of the value of concrete objects became the science of economics. By restricting its attention to goods that trade in cash market, this discipline has been able to describe striking regularities in how we value these goods. For all the usefulness this may have had, it has tended to create a self-contained body of procedures without reference to the motivational processes that actually determine value.'

Simon²⁰ (1990) emphasize the importance of psychological behaviour in decision making. They also emphasize the importance of human evolution and learning in the development and understanding of strategic contexts and principles that may seem irrational in the narrow standard economic model.

McFadden²¹ (1999) noted that people are often rule-driven rather than cost-benefit analyzing as neoclassical economic models suggest. The economic definition of rationality points at the conscious, goal-directed, observable behaviour and assume that each one of the players' objective is to maximize the expected utility. Almost all the components of economic analysis of demand assume that the distribution of preferences in the population remains unchanged even if the preferences of the individual changes, which is called the stochastic rationality. Mainstream economic

analysis assumes this position and practically neglects the factors like biological relatedness, social relationships, group hierarchy, or cost in information search.

McFadden²² (1999) clearly examines the rationality of consumer and his choice in the paper 'Rationality for Economists?' He argues that the 'choice behaviour is characterised by a decision process, which is informed by perceptions and beliefs based on the available information, and influenced by affect, attitudes, motives, and preferences.' He continues, ' the standard model in economics is that consumers behave as if information is processed to form perceptions and beliefs using strict Bayesian Statistical principles (perception-rationality), preferences are primitive, consistent and immutable (preference-rationality), and the cognitive process is simply preference maximization, given market constraints (process-rationality).'

McFadden²³ (1999) continues that the work of Chicago School, dominated by the thoughts of Lancaster, Herbert Simon, Gary Becker, etc... seems to be the light house where economists look for new lights on rational consumer; the concept of bounded rationality and the evolution of behavioural economics.

McFadden²⁴ goes further in this and asks serious questions about the rationality assumption in economics. He asks, 'How deeply do cognitive anomalies infect economic market behaviour and economic data, and how much of the edifice of economic analysis, particularly demand forecasting and project evaluation, can be preserved? The answer will depend critically on how rationality fails. It is possible that the standard model of rationality works well in some circumstances, where repetition and the experience of market rewards train consumers to adopt behaviour rules that are consistent with rationality. It is also possible that consumers conform to the rational model at some points in the decision process, but not in others.'

McFadden²⁵ continues, ‘what are the economic implications of cognitive illusions that survive market forces? First, the way consumers process price information is part of the folklore of marketing, and plays a role in determining the products the consumer sees in the marketplace. ...Second, marketers are aware of the importance of establishing and consolidating habits, and design product launches to achieve and sustain feasible levels of market penetration. By reframing product descriptions, product perceptions can be changed... Thus, these biases in consumer behaviour are recognized, and alter the consumer's market environment. Economics needs to catch up to marketing to understand the extent to which the mix and presentation of products reflects anomalies in consumer behaviour.’

McFadden²⁶ (1999) states that, ‘Behavioural decision theory has accumulated experimental evidence that severely restricts his maximum range, and he is not safe even in markets for concrete goods where he was once thought secure. His limits are determined primarily by failures of perception and process rationality. The experimental evidence provides no support for preference rationality, although the evidence contradicting preference rationality is mostly circumstantial. More seriously, failures of perception and process rationality may render behaviour so erratic that even if they exist, preferences are largely irrelevant to the explanation of observed behaviour.’

Mullainathan and Thaler²⁷ (2000) in their working paper titled ‘Behavioural Economics’ studies the rationality component in decision making and critically analyses the concept of ‘Homo Economicus’ or rational economic man, when they study about the finance and savings affected by the behaviour other than rational. Their paper says that the rationality seems to be bounded than unbounded as the

theoretical economics say and suggest considering this bounded rationality in a more complete theoretical explanation.

Foss²⁸ (2002) analyses the bounded rationality concept of Herbert Simon. He argues that the concept of bounded rationality put forward by Simon is not used in economics as a general principle but confined to a sub-field of economics like the economics of organization. He adds that, the game theory also uses the concept but that is also a sub-field of economics. He emphasizes that the concept of bounded rationality is more of rhetoric than a clear cut assumption to be adopted in economic models.

Chai²⁹ (2003) criticizes the theory of rational choice on various grounds including the very definition of rational choice. The author tries to locate the concept of rational choice from various articles. The author identifies various varieties of rational choice based on the purpose of the theory like the predictive, prescriptive and interpretative role; the formal and informal; and optimization or heuristics; and thick and thin preferences and beliefs. In economics, the author argues, the rational choice theory is used for the prediction of the individual behaviour. But, in reality, the theory diverges from the path of the actual behaviour represented. From the optimizing angle, economics used rational choice theory as an optimizing clause. However, it is found in practice that the rational choice from all the information available is not possible and now the theorists are more inclined towards the concept of bounded rationality.

Becker (1976) speaks about the rational choice theory claimed to be ‘applicable to all human behaviour, be it behaviour involving money prices or imputed shadow prices, repeated or infrequent decisions, emotional or mechanical ends, rich or poor persons, men or women, adults or children, brilliant or stupid persons, patients or therapists, businessmen or politicians, teachers or students.’³⁰ Becker’s rationality concept can be shown ultimately to entail a refined version of the non-refutable rationality principle.

Becker proposes a new approach to the theory of consumer behaviour that puts greater emphasis on income and price effects. This shows his apparent ambition to reduce the role that subjective tastes or preferences are allowed to play in behavioural explanations and to rely more on objective constraints like the income and price constraints as explanatory variables.³¹

Becker (1996)³² attempts a new approach which is a re-interpretation of consumer behaviour as productive activity, as household production that uses ordinary market goods as inputs for the production of ultimate goods or pleasures. These ultimate goods are considered as only direct objects of utility, and preferences for these ultimate goods are assumed to be human constants, identical across persons and stable over time. Observable demand for ordinary market goods is interpreted as derived demand, derived from such intra- and inter-personally constant preferences for ultimate goods, and intra-and inter-personally variable capacities for producing these goods. The critical link between ultimate preferences and derived demand is provided by the consumer's or household's production function for ultimate goods:

$Z_i = z_i (x_i, t_i, E)$, where x_i denotes inputs in the form of ordinary goods, t_i denotes the consumer's own time input, and E refers to so-called environmental variables, including the production technology that consumers employ in producing ultimate pleasures.

Becker explains that the production technology is meant to include not only such things as personal skills and human capital but also people's knowledge- whether fancied or real. This means that the Becker's concept of rationality is the non-refutable rationality principle. Becker in his utility-maximising forward-looking behaviour has put special emphasis on the human capital perspective which explains how people's current choices impact on their future human capital. That is, on their

future capacity for producing ultimate goods and their future preferences for ordinary goods. This is done to endogenize preferences on the one hand, and to extend the definition of individual preferences to include personal habits and addictions, peer pressure, parental influences on the tastes of children, advertising, love and sympathy, and other neglected behaviour.³³

Becker notes that, 'In a more fundamental approach, utility does not depend directly on goods and consumer capital stocks, but only on household-produced 'commodities' such as health, social standing and reputation, and pleasures of the senses. The production of these commodities in turn depends on goods, consumer capital, abilities, and other variables.'³⁴

Becker says that 'I believe that even extreme forms of addictive behaviour, such as heavy smoking or drinking, involve forward-looking, consistent utility maximisation.'³⁵ He continues, 'For if individuals are habitual, and if they were cooperative in the past, they might continue to be cooperative even if they could gain an advantage from uncooperative behaviour'.³⁶ He also says that this cooperation can be sustained more easily, when individual behaviour is habitual.

Aumann (1997) has noted that 'economists have long expressed dissatisfaction with the complex models of strict rationality that are so pervasive in economic theory'³⁷.

Lucas (1997) said that 'Even psychotic behaviour can be (and today, is) understood as 'rational' given a sufficiently abnormal view of relevant possibilities'³⁸. This means that for every conceivable action, including the most bizarre, there are purposes and beliefs (also very bizarre) conceivable that make it consistent.

When economists defend the rational choice models it is very often that they argue for one may call 'soft' rationality hypotheses, such as the claim that people respond to

incentives. These soft rationality hypotheses are disputable but as a matter of fact, they rarely are.

Krugman (1998) says that ‘Economic actors are intelligent in the sense that they take advantage of obvious opportunities’³⁹. He says that economics is been criticised from within and outside the profession because of ‘extreme formulations’ such as the assumption that ‘intelligent behaviour goes all the way to strict maximisation of some objective function.’

Tirole (2001) says that ‘economists have of course long been aware of the crudeness of the rational maximisation hypothesis and its deliberately simple-minded description of human preferences and behaviour’⁴⁰.

Vanberg (2004)⁴¹ observes that there are three types of strategic responses to the inadequacy of maximisation hypothesis of the rationality postulate. ‘One common response has been to argue that, even though it may not be fully descriptive of human behaviour, it represents a good approximation of human behaviour in the kind of social environments that economists focus on, namely *markets*’. The second one is to ‘simply deny the adequacy of a falsificationist methodology for economic theory....the purpose of economic theory is not to state refutable conjectures about how the world is, but to explicate how the world would function if it were populated by ‘completely rational individuals’. The third attempt is ‘to seek to add realism to their behavioural model by “enriching” the utility function (i.e., the assumptions about agent’s goals) in ways that accommodate observations that are incompatible with more standard interpretations of the maximisation hypothesis. The problem with such rescue attempts is that they tend to rely on ‘ad hoc assumptions, for the reason that they are designed in order to account for the latest empirical violations.’

Selten (1998)⁴² argues that ‘instead of ad hoc modifications in the assumptions of maximisation hypothesis, a principled alternative to the rationality postulate is needed if one is to provide a satisfactory explanatory account of well documented experimental findings.’

Rachlin⁴³ (2003) in a review of the book ‘Rational thought and Rational Behaviour: The Adaptive Tool Box’ notes that, the standard economic theory says that the rational approach to a decision is to weigh all alternatives on all relevant dimensions and then to select the one with the heighest weight. Such a procedure would maximize subjective expected utility. But because of constraints of time and available information people and other animals often bypass the process by using ‘fast and frugal’ heuristics to make decisions. Rationality is thus said to be bounded by time and information constraints. The articles in this book says that the use of such heuristics is generally the best approach in many real world problems and therefore not irrational. Heuristics has evolved not as a deviation from rationality but as a development to rationality in cases where the standard model is proved to be slow and inefficient.

Simon ⁴⁴ (1956) published an article in the *Psychological Review* in which he introduced the notion of satisficing, a form of utility maximising in which constraints of time and effort apply not only to behaviour but also to an internal decision process supposed to govern behaviour. Even though in theory it might be possible to make a perfect decision, a rational decision, by means of very complex calculations taking lots of time and effort, real world decisions, according to Simon, are made using fast and frugal heuristics, rules of thumb, that would satisfice (meet some less than perfect criterion) rather than maximize utility over the long run.

Tversky⁴⁵ (1972) came up with a new approach in decision making called elimination by aspects. In it he says that, for example, you are buying a car. You decide among the alternatives on the basis of the single aspect that is most important to you (price, for instance) and eliminate all alternatives that fail to meet your (price) criterion. Then you go to the next most important aspect and repeat the process, and so on until you are left with only one alternative. Tversky shows that the process may yield non-transitive choices- as opposed to the normative process of assigning weight to each aspect simultaneously, and choosing the alternative with the highest total weight. For many practical real world decisions, however, elimination by aspects works as well as the more complex normative model.

Reinhard Selten in the edited work by Hayes⁴⁶, states that people will first determine their aspiration level (the degree of satisfaction they expect to get by solving the problem) and then select a heuristic to deal with it based on past experience with that sort of problem. That is reinforcement of past experience and learning is the basis. This is the cognitive school of behaviour.

Baudrillard⁴⁷ (1998) emphasised the symbolic sides of consumption in which he argues that people do not consume things but the meaning of them or the symbols.

Douglas and Isherwood⁴⁸ (1979) asserted that the consumption act itself is symbolic, through which people try to express their identity.

Appadurai⁴⁹ (1996) says that the change in consumption is related to the social disciplining of the imagination by producers, their advertising and media in general. This, in turn, leads to an increased tempo of consumption and a changing of the ways in which locality is reproduced. Appadurai addresses cultural reproduction in the light of what he calls the increasing disjuncture between physical space and ethnic identity.

The intervention of media, advertising, increased physical movement of ethnic groups, and more recently, the spread of internet, makes the imagination a space of contestation.

Miller⁵⁰ (1994) acknowledges the power of transnational images that surrounds the consumption. He says that the change is not always homogenising. New ideas and commodities from abroad get taken in and used in ways in which are consistent with local culture. He states that the cultural forms are not wiped over but given expression through imported commodities.

Prakash⁵¹ (1978) found that people spend enormous amounts of money were spent on the construction of new houses or maintenance and repairing of the new houses. He notes that the improvements were mainly in the front portion of the houses by constructing new verandah with mosaic flooring which is the latest fashion. Houses become the most effective symbol of one's status in a society where money rather than rank is the enabling condition for projects of conspicuous construction.

Miller⁵² (1995) explains the expenditure on house construction as a very important in the cultural context as well. The consumption as a whole is looked at in its cultural significance. He says that the economic and symbolic dimensions of commodities and items of material culture... (comes) to objectify distinctions of wealth and status and a particular set of social and cultural values. House gets the priority not only because it is one and perhaps the most important among the consumer goods, but also because of its universal presence, at least in the dreams when it is not materialized. This trend does not confine to the rural areas, but it is quite visible in urban areas too, thus resulting in large scale conversion of land into residential plots.

Zacharia et.al.⁵³(1999) brought out a very interesting piece of information regarding migration, remittances and consumption. The downfall of the caste domination in the social order, the opportunity to build the status was opened to all in the mid 20th century; though only a few could make use of it. The migration to Gulf in the 1970s opened a new window for this segment of population. This is specially due to the reason that the demand from Gulf was mainly for the unskilled and semi-skilled which the upper caste people were always hesitant to take up and something which the lower castes were already engaged in. making the optimum use of the opportunity, many of them enhanced their consumption through the newly amassed wealth. The exposure to the new world of gadgets which were previously a rarity can also be the reason. This new source of upward mobility helped them to relocate in the society by not merely building houses or refurnishing the old ones but in many cases by even moving away spatially from their ancestral places.

Isaac and Tharakan⁵⁴(1986) in their study about the Sree Narayana Movement in the 18th and early 20th century found that a lot of people migrated to South Asian colonies as estate workers detaching themselves from the local agrarian land relations to acquire wealth. There were restrictions existed in the past on the lower caste members to construct houses with specific standards.

Alexander⁵⁵ (1968) cites that the people who have returned with wealth from the South Asian colonies when forced to build pacca house or repair old ones in the model of a pacca house were met with violent resistance from the upper caste people. Many of the houses were often demolished and sometimes even smashed to smithereens by the upper caste people.

Therefore, with the opening of the opportunities the anxious attempts to possess the privileges denied in the past are visible.

This bitter past experience still haunts many communities which make them display their suppressed frustration through the acquirement of commodities, the house being the primary among them. Many scholars identify this to the 'commodity fetishism'.

Hatchuel⁵⁶ (2002) tries to extend the bounded rationality concept of Herbert Simon. He analyses Simon's contribution to be more than that of bounded rationality but a Design theory where all his works on learning, thought, and discovery could converge. His study says that human agents are limited decision makers but good natural designers including social interaction as a design area. We are not decision makers but designers.

Simon⁵⁷(1959) stated that perception and cognition have no usable meaning in integral space, since their significance is defined by the selectivity of the connections by which they are constituted....it is not then surprising that the decision-maker's information about his environment is much less than an approximation to the real environment, especially when we recognize that the relevant 'real environment' is nothing less than the total system, including its structure of connections. The decision-maker's information itself rests on perceptions which are themselves structures of connections, and so the knowledge within an economy is always dispersed and incomplete.

Gigerenzer and Goldstein⁵⁸ (1996)in their paper say that humans and animals make inferences about the world under limited time and knowledge. In contrast, many models of rational inference treat, the mind as a Laplacean Demon, equipped with unlimited time, knowledge and computational might. Following Herbert Simon's satisficing, they have prepared a family of algorithms based on a simple psychological mechanism; one reason decision-making. These fast and frugal algorithms violate fundamental tenets of classical rationality: They neither look up nor integrate all

information. By computer simulation, the authors held a competition between the satisficing “Take The Best” algorithm matched or outperformed all competitors in inferential speed and accuracy. This result is an existence proof that cognitive mechanisms capable of successful performance in the real world do not need to satisfy the classical norms of rational inference.

Chorvat and McCabe⁵⁹(2005) in their study on ‘Neuroeconomics and Rationality’ say that there are important ways in which individuals do not conform to standard economic models. However, it would be a mistake to conclude from this that individuals should be labelled irrational. In fact, the research indicates that individuals who are behaving irrationally under constructivist notions of rationality are often behaving consistently with ecological notions of rationality.

2.2.2 Media Studies

Denzin⁶⁰ (1986) states that the recent development in academics embraces the study of media and media culture, especially the younger generation of social scientists. He says that in some of the recent sociological theories, culture, especially media culture, has assumed a major role, affecting all aspects of contemporary social life.

Bensman and Gerver⁶¹ (1958) mentioned that the early discussions of recorded culture differentiated between the elite culture and the culture for mass dissemination. They say that these two forms of culture were seen as picturing different sets of values and representing different standards of aesthetics.

Angus and Jhally⁶² (1989) and DiMaggio⁶³ (1982) expressed the similar idea that the society consumes differently based on the classes they belong; the prestige of each

class being attached to its culture and they are distinctly separated as 'high' culture and 'popular' culture.

Gans⁶⁴ (1974) in his argument mentions that each social class constitutes a different taste public. Their members make similar choices of cultural content and displays similar values or preferences for cultural content, even though other factors like region, religion, generation, and ethnic factors lead to some differentiation within these groups.

Brecht⁶⁵ (1978) says that "Good or bad, a play always includes an image of the world... there is no play and no theatrical performance which does not in some way affect the dispositions and conceptions of the audience. Art is never without consequences".

Bourdieu⁶⁶ (1984) views cultural preferences as the factors determined by the social class. He argues that the knowledge of culture or the cultural capital is a means of reinforcing and enhancing social class status.

Bottomore⁶⁷ (1984) in his study about the Frankfurt school of thought mentioned that the nature of mass culture and its impact on the society has been the subject of continual debate among the social scientists and this is recorded back in 1930s by the members of the Frankfurt school. The Frankfurt school, one of the major protagonists being Theodore Adorno, mentioned that the mass culture, like any other industrial products, consists of standardized items that provided an illusion of novelty, based on superficial details. They argued that, the mass culture was acceptable to the public because they lacked the energy or inclination to understand and comprehend more complex forms of culture due to the hard and dehumanizing nature of work in an

industrial economy. Mass culture always carried the values of the elite, the economic elite, and in a way it was a tool which enabled a form of social control.

According to Rosenberg and White⁶⁸ (1957), American mass cultural theorists, who were originally from the Frankfurt school; who migrated to America after the World War II, assumed that the content of the popular culture was monolithic and it expressed a single set of ideas and values that were marketed and sold to all the audience without any differentiation; which was partially true as during the 1930s to 1950s the major part of the mass culture were the popular songs built around romantic love, in a very idealized and sentimental fashion. The authors remarks that the Hollywood films also dealt with a fantasy world with relatively little violence. The social problems and world events were virtually omitted from the screen. Mass magazines like 'Life' and 'The Saturday Evening Post' were marketed to each and every person without any differentiation.

Hirsch⁶⁹ (1978) remarks that, the economic feasibility of selling standardized products ceased to exist in the mid 1950s which paved the way for differentiated products. This was fuelled by the advent of television which had a phenomenal influence on all the entertainment media. This forced the other media to diversify their products to different audience categories. This also lead to the emergence of more number of outlets and thus a series of new magazines targeting the popular audience came into existence; women, sports, news, computer, etc... Women magazines were categorized into those for young women, professional women, and housewives. They were not through a single magazine but different ones. Radio stations also changed their services to specialised products appealing to different audience groups.

McLuhan⁷⁰ (1964) was one of the major writers who recognized the importance of television as a new form of communication which is radical and revolutionary in its

form as a tool of cultural communication. His major argument was built around the conceptual proposition that television as a medium, itself affects the viewer more than the actual content that is transmitted.

Snow⁷¹ (1983) argues that media are not neutral instruments for transmitting information and ideas. They are instruments that interpret reality in the process of transmitting news and entertainment to the public. He says that in a contemporary society, the public tend to accept the media's interpretation of social realities and thus making it a 'media culture'. He is not saying that there is an elitist conspiracy behind the media but his argument is that the communication process itself changes the character of the content being transmitted and the media is not intentionally imposing any particular ideology.

Meyrowitz⁷² (1985) came up with the argument that the major factor that differentiates television from the other media is the accessibility of information. Television made all kinds of information accessible to all. It broke the monopoly of certain groups over certain kinds of information. It uses a simple code that is accessible to everyone, which was totally different from the print media, which creates distinct social groups ranked in terms of their capacity to decipher specialized linguistic codes. Television breaks all these groups and creates a single audience by the merging of different groups of population. This does not mean that there are no groups, but a new type of grouping got started.

Crane⁷³ (1992) classifies cultural organizations into three; core, peripheral and urban culture. She says that local cultural organizations are often sources of new ideas, a few of them eventually reaches the cultural arena. It is said that the content that enters the core culture emphasises certain themes and the attention received is highly skewed and many of the topics are superficially treated. When detached from its original

context, the content of the core culture is consisted of images, narratives, and ideas that are collected from various sources at a wide range that contains minimum information about the origin. She continues that the core culture industries attract audiences from different classes while the peripheral culture industries get segmented in terms of lifestyle rather than social class.

Ahmed ⁷⁴(1996) in his work 'Cross-Cultural Content analysis of advertising from the United States and India' found that "there were significant differences in the way the two cultures produced advertising messages and that differential cultural values were reflected in their advertising expressions. The findings revealed that the U.S. advertisements utilised direct rhetoric styles, individualistic visual stances, sexual portrayals of women and comparative approaches more often than their Indian counterparts. The Indian ads utilised indirect rhetorical styles, collective visual stances and stereotypical portrayals of women more frequently than did the U.S. ads". This study suggests that caution should be exercised when considering standardization in advertising and other forms of promotional communication between divergent cultures.

2.2.3 Consumer Behaviour

Richert⁷⁵ (1954) states that 'Consumer is one who buys a commodity for use rather than for resale'. The definition given in the Random House dictionary is that 'a consumer is a person who use a commodity or service'.

McCarthy⁷⁶ (1960) states that, 'a consumer usually means the individual citizen (or his family) in his capacity as a buyer.'

Kangun⁷⁷ (1968) says that the stimulus-response theory of learning is mostly applied in the explanation of consumer behaviour. The major factors of this theory are drive, cue, response and reinforcement. A particular drive creates a particular response or behaviour and the cues determine questions of when, where and how behaviour takes place. If the response to a drive is gratifying, a connection between a cue and response is established, and then the behavioural pattern is learned. The learning component emerges from the reinforcement and the continuous reinforcement will lead to a habit, which thereby establishes a habitual pattern and finally replaces the conscious cognitive learning. If the habit is strong the consumer sticks to a particular product or brand; and it shifts to other products if the consumer's behaviour is not reinforced. In other words, if the habits are not reinforced, then the consumer's mind is open to another set of cues leading to another response which will end up in switching to another brand or product.

Markin⁷⁸ (1969) says that the consumer behaviour has its basis in the bio-psycho-sociological factors. Biological factors include the need for water, food, oxygen, sleep and the factors affecting the psyche of the consumer falls in the category like social approval, self-esteem, security, status, and knowledge. The sociological forces also affect consumer decisions like the family, reference groups, social class and culture.

Markin⁷⁹ (1972) defines a consumer as 'a person who uses goods or services to satisfy his needs rather than to resell them or produce other goods with them'. He elaborates that 'the consumer is viewed as the key or central concept around which a marketing strategy or programme is built.'

Buskirk⁸⁰ (1970) states that 'a consumer is an individual who has tastes, desires and attitudes of his own. A particular commodity or product which he purchased satisfies

the tastes, desires and attitudes of a person, and then he becomes a consumer of that product.'

Stanton⁸¹ (1975) states that, the consumer behaviour is primarily goal-oriented. The decision to purchase a particular product is initiated by one or more motives within an individual which he thinks will bring satisfaction. The major factor which influences this decision are the perceptions of the consumer, which in turn are influenced by the learning experiences, attitudes and beliefs, personality and self-concept. He continues, that the perceptions are the meanings that one attaches on the basis of past experiences to stimuli which he receives through the five senses. This perception is influenced by the physical characteristics of the stimuli, the relation of the stimuli to their surroundings and the conditions within the individual.

Nelson (1970⁸², 1974⁸³) in his papers proposes a method to understand the influence of advertising on the markets. He proposes a distinction between characteristics that consumers will determine before the trade (research good) from characteristics that the consumer will recognise when the good is consumed (experience good). The research goods level of quality can be calculated from objective criteria and that of experience goods depends on subjective criteria.

Darby and Karni⁸⁴ (1973) distinguishes between goods whose level of quality can be determined a posteriori (experience good) and those whose exact quality cannot be assessed even with experience of consumption (credence good). So in cases like this under certain circumstances, prices can be considered as signals of quality, if other signals can support the validity of this information.

Gergaud and Vignes⁸⁵ (2000) studied about the consumer behaviour regarding the tastes of champagne wines. They show that, in a same interval of prices, very

different quality of champagne wines can be sold because consumers differ in their evaluation. Some of them tend to believe that a well-known brand is a high quality brand whereas others appear to use objective oenological criteria to estimate the level of quality of a bottle. Hence it appears that consumers differ in their appreciation of the signals.

Gilbert⁸⁶ (1989) and Gilbert et.al.⁸⁷ (1988) show that observation of behaviour leads spontaneous inferences which are corrected if processing capacity is high. When the quality of the product is difficult to evaluate, the level of knowledge of the consumer will determine his processing capacity. Therefore, connoisseurs or experts will recognise and then assess the information given by the brand, the label or the package better than beginners.

Ilmonen⁸⁸ (2004) in an attempt to interpret the commodities and their existence says that the goods have been seen as mediating social relations and offering opportunities to make social distinctions. It is precisely the symbolic aspect of goods that make this possible. The author says that the consumption process does not take place only according to our wishes, but goods also put claims on us...sometimes our interaction with goods is so tight that it is difficult to say on whose terms this interaction takes place... that goods are tightly bound to our social lives is, however, only a precondition for our commitment to them and for the ways in which they may participate in the construction of our identities.

2.2.1 Conclusion

The literature reviewed in this chapter attempts to provide a journey through the vast literature on rationality, consumer, media and the behavioural pattern of the consumer which shaped up the views of the researcher into this study.

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- ² Ibid, pp. 68-71.
- ³ Ibid, pp. 68
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Chapter - 3

PERCEPTION, MEMORY AND MIND

3.1 Perception

Reality to an individual is merely that individual's perception of what is happening out there. Individuals act and react according to their perceptions and it is not always on the basis of objective reality. For every individual, the reality is a totally personal phenomenon which is based on the person's needs, wants, values, and personal experiences. That means, it is not the reality but what the consumer's perception about the reality that affects their actions, their buying habits, their leisure habits; the style of consumption.

3.1.1 Meaning

Perception can be described as the way in which we see the world around us. It can be different for two individuals who may be subject to the same stimuli under apparently the same conditions, but how they recognize them, select them, organize them, and interpret them is a highly individual process based on each individual's needs, values, expectations, world view, etc. In other words, we can define perception as the process by which an individual selects, organizes, and interprets stimuli into a meaningful and coherent picture of the world. A stimulus is any unit of input to any of the sense organs. Sensory receptors are the human organs; eyes, ears, nose, mouth and skin, that receive sensory inputs.

3.1.2 Acquiring Impressions

Earlier it was thought that the mind was conscious of all that went on within itself. But now we understand that consciousness forms only a small part of total mental processes. Subconscious ideas, impressions, sensations and thoughts play a most important part in the world of thought. This is what we say heuristics today as explained by Herbert Simon regarding the decision making process. It has been estimated that less than 10 percent of the mental operations of everyday life are performed on the conscious plane, the balance of work being done by the great subconscious regions of the mind¹ (Atkinson, 1911).

Memory is primarily a function of our subconscious mind. Consciousness cannot be regarded as synonymous with mind. If we treat consciousness and mind as coextensive, and discard the idea of subconscious field of mental process, we will be at a loss to explain where, during a particular conscious state, all the rest of the mind is. It is proved that every impression received, every thought that we evolve, every act that we perform is recorded somewhere in this great subconscious storehouse of the mind, and that nothing is ever absolutely forgotten.

It is a law of psychology that the intensity of the original impression determines the degree of the future remembrance or recollection, and that the intensity of the impression is proportionate to the attention given the subject or object producing the impression. The subconscious part of the mind stores away all impressions received through the senses, whether or not attention is bestowed upon the subject or object. What we know about things is what we remember about them. Hence, one's knowledge is dependent entirely upon his memory and his memory is dependent upon his attention, then attention is the prime factor of knowledge.

As we have noted earlier, the subconscious mind store all the sensory inputs or impressions. The strength of the impression depends upon the interest bestowed upon

it by the mind at the time of its occurrence, and the amount of voluntary attention used for it. The attention given to a thing determines the size and shape of the thing to be stored away in the subconscious mind. The interest awakened at the time of the impression gives the colour of the impression. In other words, the attention determines the size and the interest determines the colour.

The attention are of two types² (Atkinson, 1911); voluntary and involuntary. Voluntary attention is that which is focused by an effort of the Will. Developed man manifests a high degree of voluntary attention, unlike lower animals and undeveloped man. It is the result of the development of the Will. The involuntary attention is one which is focused with minimum effort or no effort at all on the part of the Will. Involuntary attention is seen in lower animals and man in varying degrees.

The mental impressions are received through the medium of five senses. There are direct senses and indirect senses. The senses that convey impressions to the brain directly are called direct senses. The senses of touch, taste and smell are direct senses. In the exercise of these senses, the person comes in contact with the object producing the impression, the contact being apparent in the case of feeling and tasting and less apparent, but none the less real, in the case of smelling, in which case the minute particles emanating from the object come in contact with the olfactory nerves. The indirect senses are those conveying impressions to the brain indirectly. The sense of seeing and hearing are indirect senses in which the impression reaches the brain through the medium of light and sound waves respectively.

The impressions conveyed by the direct senses are not readily recalled by the memory, while those obtained by the indirect senses are readily recalled, and a very high degree attained by intelligent practice. In other words, the sense of feeling,

tasting and smelling is left brain activities and the sense of seeing and hearing is a right brain activity.

3.1.3 Sensation

The concept of sensation can be explained as the immediate and direct response of the sensory organs to simple stimuli like a visual, a sound, a smell, etc. the sensitivity to stimuli varies with the quality of an individual's sensory receptors and the amount or intensity of the stimuli to which he is exposed. A blind man's better hearing can be explained by this. The power of sensation depends on energy change or the differentiation of input. A person may not hear the sound of a horn in a totally noisy environment which means that the sound of the horn do not make any change in energy levels. At the same time, when the sensory input decreases, one's ability to detect changes in input increases to the point where he attains maximum sensitivity under conditions of minimal stimulation. The usage of pin-drop silence emerged from this experience. Artists and advertisers make use of this in their works. This is manifested in the increased attention given to a commercial that appears alone during a program break, or the attention given to a black and white advertisement in a colour magazine full of colour advertisements.

It is possible to train the people or to cultivate the art of perception. Media does this by celebrating the criticism of itself.

3.1.4 Absolute threshold

The absolute threshold is the lowest level at which an individual can experience a sensation, the point at which a person can detect a difference between something and nothing is that person's absolute threshold for that stimulus. For example, a person's absolute threshold of vision while driving can be the distance at which he can note a

specific billboard or hoarding on the highway. This may be different for different people. However, under conditions of constant stimulation, the absolute threshold increases which, in turn, means that the senses tend to become increasingly dull or lazy. This property of mind of getting used to things which they are exposed to senses is called adaptation.

Sensory adaptation is a problem faced by advertisers and media houses all over. This forces them to change their advertising campaigns and media programs regularly. This is because of the adaptation that the consumers will get so used to their print advertisements and TV commercials and other programmes which no longer provide sufficient sensory input to be noted.³ Therefore, the advertisers continuously change the content, the approach, the advertising space, the media of advertisement, design, package, captions, logos, fonts, colours, etc....The commercials today are very well incorporates all the above features.

3.1.5 Differential threshold and Weber's Law

The differential threshold is the minimum difference that can be detected between two stimuli. It is also called as the just noticeable difference.

Weber's Law⁴ describes that an additional level of stimulus equivalent to the just noticeable difference must be added for the majority of the people to perceive a difference between the resulting stimulus and the initial stimulus. The just noticeable difference between two stimuli is not an absolute amount, but an amount relative to intensity of the first stimulus. Weber's law states that if the initial stimulus is stronger, the greater the additional intensity needed for the second stimulus to be perceived as different. Weber's law holds true for all the senses and for almost all intensities.

A 50 rupees difference in price of a car may not be noticeable as it falls below the differential threshold; but a 50 paise difference in the price of petrol may be noticeable as it falls above the differential threshold.

The advertisers and the media conceivers do these calculations to make the consumer perceive the change. Researches proved that the best way to change is just equal to the differential threshold; not above it or below it. Manufacturers who decide to reduce the quality of the product will ensure that the change is below the differential threshold that the consumers do not notice it. This is quite the same with the change in the product package or log change. The manufacturers cannot afford to lose the acquaintance people have with their products which mean they are going to lose in the market. Therefore, the changes will be always below the differential threshold or the just noticeable difference. Against this, when they decide to improve the quality, it will be always equal or slightly above the differential threshold.

3.1.5 Subliminal perception

The threshold for conscious awareness or conscious recognition is seen to be higher than the absolute threshold for effective perception. At the same time, people are stimulated below their level of conscious awareness. In other words, they can perceive stimuli without being consciously of the stimuli in question. A glance of a visual in a picture may not help comprehend it, but it certainly leaves an impression. This process is called subliminal perception, where the stimulus is beneath the level of conscious awareness but not below the absolute thresholds of the receptors involved. There are perceptions which are above the level of conscious awareness which are called as supraliminal perceptions⁵.

3.1.6 Dynamics of perception

One of the major principle which rules perception is that the raw sensory inputs by itself does not produce or explain the coherent picture of the world that people possess. Every second scores of different stimuli is received by every people, which if the mine interprets may lead to disorientation. Therefore, people do a selection of the sensory inputs based on physical stimuli from the outside environment and the internal stimuli in the form of certain predispositions such as expectations, motives and learning based on past experiences. In other words, individuals are very selective in choosing the stimuli they recognize, they organize the stimuli they recognize and give meaning to such stimuli or interpret them in accordance with their needs, expectations and experience. To be more precise, the process of cognition does work here in the subconscious which we call the heuristics. The individual is possible to recognize the stimuli which are known to them in the past. They can organize the stimuli and interpret them. That is, there is interplay of rationality principle or the momentary rationality in the form of physical external stimuli and rationality hypotheses or the global consistency in choice based on needs, experiences and expectations. The predispositions show the cognitive part of the consumer which Herbert Simon and the like tried to explain through bounded rationality. In codified terms, the thoughts of the behaviourist and the cognitive schools of thought are instrumental in consumer decision making.

3.1.7 Selection of Perception

Individual consumers exercise selection in the process of perceiving things without which life will be total chaos. In a real life example, when an individual goes to a supermarket, he is exposed to thousands of products of different colour, size, smell, shapes; to lot of people around doing various things; to variety of smells from bakery,

fruits, meat, people; numerous sounds of people talking, cleaning, billing, rolling trolleys, air conditioners and fans, stocking; sounds from outside the store like that of cars, lorries, planes, ambulance, etc... Yet he manages to shop in a brief time with a frequency of at least once in a week selecting all the items and paying them. Here the person selects from different sensory inputs according to his needs which is ultimately the purchase of goods. He perceives only that information which is required for that. In other words, we can say that he has developed a mechanism to select from many.

The choice of the stimuli depends on the two factors apart from the nature of the stimulus. They are the consumer's past experience and the need or motive of the time. Regarding the market situation, there are several variables offering different stimuli which affect the consumer's perception. They are the nature of the product, the physical attributes of the product, the design of the package, the brand, the advertisements and commercials, position of the advertisement or time of the commercial and the editorial environment. To be specific, the copy claims of the advertisement, choice and sex of model, positioning of the model, size of advertisement or length of the commercial, and typography of the advertisement do affect the consumer's perception.

Contrast with the other stimuli is one of the most important attention-compelling attribute of the stimuli. Advertisers use several tools like the use of space, typography, size of the space, etc to get the attention. Grabbing the attention and creating the interest is the regular way of doing the business in advertising⁶.

As mentioned in the previous chapter, people always have a tendency to accept if they have some familiarity. Therefore the act of cultural change is a slow process without exceeding the differential threshold of the society altogether. People usually see what they expect to see. This 'what they expect' part is determined by the familiarity, on

previous experience, or on a 'preconditioned' set. This precondition work is done through the continuous intervention of the media in the forms of advertisements in the short run and cultural or artistic programmes in the long run.

Expectations can change the perceptions. A consumer always has a tendency to perceive products and product attributes according to their expectations⁷. However, stimuli that conflict sharply with expectations often receive more attention than those that conform to expectations.

Another important thing about perception is that people tend to perceive things they need or want. In general, there is a heightened awareness of stimuli that are relevant to an individual's needs and interests. Similarly, the awareness of stimuli that are irrelevant to one's need will be lesser.⁸ The consumers are likely to notice advertisements for products that meet their needs. An average consumer, that means a person who is exposed to all type of media, are exposed to magazines, newspapers, television, radio, billboards, direct mail, transit advertising, cinema or films, theatre or drama, books, recorded music, concerts, exhibitions, fairs, parades, performances etc... Exposure is not equivalent to perception but still the amount of stimuli is huge. But people have their own defense mechanisms like selective attention, perceptual defense and perceptual blocking through which they protect themselves from the bombarding of stimuli. People are different in their approaches towards information. They vary in the kind of information they like, the form of message, and the type of medium. For example, some people are interested in the information regarding price, some in appearance, some in product feature; some in social acceptability. Some people like complex message, some like simple; some others like graphical message⁹. Consumers subconsciously filter the stimuli they do not like which can be termed as perceptual blocking or perceptual defense.

3.1.8 Organization of Perception

The basic principles of organization of stimuli is based on the Gestalt psychology and figure and ground relationships, grouping and closure are the tenets on which this is built.

People have a tendency to organize their perceptions into figure and ground relationships. Figure is more clearly perceived because it appears dominant. In contrast to this ground appears to be subordinate and therefore the level of importance is lesser. However, the organization of perceptions into the ground and figure is affected by the learning level. Similar to the case of perceptual selection, perceptual organization is also affected by motives and expectations based on experience.

In the organization of perception people tend to group stimuli to form a unified picture or unified image or impression. For example, when an individual see an advertisement, he not only see the product and its features, but also the meaning embedded in it; the background, history and the positioning of the product. This grouping of stimuli is very important in the sociological analysis of perception. For example, a visual advertisement for tea may show a young man and woman sipping tea in a well-furnished room before a blazing hearth. The grouping of stimuli leads the consumer to associate the drinking of tea with romance, fine living, and warmth of the winter. It also leaves the possibility of the meanings that tea is meant to drink in winter; the warmth of the hearth will add to the ambience of drinking a tea; those who are rich drink the tea, etc...

Closure or completion of a perception becomes the need of an individual. Otherwise it will be considered as an unfinished task which will create tension on the side of the individual. This is because the individual who begins a task develops a need to

complete it¹⁰. It is also explained that hearing the beginning of a message leads to the development of a need to hear the rest of it. This principle is very well used by the media in various forms.

3.1.9 Interpretation of Perception

Stimuli may not be clear always. When stimuli are ambiguous the individual interpret it in a way that they serve to fulfill personal needs, wishes and interests. The closeness of a person's interpretation to reality depends on the clarity of the stimulus, the past experiences of the individual, and his motives and interests at the time of perception.

There are certain distorting influences against perception like Physical appearances of models (people identify with them), typical way of representing things or stereotypes (a traditionally dressed housewife speaking about a home appliance), response to irrelevant cue at difficult situations (like buying a car for its colour rather than its technical superiority), jumping into conclusions (consumer is moved by the beauty of the advertisement rather than the product features), first impressions (people tend to follow the first impressions) etc... Another important aspect about the interpretation is the halo effect which is used by media people to a greater extent. It is the act of extending the general impression to the irrelevant stimuli. For example, a model who looks into the eyes may be considered as trustworthy, fine and noble. The accepted good quality of looking into the eyes is being extended to other aspects. A product which is having quality therefore another product from the same company is bought by the consumer. This is called the generalization of the stimulus.

3.1.10 Consumer imagery

Every consumer has a perception of himself. This perceived image as a certain kind of person with certain traits, habits, possessions, relationships and behaviour have

significant influence on the purchasing behaviour. This self-image is unique for every individual as the individual's perceptions are.

The consumers develop a perceived self-image which they develop from a younger age itself through their interactions with others. They also attach products and other objects which fits into this self-image. In other words, consumers evaluate products or commodities on the basis of their consistency or congruence with their self-image. Every consumer attempt to preserve or enhance their self-image by buying products they believe that are congruent with their self-image and omit products that are not congruent¹¹.

3.1.11 Learning

The learning of the consumer is a continuous process which evolves and changes as a result of newly acquired knowledge gained through reading, observation, thinking and experience.

Learning encompasses the total range of learning from simple conditioned responses to the learning of concepts and complex problem solving. Some of the basic elements which are discussed in most learning theories are motivation, cues, response and reinforcement.

Needs creates motivation and goal which will provide a basis for learning about the need and ways to attain the need. Cues serve to direct consumer drives when they are consistent with consumer expectations. Cue suggests a way to fulfil their motivation. Information through media and the response of the consumer to them constitute a form of learning. If a consumer gets desired results from the purchase of a commodity regularly, it is a reinforcement that makes the consumer to believe that the product has qualities to satisfy his that particular need which is a form of learning¹².

3.1.12. Learning Theories

3.1.12.1 The Behavioural School:

Classical Conditioning:

Conditioned learning results when a stimulus that is paired with another stimulus that obtains a known response serves to produce the same response by itself. According to the theory, a particular response to a stimulus, which is unconditioned, when paired with a different stimulus which is conditioned, the conditioned stimulus can yield the same result as the unconditioned stimulus¹³.

The three basic principles governing this theory are the repetition, stimulus generalisation and stimulus discrimination.

Repeated exposure to the same kind of stimulus leads to learning. In a study of the impact of advertisements it is revealed that repetition increased the brand familiarity and willingness to buy twice, and the belief in the brand claim tripled. Evidence suggests that overlearning or repeated exposure or repetition beyond what is necessary to learn, helps retention.¹⁴

Marketing studies explain that over exposure can lead to boredom. It is said that three exposures, as far as advertisement is concerned, is the best; one for product awareness, the second for product relevance, and the third for the benefits of product consumption. However, some other researchers state that to get a result of three exposures it is required to float the advertisement in a frequency of eleven to twelve to increase the probability of getting three exposures¹⁵.

The learning is aided by the act of stimulus generalisation. The individual who responds to a particular stimulus also responds to a similar one though not the exact one which he was exposed to earlier. That is why people can write with different pens,

can open different types of doors and locks, can read different types of fonts without getting exposed to each of them individually. Marketers use this in the name of product line extension. They use the existing brand recognition to a new product of the company¹⁶. This feature of the consumer forces the company for licensing and trademark which distinguishes them from other products.

This trademark issue is important when we consider another feature of learning that is stimulus discrimination. Various manufacturers want the consumers show discrimination to their products. This leads to the use of distinguishing logos and trademark. In this process consumer recognises and selects a stimulus from a group of similar stimuli. This process of stimulus discrimination is also very crucial in the more globalised consumption-oriented world where meaning and positioning of the commodities are important.

Instrumental Conditioning:

Classical conditioning does not explain every aspect of the consumer learning. The learning process is full of trial and error until the consumer reaches a decision. This is an effort to control the environment. During the effort of gaining control of the situation, that is trial and error, one particular behaviour of the individual may yield a more favourable outcome. This, in turn, reinforces the behaviour associated with the favourable response or outcome. This process is termed as instrumental conditioning.

Stimulus repetition, stimulus discrimination and reinforcement are important in instrumental conditioning also. Reinforcement which promotes a repetition is called a positive reinforcement, whereas a reinforcement which warns of certain things is a negative reinforcement¹⁷.

3.1.12.2 The Cognitive School

The belief that learning is a function of thinking, of mental processes, is known as cognitive theory of consumer behaviour. It states that the human learning is basically a problem solving through information processing.

Information processing:

The human mind is engaged in receiving information or stimuli and organises and interprets on a continuous basis. This process, to be continued without interruption, requires memory.

Memory has a sensory storage unit, short term store and a long term store. Sensory store keeps the information or stimulus through the senses. Short term store is the stage of real memory in which information is processed and held for a short period. The information in the short term store is transferred to the long term store after rehearsal, which is the silent mental repetition of the stimulus or information.¹⁸

Memory processes:

There are four processes associated with memory of every individual. They are rehearsal, encoding, storage, and retrieval.

The rehearsal is the process of silent mental repetition which determines the flow of information from short term memory to the long term memory. If there are too much stimuli in the message to the consumer, the chance of getting it transferred to the long term memory is less. It is said that the best or optimum is the maximum of three bits of information in a fifteen second commercial advertisement if they want it for later recall¹⁹.

Encoding is the process by which an individual select and assign a word or visual image to represent a perceived object or message. This is done through the process of

rehearsal. Manufacturers and the marketers help the consumer in this by giving logos and captions to remember the product. For example, the logo of Ceat tyres in India was a tyre and a rhino with a caption, 'Born tough'. There are studies which explain this and some studies say that pictures are more easy to learn than verbal information. However, to create an overall mental image verbal information also is required. Another study says that printed information, if it has a verbal message attached to the picture, has more chance to be encoded than those without verbal information. Another study states that the encoding will be easier for children if there is a verbal message attached along with the picture²⁰.

Storage is the process by which individuals organise the information in long-term memory. The data has been stored in two ways: Chronologically and Semantically. Chronologically or episodically storing the information helps one to recall when and where it happened. Semantic storage depends on how the consumer groups the information according to the meanings and concepts. The memory of names or profession or a theory is based on the semantic storage of data or information²¹.

The process of recovering the information from the long-term memory is called the retrieval. There are two things which hinder the retrieval of information. They are the old learning and the new learning. The old learning may be strong enough and created a positive impact in the mind at some point that the new learning is not properly encoded. As mentioned earlier in the memory part, the information which created interest are painted bright in the memory which can be retrieved easily. Similarly, a new learning may veil the old learning too. The explanation for this is the same.

3.1.13 Involvement theory

The involvement theory is based on the hemispherical lateralisation. It is also known as split-brain theory. According to this theory, the right and left hemispheres of the brain are assigned with different tasks. The left side is mainly responsible for cognitive activities such as reading and speaking and logic and mathematics. The right side of the brain is involved in nonverbal, timeless, pictorial information processing. The right side is responsible for the spatial dimensions, and imagination of the people. In other words, the left hemisphere of the brain is rational, active, methodical and realistic while the right side is emotional, metaphoric, impulsive and intuitive²².

High Involvement Media:

The activities like reading, speaking and logical interpretation is done by the left side of the brain. Therefore the information in print is triggering the left side of the brain, which means that newspapers and magazines require reading which needs the analytical left brain therefore making it a high involvement medium. It is not possible to read a newspaper passively. It requires attention to interpret the visual and verbal messages in the print²³.

Low involvement media:

Research suggests that when the information processing is done by the right side of the brain, it is possible for the individual to do it passively. Television viewing is a right-brain activity. It facilitates the passive perception of the images through the focused eye. Passive learning occurs through the repeated exposure, of the programmes and advertisements, to television. The right brain processes information of the sort of imagination, spatial dimensions, music, etc... which can be done passively. Therefore television is a low involvement medium²⁴.

The right-brain processing theory is consistent with the classical conditioning approach to consumer behaviour. The repeated exposures of any particular stimuli can facilitate learning even before the consumer start thinking about the decision to purchase. In fact, the consumer will be ready to purchase when he sees the commodity in the market. He is already well educated about the product before he find the product. This is also consistent with argument of Jean Baudrillard regarding the hyper real situation existing in the field of consumption.

The passive learning model is supported by the fifteen second commercials in television. The short duration visual and audio stimuli is possible on a continuous basis is possible only through a television and therefore television has become the favourite medium for the advertisement and the promotional purposes. And most of the commercials make use of the symbolic language which facilitates the episodic and semantic storage of the information. The visual content generates familiarity and the verbal content initiates the cognitive process of learning²⁵.

3.2 The Brain

According to Rose (2005) “the very idea of ‘consciousness conference’ implies that there is some agreement about how such an explanation of consciousness should be framed- or indeed what word even means- but there is not. The rapid expansion of neurosciences has produced an almost unimaginable wealth of data, facts, experimental findings, at every level from the submolecular to that of the brain as a whole. The problem which concerns me greatly, is how we weld together this mass into a coherent brain theory. For the brain is full of paradoxes. It is simultaneously a fixed structure and a set of dynamic, partly coherent and partly localised and

delocalised, embedded in small clusters of cells or aspects of the working of the system as a whole. Of some of these clusters, and their molecular specialisms, we have partial understanding. Of how they relate to larger neural scene, we are still often only at the hand-waving stage”²⁶.

Even when we design and implement various programmes, we have only a very partial or meagre understanding of our brain, which is considered as the centre point of all human activities. We have designed numerous theories of various nature, from anthropological to sociological, to explain human behaviour. The approach here is deduction. That is to interpret the phenomenon from the whole. However, we could not coherently match the micro to the macro aspects of brain or human behaviour.

In this context, the neo-Darwinistic explanation of the theory of natural selection by Darwin as explained by Richard Dawkins is worth mentioning here²⁷. His reinterpretation of the Darwinian theory of evolution is quite consistent with the psychological and sociological understanding of human behaviour. He states that it is not the species that is important in the evolution, but the gene. It is the gene that is the immortal replicator. “Darwin’s ‘survival of the fittest’ is really a special case of a more general law of ‘survival of the stable’. The universe is populated by stable things. A stable thing is a collection of atoms that is permanent enough or common enough to deserve a name... sometimes when atoms meet they link up together in chemical reaction to form molecules, which may be more or less stable.... The haemoglobin of our blood is a typical protein molecule. It is built from chains of smaller molecules, amino acids, each containing a few dozen atoms arranged in a precise pattern. In the haemoglobin molecule there are 574 amino acid molecules. These are arranged in four chains, which twist around each other to form a globular three-dimensional structure of bewildering complexity...haemoglobin is a modern

molecule, used to illustrate the principle that atoms tend to fall into stable patterns... the earliest form of natural selection was simply a selection of stable forms and rejection of unstable ones.²⁸”

Dawkins, explains the ever continuous process of evolution of species, which is, in fact, the evolution of genes. His interpretation of the replicator gene formed in the primeval soup in the process of attaining stability to the atoms is revolutionary as much as the theory of natural selection. This replicator molecule has the extraordinary property of being able to create copies of itself. In the process of evolution, the more stable survived and found energy sources to survive. In other words, they found survival machines for themselves as containers; vehicles for their continued existence.

In his words, “ They did not die out, for they are past masters of the survival arts. But do not look for them floating loose in the sea; they gave up that cavalier freedom long ago. Now they swarm in huge colonies, safe inside gigantic lumbering robots, sealed off from the outside world, communicating with it by tortuous indirect routes, manipulating it by remote control. They are in you and in me; they created us, body and mind; and their preservation is the ultimate rationale for our existence. They have come a long way, those replicators. Now they go by the name of genes, and we are their survival machines²⁹.”

This quotation from Dawkins is important in the context of the study because it is necessary to remember that we human beings are acting out a role we are assigned by somebody. Whatever we discuss about the human world, is a subset of this version of the evolution of life. When we discuss about the factors influencing consumer, it is just like how the petrol influences a car, or how rain affects the running of a car. The passenger is different, not ‘human’.

However, when we try to follow the route that human beings are special, what makes us so special is a question. According to Steven Rose, (Rose, 2005; 55) “our biochemistry is virtually identical to that of no-brain species. At even the highest degree of magnification our neurons look the same as those of any other vertebrate; they talk to one another using the same electrical and chemical signals...(our uniqueness lie) partly in our versatility. ...we are the only species that can (at least we are fit enough) run a kilometre, swim a river and then climb a tree. And for sure we are the only species that can then go on to tell others of our kind of our achievements, or write a poem about them. We have above all a deeper range of emotions, enabling us to feel empathy, solidarity, pity, love, so far as we can tell, well beyond the range of any other species.

This is why need a study about human nature. The nature and understanding of human behaviour helps us to live our life in a better way, though it is destined to do many other things as decided by the replicators who are inside us.

Steven Rose (Rose, 2005;58) is a little softer than Dawkins in explaining the brain and evolution. He says that all humans are alike in every many respects, all are different in some. It is said that, no two individuals, not even monozygotic twins, are entirely identical, even at birth. But it is interesting that chemically, anatomically and physiologically there is astonishingly little obvious variation to be found between brains, even from people from widely different populations. “Barring gross developmental damage, the same structures and substances repeat in every human brain, from the chemistry of their neurotransmitters to the wrinkles on the surface of the cerebral cortex. Humans differ substantially in size and shape, and so do our brains, but when a correction is made for body size, then our brains are closely

matched in mass and structure, though men's brains are slightly heavier on average than are women's."

A fusion of human sperm and ovum results in, over nine months gestation, in some 3-4 kilos of baby, fully equipped with internal organs, limbs, and a brain with most of its 100 billion neurons in place. It is far more astonishing to know that the growth of a zygote's brain is at the rate of 2,50,000 nerve cells being born every minute of every day over the period of nine months.

Another crucial aspect about human brain is also very crucial in the post birth developments. To quote Steven Rose (Rose, 2005; 62); "all of life is about *being* and *becoming*; being one thing, and simultaneously transforming oneself into something different. It is really like (just as Dawkins and others have commented, in the context of evolution) rebuilding an aeroplane in mid-flight. And we all do it, throughout our lives- not just as babies but adults, not just humans but mice and fruitflies and oak trees and mushrooms. That is why I argue that living creatures are continually constructing themselves. This process is one of self creation, autopoiesis, or (as it has sometimes been called) developmental systems theory. The cell, the embryo, the foetus, in a profound sense 'chooses' which genes to switch on at any moment during its development; it is, from the moment of fertilisation, but increasingly through that long trajectory to birth and beyond, an active player in its own destiny."

Steven Pinker³⁰, in his book '*How Mind Works*' claims that humans show a universal propensity to prefer pictures containing green landscapes and water. He speculates that this preference may have arisen during human evolution in the 'environment of evolutionary adaptation' of the African Savannah. This is severely criticised by Steven Rose on the grounds that the evolution of mind as Pinker notes is not possible as per the available scientific proof.

Language is another typical feature of Homo sapiens. Language is inseparable from culture, and culture implies a recognition that there are individuals in the world other than oneself who resemble oneself in having a mind, intentionality, agency. These justify the point in endeavouring to communicate with them, symbolically or linguistically. Language involves symbolic manipulation, in the forms of sound, artefacts or computer generated. Symbolic representation appears early in human culture. Humans are social animals and social living requires communication.

Steven Rose (Rose, 2005; 111) points out that “...human speech is made possible by ours (our physiology and anatomy). Thus the descent of the larynx enables rich auditory communication; the possibility itself makes feasible more complex forms of group organisation and life styles, and this in turn encourages the expansion of language. The expansion of language and symbolic communication itself represents a selection pressure on those brain areas.... Language and symbolic representation develop *pari passu* with culture and social organisation, as the most efficient way of ensuring understanding between members of the same family or group.... What must be common ground is that, however they evolved language and symbolic representation and manipulation became central features of human social organisation, and in doing so provided the motor for all subsequent cultural, technical, and genetic change. Once established, 2,00,000 or so years ago, there was no turning back for Homo sapiens. The paths that have led to our many contemporary cultures, however much they may have diverged since or are now being reunified in a new globalisation, began here, in humanity’s long march out of Africa.”

3.3 Mind and Consciousness

The new emerging discipline of cognitive neuroscience of human social behaviour with the collaboration of psychology, anthropology, ethology, sociology and philosophy³¹. In the words of Steven Rose, “the brain is indeed specifically adapted to this social openness; for instance, there is a class of neurons (‘mirror neurons’) that specifically fire when an individual imitates the action of others, and those that are tuned to register other people’s emotions and intentions or infer intention from action. There are brain systems (empathic systems) that respond to observing another’s pain.... Thus, to say that brain enables consciousness is not to make a crude split between the neurological and the psychological, the biological and the social, or to separate, if that were possible, the phenomenon of consciousness from the content of consciousness. There can be no consciousness without content; indeed it is constituted by its content, and its content is not merely of the moment but of all past moments in the history of the individual. It is thus an emergent property, not to be dichotomised, indissolubly historically located. It exists in sets of relationships, between the person and the surrounding world, irreducible to mere neural mechanism but not a mysterious ghost in the machine either. It is subject to scientific investigation, but not to be encompassed by the methods of neuroscience with our imaging devices, electrodes and medicine chest of psychoactive drugs.^{32”}

In his attempt to explore what modern physics has to tell us about the mind, Penrose speculates on the biological process that makes consciousness what it is. He concludes that there is something in the conscious activity of the brain that transcends computation and will find no explanation in terms of present-day science.

According to Roger Penrose, the famous professor of mathematics, the existence of body itself is in the form of a pattern; then what to say about the mind.

He says that, *“I suppose that the viewpoint that the physical systems are to be regarded as mere computational entities stems partly from the powerful and increasing role that computational simulations play in modern twentieth-century science, and also partly from a belief that physical objects are themselves merely ‘patterns of information’, in some sense, that are subject to computational mathematical laws. Most of the material of our bodies and brains, after all, is being continuously replaced, and it is just its pattern that persists. Moreover, matter itself seems to have merely a transient existence since it can be converted from one form into another. Even the mass of a material body, which provides a precise physical measure of the quantity of matter that the body contains, can in appropriate circumstances be converted into pure energy (according to Einstein’s famous $E = mc^2$) – so even material substance seems to be able to convert itself into something with a mere theoretical mathematical actuality. Furthermore, quantum theory seems to tell us that material particles are merely ‘waves’ of information. Thus, matter itself is nebulous and transient; and it is not at all unreasonable to suppose that the persistence of ‘self’ might have more to do with the preservation of patterns than of actual material particles”*.³³ (Penrose, 1994)

Every one of our conscious brains is woven from subtle physical ingredients that somehow enable us to take advantage of the profound organization of our mathematically underpinned universe- so that we, in turn, are capable of some kind of direct access, through that Platonic quality of ‘understanding’, to the very ways in which our universe behaves at many different levels.³⁴

3.4 Conclusion

This chapter tries to explore the ways in the process of making of perception. It provides the link from sensory perception to memory and mind. This is the fundamental connection to the ways of media influence to the values and beliefs and knowledge and thereby the rationality which is finally reflected in the consumer behaviour and consumption demand.

Notes:

- ¹ For details see: Atkinson, William Walker (1911) *'Memory Culture'*, L.N Fowler and Co., USA.
- ² Ibid, pp. 18.
- ³ For details see: Schiffman, Leon G and Leslie Lazar Kanuk. 1990. *Consumer Behaviour*. Prentice Hall India, pp. 170-228.
- ⁴ Richard Lee Miller. 1962. "Dr Weber and the Consumer", *Journal of Marketing*, Vol. 26, pp. 57-61.
- ⁵ Timothy E Moore. 1982. "Subliminal Advertising: What you See is What you Get", *Journal of Marketing*, Vol. 46, pp.38-47.
- ⁶ Lisa Phillips, "'Mike' Spurs Spate of Ads", *Advertising Age*, April 1, 1985, pp.38.
- ⁷ H.H.Kelley. 1950. "The Warm-Cold Variable in First Impressions of Persons" *Journal of Personality*, Vol.18, pp. 431-39.
- ⁸ Jacob Hornik. 1980. "Quantitative analysis of visual perception of printed advertisements", *Journal of Advertising Research*, Vol. 18, pp. 41-48
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Chapter - 4

MEDIA AND PERCEPTION

The role of media was generally considered inferior by most of the sociological theories till recently. The insignificant role assigned to media was rethought by a many of the younger generation social scientists. The accepted view of culture as a consequence or outcome of structural variables of economics and politics was replaced by a more central role affecting all aspects of contemporary social life¹ (Denzin, 1986). There are social scientists who viewed the products of media industries in a negative light referred to them as mass culture and predicted horrible effects on the audience and on social relationships in general.

Generally culture is divided into two; the one of the elites and the other being the mass culture. Both these forms express different types of values and represents different aesthetic standards² (Bensman and Gerver, 1958; Gans, 1974). This classification itself shows the nature of the content these media carry. The cultural products by the media are consumed by people of different social classes which are distinct in terms of 'high' culture and 'popular' or mass culture. This view of consumption of the cultural products remains a dominant theme in the recent academic discourse.

4.1 Culture and Media

There are arguments in different direction regarding the relevance and the functioning of media in the more globalised world. Gans (1974) takes the position that each social class constitutes a different taste public whose members make similar choices of

cultural content and have similar values or preferences for cultural content, although regional, religious, generational, and ethnic factors lead to some differentiation within these groups.

Bourdieu³ (1984) views cultural preferences as being determined by the background of social class. His argument, which is being discussed even today, that the cultural knowledge or cultural capital is a means of reinforcing and enhancing social class status is worth mentioning here when we study the influence of media in the consumption of meaning of a commodity.

The nature and impact of mass culture was first done by the Frankfurt school of sociologists, one of the leaders being Theodor Adorno. In his work, 'The Culture Industry: Enlightenment as Mass Deception', along with Max Horkheimer⁴ (1944) he states that mass culture products consisted of standardised items that provided an illusion of novelty, based on superficial details. 'The secret of aesthetic sublimation is its representation of fulfilment as a broken promise. The culture industry does not sublimate; it represses. By repeatedly exposing the objects of desire, breasts in a clinging sweater or the naked torso of the athletic hero, it only sublimates the unsublimated forepleasure which habitual deprivation has long since reduced to a masochistic semblance. There is no erotic situation which, while insinuating and exciting, does not fail to indicate unmistakably that things can never go that far.' In the same article they wrote that 'the assembly-line character of culture industry, the synthetic, planned method of turning out its products (factory-like not only in the studio, but, more or less, in the compilation of cheap biographies, pseudo-documentary novels, and hit songs) is very suited to advertising; the important individual points, by becoming detachable, interchangeable, and even technically alienated from any connected meaning, lend themselves to ends external to the work.

the effect, the trick, the isolated repeatable device, have always been used to exhibit goods for advertising purposes, and today every monster close-up of a star is an advertisement for her name, and every hit song a plug for its tune.'

Regarding the role of advertising, the article says, 'Advertising and the culture industry merge technically as well as economically. In both cases the same thing can be seen in innumerable places, and the mechanical repetition of the same culture product has come to be the same as that of the propaganda slogan. In both cases the standards are the striking yet familiar, the easy yet catchy, the skilful yet simple; the object is to overpower the customer, who is conceived as absent-minded or resistant.'

In the same article they continues, 'Signification, which is the only function of a word admitted by semantics, reaches perfection in the sign. Whether folk-songs were rightly or wrongly called upper-class culture in decay, their elements have only their popular form through a long process of repeated transmission. The spread of popular songs, on the other hand, takes place at lightning speed. The American expression "fad", used for fashions which appear like epidemics- that is, inflamed by highly concentrated economic forces- designated this phenomenon long before totalitarian advertising bosses enforced the general lines of culture. When the German fascists decide one day to launch a word- say "intolerable"- over the loud speakers the next day the whole nation is saying "intolerable". By the same pattern, the nations against whom the weight of the German *Blitzkrieg* was thrown took the word into their own jargon. The general repetition of names for measures to be taken by the authorities makes them, so to speak, familiar, just as the brand name on everybody's lips increased sales in the era of free market.'

In the end of the article, Adorno and Horkheimer concludes that ' the most intimate reactions of human beings have been so thoroughly reified that the idea of anything

specific to themselves now persists only as an utterly abstract notion: personality scarcely signifies anything more than shining white teeth and freedom from body odour and emotions. The triumph of advertising in the culture industry is that consumers feel compelled to buy and use its products even though they see through them.'

Adorno says that the mass culture was accepted by the public due to the dehumanizing nature of work in an industrial economy which makes the people exhausted. They lacked the energy or inclination to comprehend more complex forms of culture. Mass culture reflected the values of the economic elite and provided a form of social control.

Guy Debord ⁵(1967) in his article, 'The Society of the Spectacle', deals with the idea of a spectacular life. He says that, 'In societies where modern conditions of production prevail, all of life presents itself as an immense accumulation of spectacles. Everything that was directly lived has moved away into representation.... The spectacle is not a collection of images, but a social relation among people, mediated by images.'

In the same article he continues, 'The spectacle is the other side of the money: it is the general abstract equivalent of all commodities. Money dominated society as the representation of general equivalence, namely, of the exchangeability of different goods whose uses could not be compared. The spectacle is the developed modern complement of money where the totality of the commodity world appears as a whole, as a general equivalence for what the entire society can be and can do. The spectacle is the money which one only looks at, because in the spectacle the totality of use is already exchanged for the totality of abstract representation. The spectacle is not only the servant of *pseudo-use*, it is already in itself the pseudo-use of life.' He continues,

‘at the moment of economic abundance, the concentrated result of social labour becomes visible and subjugates all reality to appearance, which is now its product. Capital is no longer the invisible centre which directs the mode of production; its accumulation spreads it all the way to the periphery in the form of tangible objects. The entire expanse of society is its portrait... the consciousness of desire and the desire for consciousness are identically the project which, in its negative form, seeks the abolition of classes, the worker’s direct possession of every aspect of their activity. Its opposite is the society of the spectacle, where the commodity contemplates itself in a world it has created.’

From the 1980s, there has been a significant change in the way media is being viewed by the social theorists. The two major views before this period were the functionalist view and the Marxist view. The functionalist view considered media as a neutral instrument which transmits information and ideas. They only considered the extent to which the public was able to recall or implement information received from the media.

On the contrary, the Marxist theory took the stand that the media were not neutral. They transmitted the perspectives of social elites in the form of mass culture that was accepted uncritically by the public.⁶

Later studies focusing on the nature and content of news in newspapers and television, and studies of television as a medium rather than a neutral device for transmitting visual and verbal images formed the media culture paradigm of the present day. The enormous importance that television has assumed over the years has forced the social scientists to rethink the nature of communication in general and the transmission of the ideology in particular⁷.

Unlike the previous theories and stand points, the new ones conceptualises the nature of media messages and the nature of public responses in a new way. The role of media as a neutral device has been changed and it is debated about how the media transform and interpret reality in the process of disseminating news and entertainment to the public. The impact of media is seen as the outcome of the interaction between the media and the audience. The same messages transmitted are interpreted in different ways according to the social categorisation and levels of understanding.’ The text can no longer be seen as a self-sufficient entity that bears its own meaning and exerts a similar influence on all its readers. Rather, it is seen as a potential of meanings that can be activated in a number of ways.’⁸

Table 4.1
Classification of culture organizations

<i>Type of Organisation</i>	<i>Culture</i>	<i>Media/Medium</i>	<i>Principal Type of Audience</i>
National Core		Television Film Major Newspapers	Heterogeneous
Peripheral		Books Magazines Other Newspapers Radio Recording	Lifestyle
Urban		Concerts Exhibitions Fairs Parades Performances Theatres	Class

Source: Crane, Diana (1992; p 6)

The truthfulness of the media is been questioned by the researchers in various ways. The media were perceived to be interpreting reality in the process of transmitting it. In other words, the news stories are framed in certain ways that influence the public perception of their content. This framing or filtering takes place in the selection of the stories and the way of presentations.⁹

Molotch and Lester ¹⁰(1974) placed a criticism that the selection of news stories is actually determined by the way reporters approaches the subject rather than by the characteristics of the events themselves. Put in another way, the selection of news stories is guided more by the requirements and practices of news organisations than by the real world of events.

Snow (1983) argues that one way of transformation of the ideas while the transmission of them is done by presenting the information according to formats that are both predictable and easily understood, such as entertainment, drama, or conflict. The scheduling of the programmes also influence the way the audience perceive it. The rhythm and tempo of production and the use of camera, lighting, editing, and music also influences the perception of the audience¹¹.

4.2 Advertisement and Perception

We can easily understand how presentation is usefully used by advertisers. The presentation of the content can affect its meaning and its impact on the audience. The basic technique underlying many advertisements is that of placing the product in a particular type of symbolic context that confers meanings on the product that it does not intrinsically possess. Specifically, objects or people that have connotations for the segment of the public that the advertiser hopes to reach are presented next to the product.

In another study Williamson¹² (1978) points out that, advertisements take meaning systems from other areas of culture and use them to confer meaning on a product. The purpose here is that the advertiser wants these characteristics to become part of the image of the product in the viewer's mind. Here, two types of associations are made by through these advertisements. The first one is that, an object or a person is associated with a product and confers its meaning on the product. The most common type of these kind of associations are, particularly those ways of implying that an object is sacred or an individual is powerful. On the other hand, the product itself is made to indicate a specific message or to serve as a currency that can be traded for something else, such as success, love, or happiness.

Utmost care is taken in the creation of advertisements and the framing of images and messages that manipulate symbolic meanings with considerable sophistication. Along with the symbolic positioning of the product, the features of the product also need to be presented¹³.

There are arguments that advertisements do not have any impact on the people. The presence of advertisements are in the modern society almost seems like inevitable. Despite this, Schudson¹⁴(1984) says that advertisements can influence only those people who are already using certain types of products, who can be persuaded to select or switch to a particular brand.

But studies have proved that media, not only the advertisements, have significant role in framing the thought process of people, especially those regarding the purchase decisions.

Towards the end of twentieth century, the emergence of media-centred society and media-saturated society changed the way in which media is seen as well as the way in

which ideology is transmitted. The way in which media manipulate has changed from print media to a mix of print and broadcast media. This had a profound effect on the dissemination of the ideological content. The Marxist theoretical approach to media also has changed accordingly. The reductionistic view of Marxism to economic interests was forced to change. Society is formed by various groups with conflicting and parallel interests which need not be necessarily of economic interests. Every social institution is autonomous and is developing an ideology of its own which may be contradictory or conflicting to that of others. Media addresses these various groups and institutions and disseminates variety of messages interpreted differently by different groups.

In 1977, Hall¹⁵ came up with three functional definitions of media. He says that media provide an inventory of lifestyles and ideologies by presenting the various lifestyles and behaviours of different social groups. Secondly, the media classify these materials and interpret them in terms of their relationships to the centre and periphery of the social sphere to convince the public of the legitimacy of the centre's position. Halls states that the core media perform a major role in defining the reality to the public within the framework of the dominant ideology. This is considered necessary in modern societies because of the fragmentation and the plurality of world views. The media provides an idea about how other social groups live which helps us to make a sense of the whole of the society. The third and the final function of the media is that it assigns different interpretations to events by coding them in various ways and by placing event sin contexts that assign different levels of prestige and importance to them.

This concept of coding is important when we consider the meaning part or the symbolic context of what we are studying. Some types of events and behaviours are

considered to belong to the dominant code, others to the professional or expert code. Some others are defined as beings subject to negotiation between the dominant and opposition groups and the remainder is assigned to the role of opposition. Extreme views are likely to be excluded completely.

In this article, Hall also explains the techniques media uses for preventing opposition views from winning the consensus of the public. Media stresses the importance of the individual as a passive consumer so that he confines to the role of mere observer. Media masks or conceals the true nature of the relations between social classes; that is the hierarchy existing among the social groups are concealed and how the dominant class exploits the others. The media always emphasises the solutions to the problems from the perspective of the individual. Collective solutions to social problems are never put forward. It also takes the strategy of assimilating opposing or divergent viewpoints and thereby defusing them. Another major technique the media uses is the way in which it provides an illusion of social cohesion by concealing the true relationships between social classes.

Hall's work is been criticised on the grounds of difficulty in testing the decoding and encoding. At the same time, empirical attempts to test his theory proved that the people do not interpret the content of media as the theory predicts and the middle class is more critical of existing social and political arrangements than is anticipated by the theory.

According to Fiske¹⁶ (1989) the reader is an active creator of meanings from the text, here it is the content of the media, but not a passive recipient of already constructed ones. The neo-Marxists also believe that the role of media and television in particular as that of presenting a relatively inconsistent and contradictory picture of contemporary society.

In Snow's work titled 'Creating Media Culture', he argues that our perception is influenced by the mass media to such an extent that we live in a 'media culture'. According to Snow, the extent of influence by media varies in terms of their level of education. In his view, more educated people are better able to select the information and evaluate the content. Comparatively less educated people are more likely to accept the content of media at face value. That is, the capacity of the individuals to interpret the text, to negotiate the content and ideology of the text, vary according to the level of education.

Meyrowitz's argument (1985) is that television viewing is comparatively easier than to read a newspaper. It requires more skill to read a newspaper and interpret and the skill acquired over a period of time varies. Television is more accessible regardless of age and education. Therefore print media consumption is closely linked to age and income whereas television is not.

Further, television gives an impression that it is closer to reality, especially when they are relaying actual events. Also, television enhances the identification of individuals with their own social groups. Every information is an array of images about the rest of the world. In his argument, Meyrowitz states that the television has opened up the space for political rights. Earlier in the period of domination of print media, it was being controlled by the political and power groups. This argument of Meyrowitz may be true when he wrote this article. However, in the contemporary social context, television also has become a controlled medium under the power blocks.

Further, one of the major arguments of Meyrowitz is very important that the television undermines the authority of parents over children. This is done by television by providing children with a more sophisticated knowledge of adult patterns of

interaction. This rapidly socialised the children and they became less willing to accept parental opinions and authority over the knowledge of the society.

This view point of Meyrowitz is considering media as a social arena than merely a medium to transmit information. However, as we discussed earlier, all the social problems are not entering the media. Only those that can be dramatised and reasonably simple enter the media arena.

Another aspect of media which is pointed out by Benjamin ¹⁷ (1969) is that when disseminating the cultural content, the content is decontextualised. Some of the most powerful cultural symbols, through repeated exposure have lost its original significance. In other words, the very fact of being presented in such a context alters the original significance of a person, an event, an image, or a document.

Decontextualization will lead to a vast increase in the symbolic gallery of culture on the one hand and the effectiveness is diluted on the other hand due to continual reproduction, juxtaposition, and montage.

There are various studies on the role of television as a media and they say that television is central to the process of social construction of reality in contemporary society. Some of the studies suggests that the television is doing the same function as the old poets did in traditional societies. The traditional poet rendered the central concerns of their times into verses. Television is rendering the contemporary perceptions into an equally specialised language system¹⁸.

All the programmes may not address each and every social group. Viewers watch a wide range of materials with the hope of finding something meaningful to them. Members of marginal groups interpret material in ways that are not intended by their creators and find new meanings which is inclusive of them and satisfies them. This

subversive reading is often made by neglecting those elements in a text that represent the dominant norms and values. Some elements of a television text can only be interpreted in terms of the dominant ideology while others are susceptible to negotiated, resisting, or oppositional readings¹⁹.

In a study by Merelman ²⁰(1984) it is pointed out that the culture disseminated by media, particularly television, is far different from the values and norms of its political and economic structures. The massive hierarchical social, political and economic structures control the details of political and economic existence. At the same time, media disseminates the ideology of individualism focusing on the goal achievement.

Media focuses on the social stratification when disseminating the content. The focus has shifted from social class to lifestyles. This shift from social class to lifestyle as the basis of social stratification reflects a change in the way people locate their identities. In industrial society, identity is closely related to relations of production. An individual's identity was closely tied to the profession. However, in a post-industrial society, there is a disjunction between the values of economic and political institutions and those of cultural institutions. This is triggered by the increase in leisure time and leisure activities. Consequently, identity is increasingly based on lifestyle and patterns of consumption. Material objects acquire far greater importance as subtle markers of identification with symbolic codes²¹.

This necessitates viewing society that is highly fragmented in terms of tastes and lifestyles. Thus it becomes necessary to conceptualise social stratification in terms of measures other than economic status and occupational position, such as prestige and lifestyle.

Lifestyles represent different patterns of consumption of culture and commodities. Consumption of certain products is associated with the consumption of others. Consumption is no more considered as a unitary process but as reflecting a pattern of behaviour that incorporates similar purchases, attitudes, and behaviours. Consumers choose products as a means of communicating to others about their relationships to complex sets of social attributes and values²².

It is interesting to find that, as Hirsch²³ (1980) says, that television assumes a homogenous audience consisting of passive and unselective recipients of media content, all of whom use the media in the same way. He continues that, all the television networks define their audience as markets. Their primary concern is to increase its audience size in accordance with the demographics desired by the advertisers. The competition in business terms is for market share in a stable market. In precise terms, the networks conceptualise the audience in terms of different markets, depending on the time of the day and the demographic characteristics of viewers in each time segment. It is a fact that television's profits are derived from advertising and they have come to define their audiences in terms of lifestyles rather than in terms of social class. This necessitates variety in programming to include variety of tastes within and across social classes.

The selection of the cultural content by media production houses is studied by various researchers. The production managers exercise strong control over the selection of the artistic personnel and the definition of the cultural product itself. In a study, Cantor²⁴(1971) found that even the decisions to fund television series are done by committees and they also intrude into the artistic content. 'the network is considered both as the controlling agent and as the audience... for the content being produced.... To remain in production, a producer must be able to conform to changing directives

of the networks. Those producers who are committed to particular artistic or ethical values have trouble remaining in the commercial field' (Cantor, 1971, p 141,149)

In the present day, we have TAM Ratings for television programmes in India for the measurement of audience for particular programmes. The producers or the channels change the pattern of the programme according to the changes in the viewership.

Cultural producers are evaluated post hoc, on the basis of success. In a study by Faulkner he found that creative film personnel of all kinds were more likely to be selected for a particular film project if they had been frequently selected on previous occasions. That means, only personnel with a history of success are selected continuously. A small group of personnel are responsible for a large proportion of film projects. Similarly, the number of individuals involved in writing material for television is very small suggesting that similar processes are at work in the television industry also.²⁵

4.3 Analysis of the content and meaning of Media

The discussions in this area are very wide and deep. The attempt to analyse the meaning was not there in the early stages of the study about media as it was considered neutral and merely informative. The studies that came after viewed media content as one-dimensional and transparent. However, the recent studies tried to analyse the media from various angles, for its symbolic meaning, linguistic interpretations, ideological content, etc... They basically tried to find out how the meaning is conveyed and what meaning is conveyed. They found that meaning of texts is not transparent which may be deep and can have hidden meanings. The recent studies found that meaning is socially constructed on the basis of negotiations and

conflicts between different social classes and subcultures within social classes. People interpret the same text in different ways.

There are different approaches towards the analysis of meaning of the cultural text or cultural content of the media. Some of them mostly used by the social scientists are the framing model, structuralist approach, cultural studies approach and the reception model.

4.3.1 Framing model:

Framing model tries to explain the organisation of the content of the text. The organisation itself gives a particular meaning to the text. It is the interpretative framework that gives meaning to the content. Media use interpretative packages that represent different ways of interpreting an issue. The frame is the central idea that is used to make sense of relevant events. It aids the audience in thinking about an issue and encourages interpreting events in terms of a key idea. For example, people know very well that a particular newspaper or television channel is following a left politics or right politics.

Television creates expectation in the consumer and mentally set the stage for the programme to be telecasted. There are programmes which can be viewed without any previous familiarity. Each episode stands complete in itself. There are other operas which are very closely bound to the previous episodes.

There are programmes which uses myths as a frame. Adventure also is used as a frame. Another framing device used very frequently is the formula. Formulas have standard plots with universal appeal. Apart from that, formulas are embodied in figures, settings, and situations that are meaningful in the cultures which they are disseminated. According to ²⁶Cawelti (1976) formulas reduce the complexity of the

real life and make complex problems simpler and easier to understand. Specific works within a particular formula may differ in their usage of the device. More complex versions sometimes achieve the status of literary masterpieces. We have got plenty of examples from our literature, old and new.

In short, the framing model hypothesises that the meaning of the cultural text is conveyed to the consumer with the help of certain devices in the text like; its relationship to other narratives as series or serial, characteristics of the narrative itself like a formula, or the use of specific techniques for communicating the narrative such as the linearity or nonlinearity of the plot, the degree of emphasis on realism, and the expectation that the viewer will or will not construct his or her own interpretation of the story.

4.3.2 Structuralism:

Structuralism hypothesize that the meaning of the text is underlying the text. It is required to decode the meaning from the text. This approach hypothesise that every society has a set of symbolic meanings that are represented in its myths and other cultural objects. The analysis of the text is done through the interpretation of the codes underlying the cultural phenomena. This analysis brings out the deep meanings underlying the surface texture of the text. Modern societies are much more complex than primitive societies and therefore have a larger set of symbols to be interpreted and the repertoire is always getting enlarged.

Structuralism uses semiotics for the analysis of the content of the cultural texts. Semiotic analysis contains two components; synchronic analysis and diachronic analysis. The synchronic analysis examines relationships among elements in a text and is based on the idea that any cultural symbol takes its meaning from its

relationship with other symbols, particularly from its contrast with other symbols. The diachronic analysis examines the evolution of narratives. It involves the conceptualisation of a narrative as a chain of discrete events.

Fiske ²⁷(1987) argues that the characters in a fictional narrative are imbued with the ideas and values of a particular society. In other words, each character represents a set of values and beliefs which is conveyed through the similarities and differences of the values and beliefs of other characters.

Eco ²⁸ (1979) in a study of Ian Fleming's James Bond novels shows that all novels have the same narrative structure, which can be reduced to a set of categories that are analogous to a game. The scheme of the novel is almost invariable from the perspective that all the types of scenes are present in every novel, although the order varies at times. The characters look standard that are familiar to most readers from childhood fairy tales and elemental conflicts based on universal values, the author maximises the chance of communicating with the widest possible audiences.

In a study about the box-office successful western films, Wright ²⁹(1975) argues that the cultural and social values represented by the characters and behaviour of the heroes of these films communicate tensions and conflicts in social and economic institutions. The social change necessitates a conflict in cultural values and they are viewed from a different perspective. The overemphasis on the text is at the expense of the social context. Also the structuralist belief of arbitrariness of the relationship between the signifier and the signified is inconsistent with a sociological approach based on causality.

4.3.3 Cultural Studies:

Cultural studies approach is a synthetic interdisciplinary approach which is formed taking elements of Marxism, structuralism and symbolic interactionism. The idea of dominant ideology and hegemony is taken from Marxism. It studies how the dominant class becomes hegemonic on members of other social classes. This approach considers media in a central role in modern societies. This is because media provides a platform for all the different subcultures and social classes to make sense of the lives of other groups. This is done by constructing images of different segments of the society from the perspective of the dominant class. The dominant class is the reference point.

Hall (1977, p 346) says that ‘The media serve in societies like ours, ceaselessly to perform the critical ideological work of ‘classifying out the world’ within the discourses of the dominant ideologies’.

The coding and decoding of structuralism is used in cultural studies. In Hall’s work he describes the process whereby the media classifies events and interprets them in the perspective of dominant ideology as a form of coding. He put forward that the members of different social groups respond to the media in several ways depending on their own ideological positioning. The people who cannot accept the dominant ideology use a form of negotiation in the decoding. While others who reject the dominant ideology use oppositional decoding. Mass media define the appropriate attitudes and responses to subcultures which results in the transformation of trends and fashion that fuel popular culture industries. The net outcome is the hegemony. Hegemony occurs when the dominant class succeeds in weakening, destroying, displacing, or incorporating alternative institutions of defence and resistance thrown up by the subordinate class³⁰.

4.3.4 Reception Theory:

This theory, which originated from literary criticism, raises three questions; how is the narrative interpreted by the reader, how the narrative positions the reader, and how the reader's interpretation is influenced by the social location?

Reception theory negates the concept of definitive reading. Instead it suggests that readers interpret texts differently according to their values and beliefs or social standing. Fiske³¹ (1984) argues that the perspective of the reader is formed largely on the basis of their experience with 'discourses'¹ that help them make sense of their social experiences. Culture provides a means of making sense out of experiences and discourses are central to this process. The reader's consciousness is influenced by the discourses that are available to him or her in a particular social situation. Fiske continues that popular culture is created from areas of discourses where consensus is high enough to be taken for granted. A particular text becomes popular if its discourses fit into the different ways of interpretation of their social experiences at a particular time. In other words, a popular text reassures the readers that their world views or discourses or perspectives are meaningful. Therefore popular culture gives satisfaction to the readers by reassuring that their viewpoint is right and congruent with that of others.

In the era of globalisation, influences come from all directions. There are different types of cultural influences. Recorded culture is one form of it and are available in various parts of the world and interpreted differently too. The same cultural symbols are interpreted differently by people from different cultural backgrounds. Appadurai³² (1990) classifies four more types of cultural flow in the age of globalisation. They are ethnoscaples, technoscaples, finanscaples and ideoscaples. Ethnoscaples consists of

¹ A discourse is a way of thinking about a particular subject, shared by a social group, including fields in which meaning is culturally organized, such as politics, religion, science, and so on.

different people who are moving between countries such as tourists, immigrants, refugees, exiles, and guest workers. Technoscapes consists of technological innovations which are mechanical as well as informational. Finanscapes consists of investments and currencies that flow from one currency and commodity market to another. Finally the ideoscapes which consists of ideologies of all sorts which ranges from modern to traditional. According to Appadurai all these five dimensions act independently but, at the same time influencing each other.

4.4 Conclusion

The chapter covered various aspects of the media which influences the culture of people, the consumers, in different ways. It travelled through the approaches towards media, the media culture, the creation of meaning, the analysis of meaning and the global culture. In the introductory chapter it was mentioned about the rationality principle and the rationality hypotheses. The rationality hypotheses refer to the global consistency of the consumer in making a decision. This depends on the system of values, beliefs and attitudes. The present chapter elucidates how media affects the values, beliefs, identity and attitude of the consumer and how the perception of the consumer is framed.

Notes:

- ¹ Denzin, N. (1986). Postmodern Social theory. *Sociological Theory*, Vol. 4, 194-204.
- ² For details see: Bensman, J., and Gerver, I. (1958). Art and mass society. *Social Problems*, 6, 4-10; and Gans, H. (1974.). *Popular Culture and high Culture*. New York, Basic Books.
- ³ Bourdieu, P. (1984). *Distinction: A Social Critique of the Judgement of Taste*. Cambridge, MA: Harvard University Press.
- ⁴ Adorno, Theodor and Max Horkheimer. (1944). The Culture Industry: Enlightenment as Mass Deception. in *Dialectic of Enlightenment*
- ⁵ Debord, Guy. (1967) *Society of the Spectacle*.
- ⁶ For details see: Crane, Diana. 1992. *The Production of Culture*. Sage Publications. New Delhi.
- ⁷ For details see: Kellner, D. (1982). TV, ideology, and emancipatory popular culture. In H. Newcomb (Ed.). *Television: The Critical View*. New York: Oxford University Press.
- ⁸ Fiske, J. (1989). British Cultural Studies and Television. In R.C.Allen (Ed.), *Channels of Discourse*, London: Routledge, pp. 254-289.
- ⁹ For details see: Campbell, R. (1987). Securing the middle ground: Reporter formulas in 60 minutes. *Critical Studies in Mass Communication*. Vol.4, pp 325-350.
- ¹⁰ See, Molotch,H. and Lester,M. (1974). News as purposive behaviour: The strategic use of accidents, scandals, and routines.. *American Sociological Review*. Vol.39, pp 101-112.
- ¹¹ For details see: Snow, R.P. (1983). *Creating Media Culture*. Beverley Hills, CA: Sage.
- ¹² Williamson, J. (1978). *Decoding Advertisements: Ideology and Meaning in Advertising*. London: Boyars.
- ¹³ Marchand, R. (1986). *Advertising and the American Dream: Making way for the American Dream*. Berkeley: University of California Press.
- ¹⁴ Schudson,M. (1984). *The Uneasy Persuasion*. New York: Basic Books.
- ¹⁵ Hall, S. (1977). 'Culture, media and the ideological effect. In Curran,M. Gurevitch, & J. Woollacott (Eds), *Mass Communication and Society*. London: Edward Arnold, pp. 315-348
- ¹⁶ Fiske,J. (1989). 'British cultural studies and television'. In R.C.Allen (Ed.) *Channels of Discourse*. London: Routledge, pp. 254-289.
- ¹⁷ Benjamin, W. (1969). 'The work of art in the age of mechanical reproduction'. In H. Arendt (Ed.) *Illuminations* (H. Zohn., Trans.; pp 291-353) New York: Schocken Books.
- ¹⁸ For details see: Fiske,J and Hartley,J. (1978). *Reading television*. London: Methuen; And Newcomb,H and Hirsch,P. (1984). 'Television as a cultural forum: Implications for research'. In W.D.Rowland, Jr & B, Watkins (Eds) *Interpreting Television: Current Research Perspectives*. Beverley Hills, CA; Sage, pp. 58-73.
- ¹⁹ White,M. (1989). 'Ideological analysis of television'. In R.C.Allen (Ed.) *Channels of Discourse*. London: Routledge, pp. 134-171; and Cantor,M.G. (1979). 'The politics of popular drama'. *Communication Research*. Vol. 6, pp 387-406
- ²⁰ Merelman, R.M. (1984) *Making something of ourselves: Culture and Politics in the United States*. Berkeley: University of California Press
- ²¹ Bell,D. (1976). *The Cultural Contradictions of Capitalism*. New York: Basic Books.
- ²² See: Leiss,W., Kline,S., and Jhally,S. (1986) *Social Communication in Advertising*. New York: Methuen.
- ²³ Hirsch, P.M. (1980). 'Television and Consumer Aesthetics'. In E.C. Hirschman and M.B. Holbrook (Eds.) *Symbolic Consumer Behaviour*. Ann Arbor,MI: Association for Consumer Research, pp. 76-81.
- ²⁴ Cantor, M.G. (1971). *The Hollywood TV Producer: His Work and His Audience*. New York: Basic Books.
- ²⁵ See for details: Gitlin,T. (1983). *Inside Prime Time*. New York: Pantheon; and Cantor, M.G and Pingree, S. (1983). *Soap Opera*. Beverly Hills, CA: Sage
- ²⁶ Cawelti, J. (1976). *Adventure, Mystery, Romance*. Chicago: University of Chicago Press.
- ²⁷ Fiske,J. (1987). 'Cagney and Lacey: Reading Character Structurally and Politically. *Communication*, Vol.9, pp 399-426.
- ²⁸ Eco,U. (1979). *The Role of the Reader: explorations in the Semiotics of Texts*. Bloomington, Indiana University Press.
- ²⁹ Wright,W. (1975). *Sixguns and Society: A Structural Study of the Western*. Berkeley: University of California Press.
- ³⁰ For details see: Clarke,J., Hall,S., Jefferson,T. and Roberts, B. (1976). 'Subcultures, cultures, and class'. In S.Hall and T. Jefferson (Eds.), *Resistance through Rituals*, London: Hutchison.
- ³¹ Fiske, J. (1984) 'Popularity and Ideology: A Structuralist reading of *Dr. Who*'. In W.D.Rowlands and B.Watkins (Eds.), *Interpreting Television: Current Research Perspectives*, Beverley Hills,, CA: Sage, pp. 165-198.
- ³² Appadurai, A. (1990)'Disjuncture and Difference in the Global Culture economy'. *Theory, Culture and Society*, Vol. 7, pp. 295-310.

Chapter - 5

ANALYSIS OF CONTENT: NEWSPAPER, CINEMA, THEATRE, TELEVISION AND INTERNET

In the previous chapters we had an overview of consumer, memory, mind, perception and media. The present chapter is a brief analysis of the media under discussion from the perspective of meaning and content. Various approaches are employed in the analysis including statistical methods, sociological approaches, semiotics and psychology. Whatever the tools adopted, the intention is to clarify the role of media in influencing the consumer in making his decisions.

According to the categories defined in earlier chapters the study has taken three media from the core domain and one from the urban domain. The internet medium is also considered as it is the latest and fast growing one.

5.1 Newspaper

Two major newspapers are selected for analysis of the content. Out of the major newspapers, *Malayala Manorama*, and *Mathrubhoomi*, is selected on the basis of readership and circulation. One week's newspapers are analyzed starting from 8-12-2009 to 15-12-2009.

The content of the newspapers are categorized into 27 groups and the area occupied them are measured and the percentage area is calculated. A weekly average is then taken for analysis.

Table 5.1: Content Categories and percentage area in the total area (Detail)

Sl.No.	Categories	Mathrubhoomi	Malayala Manorama
1	News – International	1.89	2.15
2	News – National	5.27	2.87
3	News – State	11.82	9.45
4	News – Local	14.65	10.85
5	Promotional News- Government	0.00	0.00
6	Information- Government/University	5.05	4.61
7	Interviews	0.00	0.25
8	Sports News		5.35
9	Sports Column/feature	1.43	0.67
10	Arts feature	4.04	1.08
11	Classified Advertisements	4.54	8.44
12	Lottery Information	1.17	1.12
13	Essays/Letters	3.56	3.14
14	Educational Material	1.48	2.10
15	Entertainment info-tv, film/feature	4.33	4.60
16	Accidents/Deaths/Anniversaries/Obituary	5.61	4.97
17	Marriage/Matrimony/Anniversary	2.54	0.07
18	Promotional-Business	2.31	5.05
19	Promotional – Agriculture	0.30	0.32
20	Promotional - Environment	0.87	0.00
21	Information – General	1.16	0.71
22	Editorial	0.95	0.71
23	Information – Business	1.08	0.79
24	Promotional - Social work	1.04	0.81
25	Others	0.63	3.47
26	Promotional-Development	0.59	3.20
27	Advertisements	18.65	23.22
	Total	100.00	100.00

Note: Percentage area is the mean for the 7 days of the week.

Source: Primary Survey of the Newspapers

Table 5.2: Content Categories and percentage area in the total area (Summary)

Sl.No.	Categories	<i>Mathrubhoomi</i>	<i>Malayala Manorama</i>
1	News	38.67	30.67
2	Promotional	5.11	9.38
3	Information	8.46	7.23
4	Sports/Arts Columns	5.47	1.75
5	Classifieds/Advertisements	23.18	31.66
6	Essays/Letters/Editorial	4.51	4.09
7	Educational	1.48	2.10
8	Entertainment Info/Film/TV feature	4.33	4.60
9	Accidents/Deaths/Obituary/Marriage	8.15	5.04
10	Other	0.63	3.47
	Total	100.00	100.00

Note: Percentage area is the mean for the 7 days of the week.

Source: Primary Survey of the Newspapers

Table 5.1 details the content categories of both *Mathrubhoomi* and *Malayala Manorama* dailies which are published from many places in Kerala, outside Kerala and outside India catering to the Malayalam reading diaspora. News section is divided into National, International, State, Local and Sports. There are various promotional news, information, classified advertisements and stand alone advertisements.

Table 5.2 summarises the categories into ten heads namely news, promotion, information, sports and arts, classifieds and other advertisements, essays and letters and editorial, educational material, entertainment information about film and television programmes, news about deaths, obituaries, marriage and anniversaries, and others which do not fall under any of the specified categories. Out of these

categories *Mathrubhoomi* has its highest percentage area in News (38.67%) seconded by advertisements (23.18%). Whereas, *Malayal Manorama* has the highest percentage contribution from advertisements (31.66%). For *Malayala Manorama* news comes in the second position in terms of area (30.67%). The fourth highest area contribution in *Mathrubhoomi* is by the news/information about accidents, deaths, marriages and anniversaries (8.15%) with a 8.46% percentage contribution of information content in the third place. In the case of *Malayala Manorama* the third highest contribution is the promotional content (9.38%) followed by information (7.23%).

Table 5.3: Advertisement Categories and percentage area for a week-*Mathrubhoomi*

Sl.N	Advertisement Category	Tues	Wednes	Thurs	Frid	Satur	Sund	Mond
2	Medicines	0.63	1.81	1.08	0.35	0.85	1.21	1.01
	Educational	0.73	0.28	0.45	0.17	0.17	0	0.52
3	Jobs	0.11	2.01	0.34	0.63	0.45	0.25	0.42
4	Publications	0	0	0	0.14	0	0	0
5	Jewellery	0	0.31	1.36	1.22	0.68	1.83	4.44
6	Automotive	1.25	4.55	1.19	3.37	0.51	0.29	0
7	Own Publication/Sister	0.4	1.49	1.9	2.15	0.82	1.63	1.5
8	Home appliances/Computer	0.68	0.07	0.11	4.34	0.74	0.13	1.67
9	Finance/Banking	0.77	1.04	2.47	1.67	0.11	0.45	0.63
10	Textile	0.85	1.77	0.28	0.7	0.97	2.01	0.83
11	Construction/Building/Housin	0	2.78	0.88	3.75	0	0.45	3.06
12	Travel/Tour	0	0.14	0	0	0	0	0
13	Government	0	5.94	9.6	5.35	3.8	0.94	2.43
14	Others	0	2.13	2.32	0.84	4.84	0.96	1.52
15	Film/Music/TV Channel	0	0	0.23	3.61	0	0	1.94
16	Dish TV/Mobile/Internet	0	0.7	0.23	0	3.55	0.13	1.63
	Total*	5.42	25.02	22.44	28.2	17.49	10.28	21.6

*Percentage area to the Total area of the newspaper

Note: Percentage area is the mean for the 7 days of the week.

Source: Primary Survey of the Newspapers

Table 5.4: Advertisement Categories and percentage area for a week- Malayala Manorama

Sl.No.	Advertisement Category	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday	Monday
1	Medicines	0.34	0.05	0.77	0.77	1.01	0.80	0.73
2	Educational	1.25	1.15	1.25	0.34	0.22	0.00	2.08
3	Jobs	0.37	12.04	0.97	1.62	0.70	1.03	0.83
4	Publications	0.00	0.14	0.00	0.00	0.20	0.00	0.00
5	Jewellery	0.00	1.54	0.68	0.34	0.05	2.19	3.40
6	Automotive	1.56	5.72	1.93	2.16	2.00	0.67	2.53
7	Own Publication/Sister concerns	2.84	2.36	4.09	1.60	2.50	4.55	2.71
8	Home appliances/Computer	0.37	0.38	2.27	4.50	3.29	0.18	0.90
9	Finance/Banking	1.36	0.72	2.33	0.80	0.05	0.45	1.67
10	Textile	0.00	0.55	0.00	3.30	9.60	0.54	0.00
11	Construction/Building/Housing/Real estate	0.88	2.36	0.00	2.90	0.90	0.63	3.06
12	Travel/Tour	0.06	2.45	0.40	0.00	0.05	0.00	0.07
13	Government	1.42	2.07	5.23	3.44	1.63	2.14	2.85
14	Others	1.48	1.28	3.58	0.47	3.98	1.98	1.17
15	Film/Music/TV Channel	0.77	0.14	0.00	1.36	0.58	0.40	0.00
16	Dish TV/Mobile/Internet	0.00	0.00	0.00	0.68	2.12	2.68	0.00
	Total*	12.70	32.95	23.50	24.28	28.88	18.24	22.00

*Percentage area to the Total area of the newspaper: Note: Percentage area is the mean for the 7 days of the week.

Source: Primary Survey of the Newspapers

Tables 5.3, 5.4 and 5.5 describe the advertisement categories in *Mathribhoomi* and *Malayala Manorma* respectively. Tables 5.3 and 5.4 gives the weekly actual percentage figures, whereas the table 5.5 gives the weekly average for each category.

The highest contribution to advertisements in *Mathrubhoomi* is from the government

sector (4.01%) seconded by others (unspecified)(1.80%). In the case of *Malayala Manorama*, the highest contribution comes from their own exchequer and from the group companies and sister concerns like Manorama Music, Manorama Channel, Vanitha, their own classifieds, calendar, etc.(2.95%) followed by government advertisements (2.68%) of the total area.

These figures make it very clear that newspapers carry more material other than news and out of those advertisements are the majority. In the case of *Malayala Manorama*, advertisements contribute more than the news segment. And most importantly, they use the newspaper to publicize their own products and the products of their sister concerns.

Table 5.5: Advertisement Categories and percentage area - Mathrubhoomi and Malayala Manorama

Sl.No.	Advertisement Category	Mathrubhoomi	Malayala
1	Medicines	0.99	0.64
2	Educational	0.33	0.90
3	Jobs	0.60	2.51
4	Publications	0.02	0.05
5	Jewellery	1.41	1.17
6	Automotive	1.59	2.37
7	Own Publication/Sister concerns	1.41	2.95
8	Home appliances/Computer	1.11	1.70
9	Finance/Banking	1.02	1.05
10	Textile	1.06	2.00
11	Construction/Building/Housing/Real estate	1.56	1.53
12	Travel/Tour	0.02	0.43
13	Government	4.01	2.68
14	Others	1.80	1.99
15	Film/Music/TV channel	0.83	0.46
16	Dish TV/Mobile/Internet	0.89	0.78

	Total	18.65	23.22
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*Percentage area to the Total area of the newspaper: Note: Percentage area is the mean for the 7 days of the week.

Source: Primary Survey of the Newspapers

Table 5.6: Types of Advertisements- Detail (08/12/2009 to 14/12/2009)

Sl.No.	Product/Brand	Caption	Content/Remarks
1	Berger Paints	No Stains No Marks	Cross Linking Polymer, Picture of a father and Son looking at their orange coloured wall of their upper (middle) class featured house
2	Grand Kerala Shopping Festival	Shop and Win 40 kg Gold	Sponsored by GoK, Federal Bank and World Gold Council
3	AVEO-UVA Car of Chevrolet by General Motors	The most admired Aveo Uva	Picture of Car, Specifications, Gift Offers
4	Manorama Online.com	A house at your fingertips	A Joint venture of Manoram online and Crisai titled Kerala Propert Expo 2009. A beautiful drawing of a white house in blue background.
5	New Millenium Kuries	Tension Free	A beautiful looking husband and wife signifying a happy family
6	Ford Fiesta Car by Ford	Drive home the deal of the year	Saving upto 75000 on India's Best Driver's Car. Picture of a Red Fiesta Car.
7	Southern Jewellery	Bank of Cochin is in Japan. The realities which creates misunderstanding. Realise the Real. Only 5% labour charge.	Gift offers. Picture of jewellery clad woman
8	Mahindra Xylo SUV	Mahindra Xylo- Make your life a Festival/Party	Picture of the Car. Offer details
9	Taj Expo Centre	An important footstep in the Real Estate Sector of the Cultural City	Half Page advt with a picture of Film star Jayaram and a huge apartment building. Inaugural advt.
10	Bajaj Discover DTS-Si	The bike relied on by 250000 Indians	New 100cc Discover is DTS-Si too.
11	Air Asia.com	The finest and the cheapest airline in the world	8 th anniversary advt. Half page colour with a dominance of red colour.
12	Sylcon Footwear and Bags	To receive the wonders in fashion. A giant festival of fashion in the land of festivals.	Big picture of Film star Lakshmi Rai in a glamorous attire and posture. Brand logos of multinational giants like addidas, SAMSONITE, FILA, VIP, etc. Inaugural advt.
13	Toyota	Celebrating 4 lakh Toyota cars on road	Pictures of Toyota Cars, offer details, finance details
14	DELL	Yours is simple and smart	Pictures of product, logos of intel inside
15	Indian Oil- Xtra Premium Petrol and Xtra mile diesel	Inspect and get satisfied. Your power/authority is the fuel for excellence	Request to consumers to do filter paper test, density test, litre quantity test. This is an attempt to make the customer feel that they are powerful.

Sl.No.	Product/Brand	Caption	Content/Remarks
16	Ayu:Care Lavanathailam	An ayurvedic remedy to obesity and pot belly. Those who have used said it.	Picture of a customer with ayu:care lavanathailam. Manufacturer: Institute of Indian Therapies, Thrissur
17	Airtel Digital TV	A complete twelve months full of movies, sports, news and entertainment	Photos of Film stars Kareena Kapoor and Saif Ali Khan
18	BRD Car World-Maruti	True Value exchange offer!!!You have only 20 days to sell your old car at the highest price	Photos of Cars
19	Inner Shoppe	Total Solution for New Born Babies	Inaugural advt.
20	Bajaj Platini Water Heater	Buy a Bajaj Platini Water heater and get a Bajaj Vacuum Cleaner as gift	Photos and offer details
21	Emmanuval Silks	Emmanuval silks is bringing 7 wonders to the fashion dress world- 7 fashion wonders.	Beautiful model, along with a logo of Grand Kerala Shopping Festival
22	Asianet Broadband	Now loads of gifts with new ADL connection	Pictures of gifts
23	Ahalya Foundation Eye Hospital	There are no more constraints to vision. Nor for beauty.	Festival offer
24	Mother feeds (Cattle feed)	To rain milk all over Kerala	10 th anniversary ad. Photos of Cattle.
25	Airtel and Nokia	Social Networking and Email made easy with Nokia and Airtel	Photos of Nokia phones, girls and boys. Big ad.1/3 page.
26	Raymonds	The Complete Man. You are always ahead. The world is just behind.	Two photos of a beautiful man in suit.
27	Samsung	Extra happiness at no extra cost	Photos of flat TVs. 1/3page ad. Colour
28	Panasonic- VIERA LED TV	Ideas for life	A man facing you with his arm over a TV as if to show off the 'great' idea he has purchased. Old for new exchange offer.
29	Videocon Mobiles	Its the new me	A male model showing the new Windows OS phone
30	BMW 5 series	Joy is powerful and elegant	Photos of the car in the background of blue sky.

Source: Primary Survey of the Newspapers

Table 5.6 details some of the advertisements appeared in these newspapers and it is interesting to interpret the captions and implied meanings which are interpreted by the readers in their own ways. As reading newspaper is a left-brain activity which is supported by the logical part of the brain, it is an activity which stimulates brain. For

example, the advertisement by Berger Paint depicts a father and son looking at their orange coloured wall of their house. The house appears to be an upper middle class house with 'deluxe' furniture. That explains the target audience, but at the same time it is trying to invoke the sentiments of those income categories which are aspiring towards the said class. Orange is a very attractive colour and the advertisement is in the front page right bottom. Even if the paper is folded, as it is normally folded, it gets attention. The advertisement uses apparently scientific terms like 'cross-linking polymer' which gives the feeling of authenticity, as far as the layman is considered. The ad also depicts a relationship. The caption is 'No stain No marks', which makes the parents relieved from their naughty children who scribbles on the walls. Thus every ad carries a set of meanings also which communicates with the reader in a far different way than the mere utility of the product.

In another advertisement, *Chevrolet*, a brand of General Motors gives the caption to their car 'Aveo-Uva' as 'the most admired car', which is directly targeted to the ego needs of an individual. In another ad by *Ford*, the caption is 'drive home the deal of the year'. This caption invokes a feeling of 'now or never', go and purchase the 'beauty' (picture of car is there in bright red which resembles the seductive cherry).

Automobile ads are more provoking like the one by *Mahindra* for their SUV, Xylo. The caption says, 'Make your life a party'. Most of the ads for automobiles come with offers like free gifts, free insurance, scratch and win offer, exchange offer, etc. in another ad, by Bajaj, the caption is 'the bike relied on by 2,50,000 Indians which points to the trust value.

Air Asia.com captures attention through their caption 'the finest and the cheapest airline in the world'. The half-page colourful ad uses red colour lavishly, which captures further attention. 'A giant festival of fashion in the city of festivals' is the

caption for a footwear network retailer called Sylcon with a glamorous cine actress as the model for the advertisement. Brand logos of the multinational footwear brands were used in the ad which reflects their international quality and authenticity. 'Celebrating 4 lakh Toyotas on road' is the caption for a very simple-looking ad by *Toyota*. Details of the availability of finance options are also attached in the ad. 'Inspect and get satisfied' is the caption used by *Indian Oil Corporation* in their advertisement which gives the feeling to the customer that the company is so transparent and customer friendly. They adds that 'Your authority/power is the fuel for excellence'. It is interesting that this company is more or less a monopoly owned by the government with a very little competition. In reality there is no transparency but monopoly practices are to be experienced by the customer.

Another ad by *Airtel Digital TV* comes with a free 12 months subscription with lots of movies. The brand ambassadors are Bollywood (Hindi Film Industry) film actors Kareena Kapoor and Saif Ali Khan.

Emmanuval Silks, a textile group, comes with a caption 'Bringing 7 wonders to the Fashion Dress World'. People will naturally wonder what these wonders are. The marketers are using the anxiety of the people as a fuel for capturing the market. More meanings are attached to the product and brand than what is actually is. For example, see the ad of *Mother Feeds*, a cattle feed company uses the caption, 'to rain milk all over Kerala'. In this rain, a universal natural phenomena is attached to the product. people senses this and internalizes the image. In other words, the ad uses the stored up internal image for the publicity.

The growing social networking groups in the internet are used effectively by the mobile phone companies with newer technologies and updates which differentiates their models. *Nokia* comes up with a byline 'social networking made easy with *Nokia*

and *Airtel*'. See the long living caption of *Raymonds*, which says 'the complete man' motivates or stores the visual image of the good looking model as his perceived image of a complete man. The ad also says 'you are always ahead, the world is just behind', which means that the suit is worn by the leaders who are determined to lead. To sum up, let us see the *BMW* ad which says 'joy is powerful and elegant', which speaks about their new model. The photos of the car are given in the background of a blue sky which can be interpreted in various ways. The blue sky gives the relaxed feeling. It also gives the feeling that you are up above looking down to others far below.

The images appearing in the media directly and indirectly creates meanings in the mind of the reader. Various needs are invoked through the apparent and hidden meanings and symbols in the advertisements.

Unlike a period 20-30 years ago, newspapers comes with loads of information which directly and indirectly educates the reader in many ways in terms of technology updates as well as product updates. The loaded images in the subconscious can be triggered at the right time.

5.2 Cinema

In the analysis of cinema/films as a medium, the study used framing method, structuralistic approach, and reception theory. Framing method hypothesize that the meaning of the cultural context is conveyed to the consumer with the help of certain devices in the text like the relationship to other narratives, characteristics of the narrative itself like a formula, linearity and nonlinearity of the plot, degree of emphasis on realism and the expectation about viewer's construction of his own interpretation or not.

Structuralism hypothesize that the meaning of the text is the underlying text. This approach hypothesises that every society has a set of symbolic meanings that are represented in its myths and other cultural objects. modern societies are much more complex than primitive societies and therefore have a larger set of symbols.

Cultural studies approach considers media in a central role in modern societies. Because media provides a platform for all the different subcultures and social classes to make sense of the lives of other groups. This is done by constructing images of different segments of the society from the perspective of the dominant class.

Reception theory suggests that readers interpret texts differently according to their values and beliefs or social standing. The reader's consciousness is influenced by the discourses that are available to him in a particular social situation.

Appadurai (1995) defines 4 cultural flows apart from the recorded culture which is transmitted all over through the media through its various channels. The defined cultural flows are: Recorded culture, ethnoscap (people moving between countries like tourists, immigrants, refugees, workers, etc) technoscap (technological innovations which are mechanical as well as informational) finanscap (investments and currencies) and ideoscap (ideologies of all sorts ranging from modern to traditional). These act independently but influences each other simultaneously. All these flows are predominantly visible in the media through all its cultural products. This section examines two films, *Aramthampuran* and *Kathaparayumbol* which were well-received by the audience at the time of release as well as at the repeated telecasts over the television channels in Kerala; based on the TAM (Television Audience Measurement) ratings.

5.2.1 *Aramthampuran:*

The film starring *Mohanlal* is directed by *Ranjith*. The film picturises the story of the protagonist who is proclaimed as the 6th feudal lord of a village called *Kanimangalam*. The frame of the film is associated with a myth about the village temple, of which the annual festival is broken for many years.

In the film the hero reaches *Kanimangalam* after buying an old palace. In fact it is bought by one of his business friends *Nandan*. In the first presentation of the hero, *Jagan*, it becomes very clear that he is a paid 'gunda' of *Nandan*. But he is not a normal 'gunda' but a glorified gunda.

Nothing specific is said about his education, but he has friends from all the powerful walks of life like police commissioner, collector, etc. At one point, the hero captures the mind of the heroine, enacted by *Manju Warriar*, with his knowledge of Music. He is also top-most in Martial arts, especially *Kalaripayattu*.

Though the hero proclaims that he does not want riches, he is picturised as one who enjoys all comforts/luxuries; a palace to live, a *Mercedes Benz* to travel, a very expensive watch, and expensive dresses. The scotch he drinks in the flip flask is about Rs.6000 per litre which is explicitly said.

At one point, his girl friend arrives at the palace. She wants to marry him. She is very rich. She says that her father gave her all freedom. When it came to marriage she decided to live with him. After marriage, she proposes, they can settle at whichever place the hero wants to: like Vienna, Paris, etc. Here, the ideology of women's liberation, the freedom given by the riches, and the power given by the riches are highlighted.

The hero, *Jagannathan*, declines the offer saying that he decided to marry the heroine who is poor and destitute. He came to *Kanimangalam* where his father committed suicide because of a false allegation of stealing the sacred jewellery of the temple where he served as the *poojari*.

Towards the end of the film, *Nandan* comes to the palace with some other friends who teases the heroine when she was bathing. *Jagan* enters and deports the other friend of *Nandan*. *Jagan* was a womaniser, but decides to be a puritan when he met *Unnimaya*, the heroine.

In the end, *Jagannathan*, our hero, defeats the villain, who is another feudal lord and rescues the whole village and the village deity. The hero of the film, who is from *Namboothiri* caste, has all the features of a king. He is not trying to be the king himself but people ascribes it to him. He is wanted. The hegemony of the caste is one of the underlying code. The consumption pattern of the hero is worth mentioning. He enjoys all luxuries, have all powerful contacts in police and administration. He has got a link to the *Jawaharlal Nehru University* which is considered as the intellectual capital of the country in social sciences. The palace, temple, the riches signifies the lordship of the hero. Though offered riches he declines it for the serene upper caste beauty. She is compared to the deity of the temple. She is also good in music and dance.

The film also picturises the economic downfall of the *Namboothiri* caste through *Kalabhavan Mani* and thereby feels sympathetic to that community. The film browses through different social classes which comprises of the corporate, the underworld, the music, the urban elite, the village poor, the feudal village lords. Ultimately, the feudal values are forcefully stamped in the minds of the audience.

Media studies says that those world view which is well accepted by the masses can only be a hit or success. This means that the film *Aramthampuran* which was a economic success at the time of release continues to attract audience in television broadcast also even after repeated telecasts at the rate of once in a month or two, due to its visualisation of the dominant hegemonic ideology which was well received by the audience. In the perspective of Baudrillard, all of the activities were driven by the unknown hyper real or the perceived reality.

5.2.2 *Kathaparayumbol:*

The film *Kathaparayumbol* was a super hit film in economic terms. The major roles were handled by *Mammooty* and *Sreenivasan*. The film was a phenomenal success and its remakes were released in various other languages like Tamil, Telugu and Hindi. The screenplay of the film was written by *Sreenivasan* and directed by *Mohanan*.

The story happens in a rural highland village in Kerala. The frame of the film appears to be realistic but the values imbibed by the film are touched with fantasy and myth. The film speaks about friendship. The hero of the film enacted by *Sreenivasan* is a barber/hair dresser by profession. He has a beautiful wife and three children. He is facing immense competition from another barber who is financially richer than our hero. The life of *Balan* and family is horrible as he loses his market share to his competitor. The competitor is rich and he has 'up-graded' his shop to a full-fledged beauty parlour. The hero has only one old chair and his cutting equipments. Somehow he manages to earn a living and fails to raise enough revenue for his children's education.

The film is a satire on one hand, but romantic on the other. At times, it speaks about the hypocrisy of people, especially from a layman's angle. The film has its turning point when a film shooting crew reaches *Melukavu* the hilly village. The film is starring *Ashok Raj* the superstar. The hero *Barber Balan* often says to his wife that actor *Ashok Raj* and himself were childhood friends. People started moving in flocks to see the superstar. But none of them get a chance as the superstar does not want to meet anybody. Everybody in the village are eager to meet the superhero.

Barber Balan's wife tells him to go and meet his old friend. But he was reluctant. Somehow the news that the superstar is *Balan's* friend is spread all over the village through pep talks. Whole of the village then comes after *Balan* and celebrates his friendly relation with the superstar actor. The rich and the poor alike started being friendly with *Balan* which was not the case before. His children were offered to attend the class without fee. *Balan* got a new chair for his shop from the local financier. The local/village poet wrote poem about *Balan*. But everybody wanted *Balan's* help to meet the superstar. After severe persuasion *Balan* had to go to try to meet the superstar.

All his attempts to meet the superstar ends in vein. Slowly people turn against *Balan*. He never claimed that he has close relation with the superstar. It was the pep talk that made people to think like this. Even his children hates him and alleges that he was trying to fool them by saying the superstar is his friend.

The headmistress of the local school manages to meet *Ashok Raj*, the superstar, and the actor agrees to attend their annual day. *Balan's* inferiority complex makes him a fool.

However, in the end, the actor reveals the childhood memories to the audience at school anniversary and in that *Barber Balan* was rightfully remembered by the superstar. Again *Balan* becomes the hero of the village. The superstar comes to *Balan's* house and offers him everything.

The film approaches the subject very satirically. The recent shifts in the cultural sphere for dominance by the film industry are also discussed indirectly. Since 2000, the fields like literature and theatre has lost its undue importance. Film actors like *Mammootty* and *Mohanlal* became the cultural icons. That is picturised by the vigorous movements of the school headmistress in the film to get superstar *Ashok Raj* as the guest of honour. The changing cultural values are depicted here.

In a different angle, the film is a formula film which depicts the foregone cultural values like friendship, childhood friend, etc. interestingly there is no villain in the film. Villain is the social psyche which makes *Balan* a hero, zero, and then again hero. The superstar *Ashok Raj* shows what humbleness is and this character also shows what professionalism is.

One of the frames of the film is that it is humour. From beginning to end the film manages the tempo. The backstage of the film shooting is excellently covered with humour by actor *Suraj Venjaramoodu*. Senior actor *Mukesh* in the role of tuition master is also very good. The film in a way reminds you of an old *Prem Nazir* film full of humour. But at the same time actor *Sreenivasan* gives a further dimension to the plot which is master-minded by playwright *Sreenivasan*, the same.

The film shooting and the hero image of film actors/stars creates images deep down the human consciousness. The magical touch is still left about the film industry, says the film. The film leaves before you lot of options to dream about. What the superstar

will offer to his old friend and family, the humbleness of the superstar, the inferiority of *Barber Balan*, the attitude of children towards parents, etc. seeds of cultural changes are there in the film which will split open and shoot up when an appropriate environment is bestowed.

The film was well received by the audience and was a commercial success too. This shows that the world view of the masses are not hurt and instead reinforced which makes the film popular. The rich local financier, enacted by *Innocent* is a specimen of the people we can find all over Kerala.

5.3 Theatre

The theatre is classified as one of the urban art. In other words, it is in the edge of periphery when we categorise cultural organisations. It is not intended to communicate to the mass audience. It is the tool of the elite and more of a kind of avant garde. It handles topics which are more of a rebel or correctionistic. Therefore it is called high art. However, at one point of time when there was no heavy incidence of other media like television and newspaper, etc which performed across Kerala. One of the all-time hits was '*Ningalenne Communistakki*' written by *Thoppil Bhasi* and produced and performed by *KPAC, Kayamkulam*.

5.3.1 *Ningalenne Communistakki*

The drama was a huge success. This drama was used as a tool for social change by the Communist Party of India in its propaganda in the state. They were able to convert lots of people. The songs of the drama are still hits among music lovers.

The drama visualises the life of *Kesavan Nair*, (a feudal lord in riches), *Paramupillai*, (another from Nair caste but poor), *Gopalan* (Communist), *Sumam* (Kesavan Nair's

daughter and Gopalan heartthrob) *Karamban* (agricultural labourer or kudiyan) and *Mala* (Karamban's daughter).

The drama asserts the feudal values of Kerala but proposes a change in attitude. Though speaking communism, *Gopalan* is not marrying *Mala*, with whom he interacts more as a party member. He romances *Sumam* and marries her (A same caste marriage). *Sumam* is fair and educated. The famous song '*Ponnarivalambiliyile kanneriyunnole, aa marathin poonthanalilu vaadi nilkunnole...*' speaks very romantically about *Sumam*. Even at the middle of struggle the hero is able to be romantic and the images in the song are that of riches.

Karamban is in the forefront of the communist movement but in the end Paramupillai takes the flag from Karumban and leads the procession. The playwright might have intended that even the hegemonic class accepted the communist ideology. When the hegemonic class accepts, then it becomes right for the rest. This became literally true in the Kerala scenario. The hegemonic class handled the power and positions in communist party as well as the legislature. There was only one dalit minister in the first communist ministry in the world.

The songs of the drama are hits even today for the music lovers which was one of the crucial components which attracted audiences in huge masses. Even when the Communist Party was banned, people marched in hundreds to watch the drama neglecting the repercussions. It was a phenomenal hit.

The dress code followed by the communist party leaders in the drama still continue to be the dress code of the communist party leaders in real life, a long lived influence, though not for all of them. Everybody associated with the play became cultural figures in Kerala's cultural domain.

In the early years of this century, another play named '*Ningalare Communistakki*' (whom did you make communists) came out which shows the importance or the role played by this drama in the history of Kerala.

5.4 Television

Television is comparatively a new media as far as Kerala is concerned but intruded the life of the people like a virus very quickly. In Kerala, the first Malayalam channel became a reality in 1984. The *Doordarsan Malayalam* channel was a hit. Later, in the year 1991, the first satellite channel was launched in the name of *Asianet*. The continuous and lasting incidence of television programmes is studied by many scholars, which is covered in the review of literature. The study tries to analyse three television channels in Kerala, the *Asianet*, *Surya* and *Doordarsan Malayalam*.

Out of the three *Asianet* is the most popular channel which started its telecast in 1991. According to the latest TAM ratings *Asianet* stands first in the Entertainment channels. The TAM (Television Audience Measurement) is a joint venture of IMRB International and AC Nielsen of USA.

In TAM there are 3 audience segments (4+, 15+, 25+). These are again divided into male and female. In the news channels *Indiavision* scores the highest audience reception in all segments. In all segments the *MEOW* by *Indiavision* is the top scorer. In the second position is the *News Update* by *Indiavision* itself.

The ratings of the week 21 of 2010 are taken as a sample, starting from May 16 to 22. In the entertainment channels, in the 4+ category *Idea Star Singer Season 4* is the top rated programme seconded by *Ente Manasaputhri*, (opera) serial. In the 15+ segment, *Ente Manasaputhri* tops followed by *Idea Star Singer*. In the 25+ segment, *Idea Star Singer* tops with 21 percent audience followed by *Ente Manasaputhri*. It is interesting

to note that even the male subgroup also watches the *Ente Manasaputhri* serial the maximum.

Out of all the channels in Malayalam, *Asianet* is far ahead in the TAM ratings in the entertainment segment. *Surya TV* comes in the second position and *Kiran TV* in the third followed by *Asianet Plus*. *Doordarshan* is in the 8th position.

A primary survey is done on the three channels *Asianet*, *Soorya* and *Doordarshan* in the prime time on 6-6-2010 to 13-6-2010. Operas and music based programmes takes the majority of the time. Apart from that it is important that in the morning till evening films cover up the major time. Also sponsored programmes for product promotion is a major one.

Table 5.7: Advertisement categories in the television prime time (6-11 pm)

Category	Percentage
Automobile	3.50
Communication	11.70
Consumer durables	4.50
Food and beverages	19.90
Life style	27.70
Others	3.80
Personal care	28.90

Source: Primary Survey

Table 5.7 consolidates the different categories of advertisements during the prime time starting from 6pm through 11 pm. The information and the type of advertisements are decoded and briefed in Table 5.7. Automobile ads, communication, consumer durables, food and beverages, lifestyle, personal care and

others are the different segments in which the advertisements can be grouped. Out of these the personal care scores the maximum with 28.9 percentage followed by lifestyle products (27.7%). Food and beverages form takes the third position (19.9%) followed by communication ads (11.70%).

This data underlines the fact that brought out by other studies which are mentioned in the earlier chapters, that the television propagates an individualistic ideology. Almost 60 percentage of the advertisements fall in the personal care and lifestyle products segments. If we add the automobile category into this, the figure comes to 70 percentage. The major chunk of the advertisements is targeted towards individual rather than a group. The ego needs of the individuals are aroused for the marketing of the product. the self-esteem, drive for perfection, excellence, royalty, macho image, beauty-queen image are pumped into the drawing rooms of households.

The captions and images and the implied meanings speaks volumes about the consciousness under construction by them. It is interesting to note that the advertisements for household durables or kitchen appliances has come down drastically which can be read as the already successfully implanted tastes by the regular and continuous application of images and meanings through advertisements over the years. The appliances which were, once, a rarity in the households have become a common/regular feature of the households in Kerala.

The soap operas which rule the prime time of the channels tells stories of women in different styles. The women characters have a major role and the male characters are subordinates except for the villain characters. *Indraneelam, Nilavilakku, Mattoruval, Thulabharam, Makalude Amma, Adiparasakthi* are some of the operas telecasted in *Surya TV*. They are telecasting a serial with a comedy touch named *Chakkarabharani*. In the *Asianet* channel, the operas are *Sreemahabhogavatham*,

Autograph, Harichandanam, Parijatham, Devimahathmyam, and Kunjali Marakkar.

Idea Star Singer is the flagship programme of Asianet today. This musical based programme has the highest TAM rating. They are also having a comedy serial named *Veruthe Oru Bharthavu*.

Idea Star Singer is a music based programme which has a prize money of 1 crore rupee worth housing apartment. This show is watched for more than music like the costume of the anchor Ms. *Ranjini Haridas*. The programme itself speaks about grooming, performance, drive; the features of the corporate individualistic world of competition. The realm of music itself is put on another plane with lots of opportunities for youngsters and budding artists. The text message support makes it an interactive programme, which itself is a revenue machine for the channel. Melodramatic ‘elimination’ rounds are a special feature of this programme which are watched by more people on the Mondays; as per the TAM ratings.

Table 5.8: Advertisement in TV at Prime time

Sl.No.	Advertisement/Product	Remarks	Product category
1	Lux Soap	Modelling Aiswarya Rai	Personal care
2	Pears Soap	Beautiful model, girl, upper class house	Personal care
3	Kalyan Jewellery	Viswasam Athallae Ellam?	lifestyle product
4	Pooja Lavanathailam	Fat reducer	lifestyle product
5	Emmanuval Silks	Clothing	lifestyle product
6	Tata Docomo	Cheap and best and from Tata	Communication
7	Sitaram Narasimham Oil	Avoids grey hair	Personal care
8	Dhatri Hair oil	Nourishes hair	Personal care
9	Idea	Sirji, environment	Communication
10	Bajaj Alliance	Insurance	lifestyle product
11	Mathrubhoomi	Newspaper, trust, values	Communication
12	Eastern Curry Powder	Instant cooking, adipoli mean curry	food and beverages
13	Exo Dish wash Bar	Cleanliness, no bacteria, cyclosan	Personal care
14	Mentos	Toffee, brilliance, donkey	food and beverages
15	Popy Nano	Umbrella, world’s smallest	lifestyle product

Sl.No.	Advertisement/Product	Remarks	Product category
16	Baja Allianz	Insurance, tax saving, returns	lifestyle product
17	Malabar Gold	Beauty meets quality	lifestyle product
18	Axis Bank	Reach, Himalayas	lifestyle product
19	Stayfree Secure	Sanitary napkin, freedom	Personal care
20	Lottery Kerala	Luck, GoK	Other
21	Vivel Soap	ITC, Deepika, Sexual overtone	Personal care
22	Surf Excel	Kara Nallathaanu, school boy, dog, teacher, happiness, grief	Personal care
23	Sitaram Ayurveda Pharmacy	GMP	Personal care
24	ICICI Bank	Customer care, late night banking, tolerance	lifestyle product
25	Bhima Jewellery	Keeps your trust	lifestyle product
26	Airtel	Express yourself	Communication
27	Cookies Biscuit Britannia	Tastes heaven	food and beverages
28	Manappuram Gold Loan	Easy loan	lifestyle product
29	MCR Mundu	Mohanlal, Sarathkumar, macho, Bullet, White	lifestyle product
30	Sun Direct	DTH, Cheap and Best, Tan Tanatan	Communication
31	Kamilari	Health, habit	Personal care
32	Hero Honda	Desh ki Dhadkan	Automobile
33	Mahindra Rodeo	Power, those with power never want to show it	Automobile
34	Cycle Agarbathi	Prarthikkan oro karanam	lifestyle product
35	Krishna Thulasi Cough syrup	Health	Personal care
36	BSNL 3G	Fast, efficient, no tension, progress	Communication
37	Johnson and Johnson Soap	Care ultimate	Personal care
38	Tiger Biscuit	Strength, vitamins, wheat	food and beverages
39	Junior Horlicks	Vitamins, more growing power	food and beverages
40	Dettol antiseptic	Cleanliness, health	Personal care
41	LG Flat TV	Clarity	consumer durable
42	Munch Wafer	Strength, sharpness, relaxation	food and beverages
43	Indica Vista	Performance	Automobile
44	V Guard Stabiliser	Trust- the name you can trust	consumer durable
45	Lifebuoy soap	Wherever it is health is there	Personal care
46	Clinic All Clear Shampoo	Dandruff free	Personal care
47	Pampers	Diapers, care your child	Personal care
48	Double Horse Rice	Quality	food and beverages
49	Pulimoottil Silks	Fashion guru	lifestyle product
50	RED FM	Celebrate	Communication
51	PERK	Taste	food and beverages
52	VKC Chappals	Style, Class	lifestyle product
53	Hairomax	Hair care	Personal care
54	Butterfly mixie	Quality	consumer durable
55	Chandrika soap	Skin care, ayurveda	Personal care
56	Britania biscuit- 50/50	Sweat and salty	food and beverages
57	Ayu:care	Fat reducer	Personal care
58	Malayala Manorama	Responsibility of press, trust	Communication

Sl.No.	Advertisement/Product	Remarks	Product category
59	Tata Salt	Tata quality	food and beverages
60	Kandamkulathi ayurveda pharmacy	Ayurveda, inheritance	Personal care
61	Alukkas jewellery	Necessary	lifestyle product
62	Seemas Wedding collection	Fashion, wedding	lifestyle product
63	Vanitha	Class	Communication
64	LIC	Insurance, GoI	lifestyle product
65	Chungath Fashion Jewellery	Fashion, trust	lifestyle product
66	Joyalukkas	World's favourite, Madhavan	lifestyle product
67	Sunlight	Protects colour	Personal care
68	Josco Fashion Jewellers	Beauty and gold	lifestyle product
69	Huggies	Care, diapers	Personal care
70	Flair Allianz	Builders	lifestyle product
71	Vanish stain remover	Removes stains	Personal care
72	Chakson pressure cooker	Quality at low price, KITEX	consumer durable
73	Vijayalakshmi silks	Inherited quality	lifestyle product
74	TIC TAC	Friendship	food and beverages
75	Nalikera shampoo	Natural	Personal care
76	Sevana curry powder	Mummy	food and beverages
77	Nehru college of engg.	Quality	Other
78	Complan	Complete food	food and beverages
79	Babyvita	Care	food and beverages
80	Gruhalakshmi	Style, class, Mathrubhoomi	Communication
81	Rexona	Smooth, lady riding motorcycle	Personal care
82	Johns umbrella	Quality	lifestyle product
83	Prince TMT	Strength, quality	Other
84	Cerelac	Care, baby food, tradition	food and beverages
85	Parle Biscuit	Quality	food and beverages
86	Diary Milk	Enjoy	food and beverages
87	Fair and Lovely	Skin care, ayurveda	Personal care

Table 5.8 summarises the types of advertisements that came through the above mentioned three channels during the prime time. The advertisements in the *Doordarsan* channel were very low in number and volume. *Doordarsan* telecasts programmes like *Business Masters*, *Sallapam* (a chat show), *Swasthya Keralam*, *Sutharya Keralam*, *Paithrukam*, *Gandhi Darsan*, *Gulf Focus* and *Film Quiz* during the prime time.

A special feature of all the channels are that they are telecasting tele-shopping programmes in the name of sponsored programmes. Time slots like morning, afternoon and late night are used for these programmes. Various consumer products from consumer durables, personal care products and lifestyle products are marketed extensively. Products like books and religious products are also marketed. In a primary survey conducted in the study it is revealed that people are watching these programmes and many are purchasing too.

5.5 Internet

There are, as of June 2009, approximately 1.67 billion people worldwide who use the Internet, according to studies by Miniwatts Marketing Group¹. India has 45.3 million active internet users as on September 2008 as per a study report by Indian Market Research Bureau International (IMRB International) named I-Cube (Internet in India). This study is conducted annually by IMRB international and Internet and Mobile Association of India (IAMAI). Active internet users are defined as a person who has connected to the internet at least once in the last month. The urban category is the lion share among the users counting to 42 million out of the total 45 million. The growth rate of the users is calculated as 24%. According to this statistics, almost 17 percentage of the urban population are internet users.

Blogging is another phenomenon which is actively spreading all over internet. Social networking sites are used for marketing purposes very well. The word of mouth publicity is one fact. On the other hand, the topics discussed in the blogs were considered when search engines search for search topics and the volume and intensity of topics on the blog sites give them a chance to be listed in the front page results which make them a tool for marketing. There are different categories of blogs like business blogs, literature blogs, movie blogs, game blogs, etc.

The advantages of the blog sites are the users spend relatively higher amount of time on blog sites and they are connected to a network of friends and other fellows. A positive or negative influence or valence can influence the user attitude. Users share content which creates opportunities for the entrepreneur to interact in two-way.

5.5.1 Social Networking ²

Social networking sites are online communities that allow users to create a web presence, manage their identities, and stay connected to friends and colleagues. It is a medium to build and establish online communities of like-minded people, who share common interests. Social networking sites were created to provide people with an outlet to share information, communicate, express themselves as well as establish professional relationships. 78 percentage of the people join social networking sites to meet people. 47% do this for entertainment while 38% want to learn something new. The 23% percentage have aim to influence others.

5.5.2 Major social networking sites

Twitter

Twitter is micro - blogging service and social network rolled into one. It enable its users to send and read each other's updates known as tweets. Tweets are text-based posts of upto 140 characters, displayed on author's page and delivered to other users - known as followers. The famous celebrities like Amitabh Bachan, Mohanlal, Mammooty, Sasi Tharoor, actress Deepika Padukone, Shahrukh Khan, etc made *Twitter* popular and famous in India. This kind of celebrity presence creates lots of followers emerging from the fans group of these celebrities.

Twitter is the fastest growing member community site with age demography of 35-49. 62% of the audience access *Twitter* from work, while only 35% access it from home.

The growing popularity of *Twitter* can be read from the fact that, in January 2009, 735,000 unique visitors accessed *Twitter* via their mobile device.

MySpace

MySpace is a social networking website where members can meet friends, find and listen to music / bands, create personal profiles, join groups, post on blog, plan events, participate in forums, and submit videos, music and photos.

The growing popularity of the site can be viewed in the number of users around the globe. *MySpace* has more than 110 million monthly active users around the globe. The average number of new users joining a day counts to 3lakhs. An average user spends 25 minutes on the site. Fifty million mails are sent and received through *MySpace*. The amount of uploads to the site is huge. There are 8 million image uploads and 60000 new video uploads each day on *MySpace*.

Facebook

Facebook is a social utility that helps people understand the world around them in a better way. *Facebook* develops technologies that facilitate the spread of information through social networks allowing people to share information online the same way they do in the real world. It is an online tool which people use to share opinions, insights, experiences and perspectives with each other.

The popularity of facebook is tremendous that there are more than 250 million active users. If we calculate the time spent on *Facebook*, more than 5 billion minutes are spent on *Facebook* each day (worldwide). It is interesting to know that there are more than 30 million active users currently accessing *Facebook* through their mobile devices.

Figure 5.1 A screenshot of a *Facebook* profile page³



Figure 5.1 shows a screenshot of a *facebook* profile page. It shows the options available and the attractive nature of presentation of the site. The internet is fast growing and its spread also is growing at a faster rate. As a new media which allows interaction more and more people are getting involved in to this media. It creates a virtual world for the consumer to play, chat, hear music, interact, act as a store of knowledge, banking transactions, watch movies, watch television, write and publish your own blogs, articles, etc. The internet is slowly consuming the consumer. This phenomenon resembles with the hyper reality concept put forward by Baudrillard.

5.6 Conclusion

1. Media plays a major role in the creation of meanings. In other words, media has a signifying role.
2. In newspapers and Television the volume of advertisements are significantly large to avoid attention.

3. Internet users are increasing and internet is becoming prominent as a media that can facilitate a two-way interaction in a better way than other media.
4. The use and reuse of cultural values and beliefs in different permutations and combinations do affect the perception of the consumer.

¹ "Internet World Stats". Miniwatts Marketing Group. <http://www.internetworldstats.com/stats.htm>.

² <http://promotingwebs.com>

³ Clarence Lee and Shirley Fung. (2007). Online Social Networks and E-Commerce, <http://facebook.com>

Chapter 6

SURVEY DATA ANALYSIS

The samples are selected from the Corporation of Thrissur in the State of Kerala, India. Thrissur has a rich history and cultural heritage which made it to get the name 'Cultural Capital of Kerala. The district had trade relations between outside world in the ancient and medieval periods. The place has a mix of Christians, Hindus and Muslims. The city centre is *Vadakkunnathan* Temple. The Corporation is one of the five Corporations in Kerala State. The Thrissur Corporation has the distinction of distributing power in the Corporation area.

The samples were taken from three sections of the Corporation which can be considered as the inner core, outer core and periphery along with the lines of Paul Baran in his approach in the theories of underdevelopment. The ward 51 (the area which comes in between Punkunnam and West Fort is considered as the inner core. Ward 50 in the Aranattukara area is considered as outer core of the Corporation. Ward 49, which lies beyond the Aranattukara towards the western side of the Corporation is considered as the periphery. The voters lists of these wards were collected and then samples were taken on a random sampling basis using lot method.

Three surveys are done namely, a household survey from Thrissur Corporation, a Consumer survey at Point of Purchase and an Internet user survey through the internet. 150 samples each were collected and analysed. The analysis is done separately for the three surveys.

6.1 Household Survey

Table 6.1: Sample characteristics- Household Survey

Background variables	Attributes	Frequency	Percentage
Caste	General	92.00	61.30
	OBC	38.00	25.30
	OEC	2.00	1.30
	SC	18.00	12.00
Size of Household	3 and below	59.00	39.30
	4 - 5	74.00	49.30
	6 and above	17.00	11.30
Ration card	APL	119.00	79.30
	BPL	25.00	16.70
	Unspecified	6.00	4.00
Land (in Cents)	Below 5	28.00	18.70
	5 – 10	66.00	44.00
	10 – 20	34.00	22.70
	20- 50	11.00	7.30
	Above 50	11.00	7.30
Number of rooms	Below 3	45.00	30.00
	3 – 6	87.00	58.00
	6 and above	18.00	12.00
Area (Sq.ft)	Below 700	13.00	8.70
	700 – 1400	79.00	52.70
	1400 and above	58.00	38.70
Sex	Male	87.00	58.00
	Female	63.00	42.00
Education	Lower Primary	11.00	7.30
	Upper Primary	7.00	4.70
	High School	44.00	29.30
	PDC/+2	15.00	10.00
	Degree	24.00	16.00

Background variables	Attributes	Frequency	Percentage
	Post Graduate	19.00	12.70
	M Phil/Ph.D	6.00	4.00
	Professional	16.00	10.70
	Others	8.00	5.30
Occupation	Pensioners	31.00	20.70
	Professional	4.00	2.70
	Government	23.00	15.30
	Private	18.00	12.00
	Business	13.00	8.70
	Others	18.00	12.00
	Non-earning	43.00	28.70
Age Group	Below 20	1.00	0.70
	20-25	7.00	4.70
	25-30	12.00	8.00
	30-35	13.00	8.70
	Above 35	117.00	78.00
Income Group	Below 10000	30.00	20.00
	10000-20000	46.00	30.70
	20000-30000	36.00	24.00
	30000-40000	15.00	10.00
	Above 40000	23.00	15.30
Liability Group	Nil	110.00	73.30
	Below 10000	4.00	2.70
	10000-50000	4.00	2.70
	50000-100000	5.00	3.30
	100000-500000	19.00	12.70
	Above 500000	8.00	5.30

Source: Primary Survey

Table 6.1 describes the sample characteristics of the household survey. The samples are classified into four on the basis of caste namely (1) General category which includes Christians, the higher caste Hindus and other, (2) Other Backward Class (OBC) which includes Ezhavas and Muslims, (3) Other Eligible Community (OEC) and (4) Scheduled Caste. The caste and sub-caste details were not asked. The survey covered 92 general households, 38 OBC households, 2 OEC households and 18 SC households. The household size is classified into three groups namely those below 3 members, those

having 4 to 5 members and those having members above 6. The first group has 59 households, the second group has 74 households and the third group has 17 households.

This shows that big families are less and contribute to only 11.3 % of the total.

The households that are APL card holders amount to 119 and those with BPL cards amounts to 25. 6 households did not have ration cards.

The land possession, including dry land and wetland, categories are below 5 cents, 5-10 cents, 10-20 cents, 20-50 cents, and above 50 cents. The first group have 28 households, the second have 66, the third have 34, and the fourth with 11 households. The fifth category comprises of 11 households.

The households are categorised with the number of rooms they have and the area of the house. Those houses with below 3 rooms are 45, those having 3- 6 rooms are 87 and those with more than 6 rooms amount to 18. Area of the house is classified into three groups. The first group with less than 700 square feet have 13 households, the second group which is having area above 700 square feet upto 1400 squarefeet are 79 and the houses with more than 1400 square feet are 58.

Out of the total respondents 87 were male and 63 are females. The largest group in terms of education is high school educated group which counts to 44 and the least populated group is those with M.Phil or Ph.D degrees.

Out of the respondents the largest occupational category is non-earning followed by pensioners. This is the respondent description, not the household feature. The highest participation of respondents in terms of age was from the above 35 category (117).

The majority of the households fall in the income group between Rupees 10000 and 20000. The liability of the households is very less. Only 27 percentage have financial liabilities.

6.1.1 Analysis

A detailed statistical analysis and testing was not possible due to the nature of the study. The study intends to examine the influence of media on consumer behaviour. A variable which is dependant to statistically test the significance was not able to found out by the researcher. Apart from that even the basic variables like income and consumption was available only as a cross section. Hence the tools like regression and correlation could not be done. The major tool used is cross tabulation of the responses related to the incidence of the media and certain questions directed at the influence of media.

Table 6.2: Type of House and Caste (percentage)

		Caste				Total
		General	OBC	OEC	SC	
Type of house	Own	85.87	84.21	100.00	88.89	86.00
	Rented	7.61	13.16		11.11	9.33
	Shared	6.52	2.63			4.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.2 analyse the relationship of type of house and the caste group. 86 percentage of the houses were own houses and 9.33 percentage were rented and 4.67 were shared with more than one family. The 88.89 percentage of SC group have own houses.

Table 6.3: Roof type and Caste (percentage)

		Caste				Total
		General	OBC	OEC	SC	
Roof	Thatched	2.17	2.63			2.00
	Tiled	25.00	15.79	100.00	16.67	22.67
	RCC	72.83	81.58		83.33	75.33
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.3 represents the caste groups and the roof type of the houses. 75.33 percentage have reinforced cement concrete (RCC) houses, 22.67 percentage have tiled roofs and 2 percentage of the households have thatched roofs. SC group do not have thatched roofs for their houses. All the thatched houses are that of general and OBC category.

Table 6.4: Number of rooms and caste (percentage)

		Caste				Total
		General	OBC	OEC	SC	
No. of rooms	1	7.61				4.67
	2	20.65	26.32		50.00	25.33
	3	25.00	34.21		44.44	29.33
	4	20.65	7.89	100.00		16.00
	5	13.04	18.42			12.67
	6	8.70	10.53			8.00
	7	2.17	2.63		5.56	2.67
	8	1.09				0.67
	10	1.09				0.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.4 speaks about the number of rooms in a house. The highest number of rooms was 10 owned by a general category respondent. The majority (29.33%) have 3 rooms in their houses. 5.56 percentage of the SC group have 7 rooms in their house.

Table 6.5: Toilets and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Toilets	0	1.09				0.67
	1	30.43	34.21	100.00	72.22	37.33
	2	39.13	28.95		16.67	33.33
	3	17.39	18.42		5.56	16.00
	4	10.87	10.53		5.56	10.00
	5	1.09	7.89			2.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Most of the houses have toilets. Only 0.67 percentage of the total households does not have toilet. This particular household was situated in the government revenue land. 2.67 percentage of the households have 5 toilets at home. The majority (37.33%) have 1 toilet at home.

Majority of the households (35.33%) have got cement flooring. 2 percentage have mud floors which falls in the general category. 1.33% has terracotta floor. 66.67 % of SC households have cement flooring. (See table 6.6). All the households are electrified. 17.33% of the households have three phase power connection and the rest have single-phase power connection (See table 6.7). Table 6.8 and 6.9 shows the telephone lines at households and the mobile phone connections, respectively. 68 percentage of the households have got landline/fixed line telephone connections. The 38.89 % of SC households have got fixed line. At the same time 88% have got mobile connections. 89% of SC households got mobile connections.

Table 6.6: Floor and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Floor	Mud	3.26				2.00
	Cement	30.43	28.95	100.00	66.67	35.33
	Terracotta	2.17				1.33
	Mosaic	16.30	13.16			13.33
	Marble	6.52				4.00
	Granite	14.13	15.79		16.67	14.67
	Vitrified	16.30	28.95		11.11	18.67
	Ceramic tiles	10.87	13.16		5.56	10.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.7: Electricity and Caste (Percentage)

		Caste	Total
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No. of Phase		Genera 1	OBC	OEC	SC	
	Single phase	78.26	86.84	100.0 0	94.44	82.67
	Three phase	21.74	13.16		5.56	17.33
Total		100.00	100.0 0	100.0 0	100.0 0	100.00

Source: Primary Survey

Table 6.8: Telephone line and Caste (Percentage)

Telephone		Caste				Total
		Genera 1	OBC	OEC	SC	
	Yes	76.09	65.79		38.89	68.00
No	23.91	34.21	100.0 0	61.11	32.00	
Total		100.00	100.0 0	100.0 0	100.0 0	100.00

Source: Primary Survey

Table 6.9: Mobile Phone and Caste (Percentage)

Mobile phone		Caste				Total
		Genera 1	OBC	OEC	SC	
	Yes	83.70	97.37	100.0 0	88.89	88.00
No	16.30	2.63		11.11	12.00	
Total		100.00	100.0 0	100.0 0	100.0 0	100.00

Source: Primary Survey

Table 6.10: Number of Mobile Phone and Caste (Percentage)

No. of mobile phones		Caste				Total
		Genera 1	OBC	OEC	SC	
	0	16.30	2.63		11.11	12.00
1	40.22	50.00		50.00	43.33	
2	31.52	28.95		16.67	28.67	
3	9.78	15.79	100.0 0		11.33	
4	2.17			22.22	4.00	
5		2.63			0.67	

Total		100.00	100.00	100.00	100.00	100.00
			0	0	0	

Source: Primary Survey

Table 6.10 shows the number of mobile phones in a household. There are only 12 percentage which does not have mobile phones. 43.33 % has got at least one mobile phone at home. 0.67 percentage of the households has got 5 mobile connections. 16.67% of SC households have got 2 mobile connections.

The information from tables 6.2 to 6.10 explicitly states that the households are reasonable good at their infrastructure. The conditions to live are present in the form of infrastructure.

Table 6.11: LPG connection and Caste (Percentage)

LPG		Caste				Total
		General	OBC	OEC	SC	
Yes	Yes	86.96	100.00	100.00	77.78	89.33
	No	13.04			22.22	10.67
Total		100.00	100.00	100.00	100.00	100.00
			0	0	0	

Source: Primary Survey

Table 6.12: Number of LPG cylinders and Caste (Percentage)

No. of cylinders		Caste				Total
		General	OBC	OEC	SC	
0	0	13.04			22.22	10.67
	1	15.22	23.68		27.78	18.67
	2	71.74	73.68	100.00	50.00	70.00
	3		2.63			0.67
Total		100.00	100.00	100.00	100.00	100.00
			0	0	0	

Source: Primary Survey

The Tables 6.11 and 6.12 shows the details about the kitchen fuel, LPG, in the sample households. Only 10.67% of the households do not have LPG connection. 22.22 % of the

SC households do not have LPG connection at home. 73.68 % of OBC households have 2 cylinders at home and 2.63 percentage have 3 cylinders.

Table 6.13: Location and Caste (Percentage)

Location		Caste				Total
		General	OBC	OEC	SC	
Location	Inner core	34.78	26.32		11.11	29.33
	Outer core	23.91	7.89			16.67
	Periphery	41.30	65.79	100.00	88.89	54.00
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Out of the total households, 29.33 percentage are from the inner core, 16.67 % from the outer core and 54 % from the periphery of the Corporation. 88.89 % of the SC households are from the periphery. The general group has fairly good representation in all the three segments (see table 6.13).

The monthly per capita consumption expenditure (MPCE) is calculated in quartile groups. The first quartile is the amount less than Rs. 1129. the second quartile is defined as expenditure between Rs. 1130 – 1584. Rs. 1585 – 2394 forms the third quartile. Expenditure above Rs 2395 forms the fourth quartile.

Table 6.14: Location and MPCE Group (Percentage)

Location		MPCE_GRP				Total
		1	2	3	4	
Location	Inner core	5.40	18.90	36.80	55.30	29.30
	Outer core	10.80	13.50	18.40	23.70	16.70
	Periphery	83.80	67.60	44.70	21.10	54.00
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.14 explains the location of the household and the MPCE quartile groups. The first quartile has more members in the periphery and the lowest in the inner core. In the

second quartile more members are from the periphery. In the third quartile the members from the inner core started to increase tremendously. The fourth quartile has highest representation from the inner core followed by the outer core and periphery respectively.

Table 6.15: Location and Liability Group(Percentage)

		LIAB_GRP						Total
		Nil	Below 10000	10000 - 50000	50000 – 100000	100000 - 500000	500000 and above	
Location	Inner core	31.80	25.00	50.00	20.00	15.80	25.00	29.30
	Outer core	15.50	50.00			15.80	37.50	16.70
	Periphery	52.70	25.00	50.00	80.00	68.40	37.50	54.00
Total		100.00	100.00	100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

The incidence of liability is less, however, when the amount of liability increases the participation increases. In the group of 1 lakh to 5 lakh liability, 68.4% is from the periphery.

Consumer Durables

The possession of consumer durables were calculated in the study. The total consumer goods were categorised into 5 groups. A total of 44 goods were identified in the groups of entertainment, kitchen, automobile, utility goods and lifestyle goods. Television, Video cassette recorder, video cassette player, home theatre, refrigerator, mixer, wet grinder, food processor, soda maker, micro wave oven, induction cooker, cooking range, modular kitchen, water pump, automatic water tank, solar heater, heater, air conditioner, electric iron, kettle, coffee maker, washing machine, computer, dining table, sofa, coffee table, writing table, laptop, direct to home cable/set top box, cable TV connection, car, scooter/bike, cycle, lawn mover, garage, inverter, dogs, automatic gate, vacuum cleaner, water purifier, juicer, old type oven, LPG stove, and DVD player.

In the entertainment category, 7 products were there. In the kitchen category a total of 15 gadgets are there whereas in the automobile category there are only 3. The utility segment includes 9 utility goods. The lifestyle product category we have 10 goods. The average number of products in each category for a household category is found out. The General group in the lifestyle goods category have 3.25 average lifestyle goods out of the total 10. the OBC category have 3.03 goods, OEC have 1 good per OEC household. Interestingly an SC household have 2.71 number of lifestyle goods (Table 6.16). In the occupation category, pensioners have a lifestyle good average of 3.8. This means that they have acquired lifestyle goods over a time when they worked. The lowest mean is for the others category which includes the self-employed like a tailor (See table 6.17). Businessmen and professionals have average lifestyle goods of 3 out of total 10. The government employees also have a good average of 2.95. The houses of the non-earning respondents have lifestyle goods on average of 2.79. The private job holders have an average of 3.69 in the lifestyle product category. But, there is no very significant difference in the number of lifestyle products, which means that there is at least one good per household.

Table 6.16: Lifestyle goods and caste groups (Mean)

Caste	Lifestyle
General	3.25
OBC	3.03
OEC	1.00
SC	2.71
Total	3.13

Source: Primary Survey

Table 6.17: Lifestyle goods and Occupation groups (Mean)

Occupation	Lifestyle
------------	-----------

Pensioners	3.80
Professional	3.00
Government	2.95
Private	3.69
Business	3.00
Others	1.50
Non-earning	2.79
Total	3.13

Source: Primary Survey

Table 6.18: Entertainment goods and Caste groups (Mean)

Source: Primary Survey

Tables 6.18 and 6.19 depicts the average number of

Caste	Entertainment
General	2.88
OBC	3.05
OEC	2.50
SC	2.82
Total	2.91

entertainment goods in the caste group category and the average number of entertainment goods in the occupational group category respectively. As per the caste category, the OBC has the highest with 3.05 entertainment goods and OEC has the lowest which is 2.5 goods. In the occupational category, government employees have the highest of entertainment goods (3.17) followed by businessmen and pensioners. However there is no much difference here between different categories as far as entertainment is concerned.

Table 6.19: Entertainment goods and Occupation groups (Mean)

Occupation	Entertainment
Pensioners	3.03
Professional	3.00
Government	3.17
Private	2.94
Business	3.08
Others	2.56
Non-earning	2.76
Total	2.91

Source: Primary Survey

Table 6.20: Kitchen goods and Caste groups (Mean)

Caste	Kitchen
General	3.50
OBC	3.66
OEC	1.50
SC	2.94
Total	3.45

Source: Primary Survey

Table 6.21: Kitchen goods and Occupation groups (Mean)

Occupation	Kitchen
Pensioners	3.83
Professional	4.75
Government	3.96
Private	3.41
Business	4.08
Others	2.41
Non-earning	3.00
Total	3.45

Source: Primary Survey

In the kitchen goods the caste category is topped by OBC with 3.66 goods and 1.5 goods, the least, by OEC. The general category has 3.5 goods and the SC have 2.94. In the occupational groups professionals top with 4.75 goods followed by businessmen with 4.08 kitchen goods. The others including self-employed has got the lowest as 2.41 goods (See tables 6.20 and 6.21).

Table 6.22: Automobiles and Caste groups (Mean)

Caste	Automobile
General	1.40
OBC	1.33
SC	1.36
Total	1.38

Source: Primary Survey

In the OEC category, they have no access to automobile goods. The General category has the highest as 1.40 goods followed by SC with 1.36 goods and OBC by 1.33 goods. In the occupational category, professionals have the highest average of 2 goods.

Table 6.23: Automobiles and Occupation groups (Mean)

OCCU	Automobile
Pensioners	1.36
Professional	2.00
Government	1.43
Private	1.50
Business	1.31
Others	1.27
Non-earning	1.31
Total	1.38

Source: Primary Survey

Table 6.24: Utility Goods and Caste groups (Mean)

Caste	Utility
General	3.82
OBC	3.84
SC	2.87
Total	3.72

Source: Primary Survey

Tables 6.24 and 6.25 explains the number of utility goods in the caste category and the occupational category respectively. OEC group does not have utility goods at all. Out of the rest, OBC has the highest possession of utility goods (3.84) followed by the General category (3.82) and the SC with (2.87). In the occupational category, professionals have the highest number of utility goods (5.5) followed by pensioners and government employees with 4.48 goods each. The others category has the lowest of all with an average number of 2. The private job holders have 4.24 goods and business group have 3.92 goods respectively.

Table 6.25: Utility Goods and Occupation groups (Mean)

Occupation	Utility
Pensioners	4.48
Professional	5.50
Government	4.48
Private	4.24
Business	3.92
Others	2.00
Non-earning	2.73
Total	3.72

Source: Primary Survey

The possession of consumer durables by different caste and occupational groups were not very skewed excepting the OEC category. Perhaps this happened because of the low number of respondents from this category. This possession details show that the urban consumers have the tendency to accumulate durables. There can be various reasons which are examined in the coming pages.

Big House as a Social Image

When asked about the incidence and influence of media the study got mixed responses which are examined below.

The respondents were asked whether a big house adds to their social image. 86 % of the respondents replied positively. Only 14% replied negatively. This can be the reason for people to build huge houses beyond their existing purchasing power. Table 6.26 examines the responses in the educational category. The respondents with the highest educational qualification like Ph.D answered a 'yes'. The lowest of positive replies were from the Other group and the Professionals, but still that counted above 60 percentage.

Table 6.26: Big House and Education (Percentage)

EDUCATION		Total

		Primary Lower	Primary Upper	High School	PDC/+2	Degree	Post Graduate	M Phil / Ph.D	Professional	Others	
Big House – Image	Yes	81.8	85.7	90.9	93.3	83.3	94.7	100.0	68.8	62.5	86.0
	No	18.2	14.3	9.1	6.7	16.7	5.3		31.3	37.5	14.0
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Tables 6.27, 6.28 examine the response to the question of owning a big house adds to your image from the occupational category and the various age groups. The pensioners category says a 100 % ‘yes’. The lowest comes from the professional group (50%). All the respondents in the age group below 20 responded positively. The lowest positive reply comes from the age group of 30 – 35 (61.5%).

Table 6.27: Big House and Occupation (Percentage)

		OCCUPATION							Total
		Pensioners	Professional	Government	Private	Business	Others	Non-earning	
Big House – Image	Yes	100.0	50.0	78.3	83.3	84.6	77.8	88.4	86.0
	No		50.0	21.7	16.7	15.4	22.2	11.6	14.0
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Table 6.28: Big House and Age Group (Percentage)

		AGE GROUP					Total
		Below 20	20 - 25	25 – 30	30 - 35	35 and above	
Big House – Image	Yes	100.0	85.7	75.0	61.5	89.7	86.0
	No		14.3	25.0	38.5	10.3	14.0
Total		100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Table 6.29: Big House and Income Group (Percentage)

		INCOME GROUP				Total
		Below	10000 -	20000 -	30000 -	40000 and

		10000	20000	30000	40000	above	
Big House – Image	Yes	93.3	80.4	88.9	86.7	82.6	86.0
	No	6.7	19.6	11.1	13.3	17.4	14.0
Total		100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Tables 6.29 shows the responses to the same question of whether a big house adds to your image from the income group category. Income groups are formed to five groups. The first group with income below Rs.10000, the second group with income between Rs.10000-20000, the third group with income between Rs.20000-30000, the fourth group with income between Rs.30000-40000 and the fifth group with income above Rs.40000.

The response was an overwhelming ‘yes’. In the lowest income group, 93.3 % responded positively. The lowest positive response came from the income group 10000-20000 (80.4). The 82.6% of the highest income group responded positively.

The responses among male and female respondents were almost the same. 86.2% of males and 85.7% of females responded positively.

Table 6.30: Big House and Sex (Percentage)

		SEX		Total
		Male	Female	
Big House – Image	Yes	86.2	85.7	86.0
	No	13.8	14.3	14.0
Total		100.0	100.0	100.0

Source: Primary Survey

The quartile groups of MPCE response break-ups are like this. The first quartile responded positively with a 83.8% ‘yes’. 86.5% of the second quartile group responded

positively. However, the highest positive response was from the highest quartile group with a 92.1% 'yes'. The table 6.31 gives the details of these.

Table 6.31: Big House and MPCE Group (Percentage)

		MPCE GROUP				Total
		1.00	2.00	3.00	4.00	
Big House – Image	Yes	83.8	86.5	81.6	92.1	86.0
	No	16.2	13.5	18.4	7.9	14.0
Total		100.0	100.0	100.0	100.0	100.0
		0	0	0	0	

Source: Primary Survey

Table 6.32 shows the responses obtained from the cross tabulation of the question with the liability groups. Those with lesser liability responded higher than the average positive response. Those with liabilities higher than Rs.10000 responded positively, but at a lesser enthusiasm. This means that people with debt are more conscious about spending high. A big house requires big spending. They are speaking from the tensions of debt repayment, which was not explicitly mentioned by all of them; but some of them ventured to open up. They have their tensions regarding the debt repayment of housing loan.

Table 6.32: Big House and Liability Group (Percentage)

		LIABILITY GROUP						Total
		Nil	Below 10000	10000 – 50000	50000 - 100000	100000 - 500000	500000 and above	
Big House – Image	Yes	88.2	100.0	75.0	80.0	78.9	75.0	86.0
	No	11.8		25.0	20.0	21.1	25.0	14.0
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0
		0						

Source: Primary Survey

The responses show that there is a significant feeling that a big house adds to one’s social image. This clearly shows that the big house is not wanted as a utility object, but its social image value is weighed very much when a person is building a house. A big house has meaning more than its physical volume or cost of construction or purchase and people recognise this irrespective of social groups.

Importance of Physical Appearance:

The respondents were asked the question that whether physical appearance is more important than what you really are. Physical appearance here is not only the bodily appearance but also the visible social standing. There were mixed responses including positive and negative. Tables 6.33 to 6.39 speak about the respondents world view regarding physical appearance.

Table 6.33: Importance of Physical Appearance and Caste Group (Percentage)

		CASTE				Total
		General	OBC	OEC	SC	
Physical Appearance	Yes	27.2	28.9		11.1	25.3
	No	72.8	71.1	100.0	88.9	74.7
Total		100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

On an average, 74.7% responses were negative which means that they do think that physical appearance is not important. The OEC caste group totally negated the view. The maximum positive responses or ‘yes’ came from the OBC group (28.9%). The positive response figures for the General group were 27.2 % of the group and 11.1% for the SC group (See table 6.33).

Table 6.34: Importance of Physical Appearance and Sex (Percentage)

		SEX	Total

		Male	Female	
Physical Appearance	Yes	27.6	22.2	25.3
	No	72.4	77.8	74.7
Total		100.0	100.0	100.0

Source: Primary Survey

The responses on a sex category base shows that more number of positive responses, that means physical appearance do have more importance came from the male category (27.6%) whereas only 22.2% of the female group has agreed to the posed question (Table 6.34).

Table 6.35: Importance of Physical Appearance and Education (Percentage)

		EDUCATION									Total
		Primary Lower	Primary Upper	High School	PDC /+2	Degree	Post Graduate	/Ph.DM Phil	Professional	Others	
Physical Appearance	Yes	36.4	14.3	22.7	26.7	16.7	36.8	33.3	12.5	50.0	25.3
	No	63.6	85.7	77.3	73.3	83.3	63.2	66.7	87.5	50.0	74.7
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

The educational categories' responses were more of a mixed nature. 36.4 % of the lower primary educational group said 'yes' to the question. The Upper primary group disagreed up to 85.7% of their group. The maximum agreement came from the Others category (50%). The highest disagreement came from the professional category (87.5%). A mixed response means that there is no consensus among the social psyche regarding the question. There is a chance that people did not understand the question well or they being hypocritical can also be a reason. Table 6.35 depicts this response.

Table 6.36: Importance of Physical Appearance and Occupation (Percentage)

		OCCUPATION							Total
		Pensioners	Professional	Government	Private	Business	Others	Non-earning	
Physical	Yes	35.5		17.4	27.8	15.4	27.8	25.6	25.3

Appearance	No	64.5	100.0	82.6	72.2	84.6	72.2	74.4	74.7
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

In the occupational group, the pensioners supported the importance of physical appearance. The professionals totally disagreed with the importance of physical appearance. The details are in the table 6.36.

Table 6.37: Importance of Physical Appearance and Age Group (Percentage)

		AGE GROUP					Total
		Below 20	20 - 25	25 - 30	30 - 35	35 and above	
Physical Appearance	Yes	100.0	14.3	25.0	7.7	27.4	25.3
	No		85.7	75.0	92.3	72.6	74.7
Total		100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

The respondents below the age of 20 totally agreed with the importance of physical appearance. The highest disagreement was from the 30-35 age groups (table 6.37).

Table 6.38: Importance of Physical Appearance and Income Group (Percentage)

		INCOME GROUP					Total
		Below 10000	10000 - 20000	20000 - 30000	30000 - 40000	40000 and above	
Physical Appearance	Yes	40.0	21.7	25.0	26.7	13.0	25.3
	No	60.0	78.3	75.0	73.3	87.0	74.7
Total		100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

The low income group had the maximum agreement with the importance of physical appearance. The maximum disagreement was from the high income group. This in other words means that those are well off does not believe in physical appearance and those who are comparatively poor in the economic sense believe that there is the need for physical appearance to be well (Table 6.38).

Consumption is the activity the study inquires about. The MPCE quartile groups responded almost in a similar way. Table 6.39 shows the results of the cross tabulated data. Interestingly the high spending quartile group agreed to the growing importance of physical appearance. This can be because of the reason that they have more accessibility to the ways of making physically impressive in every term. 28.9% of the fourth quartile responded 'yes' to the question.

Table 6.39: Importance of Physical Appearance and MPCE Group (Percentage)

		MPCE GROUP				Total
		1.00	2.00	3.00	4.00	
Physical Appearance	Yes	24.3	24.3	23.7	28.9	25.3
	No	75.7	75.7	76.3	71.1	74.7
Total		100.0	100.0	100.0	100.0	100.0
		0	0	0	0	

Source: Primary Survey

Why physical appearance is important?

This question was posed at the respondents who said that physical importance is more important. The OEC category did not respond to the question as they said 'No' to the previous question. On an average above 50% of all caste groups said that they are thinking that the importance of the physical appearance is due to the social pressure. Table 6.40 says that 47.37% of all respondents say it is the intuition that came to them that physical appearance is more important than what they think they really are. This is quite normal to say that importance of physical appearance is due to social pressure or intuition. In a way they are both sides of the same coin. Every species like to present it in the best possible manner.

Table 6.40: Why Important and Caste Group (Percentage)

		CASTE	Total
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		General	OBC	SC	
Why Important	Social pressure	52.00	54.55	50.00	52.63
	Intuition	48.00	45.45	50.00	47.37
Total		100.00	100.00	100.00	100

Source: Primary Survey

Table 6.41: Why Important and Sex Group (Percentage)

		SEX		Total
		Male	Female	
Why Important	Social pressure	54.17	50.00	52.63
	Intuition	45.83	50.00	47.37
Total		100.00	100.00	100.00

Source: Primary Survey

Table 6.41 says that 54.17 percent of the males who agreed that physical appearance is important said that they think it is because of the social pressure and 45.83% say that it is an intuition. Among the females it is a fifty-fifty opinion. Half of them say it is because of the social pressure and the other half says that it is their intuition.

Why spending money on physical appearance?

This question was targeted at those respondents who said that they do not think that physical appearance is not important. In fact this category was the majority among the respondents. But, even if they think so, they are spending on consumption of durables, big house, etc. if they do not think that physical appearance is not important they should not spend on image building commodities.

Table 6.42: Why Spending and Caste Group (Percentage)

		CASTE				Total
		General	OBC	OEC	SC	
Why spending Money	Social pressure	43.28	62.96	100.00	43.75	49.11
	Intuition	37.31	33.33		25.00	33.93
	NA	19.40	3.70		31.25	16.96

Total		100.00	100.00	100.00	100.00	100.00
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Source: Primary Survey

Other eligible community group says that it is the social pressure that made them do so. This may be because of the fact that the values and beliefs, and practices prevalent in a society influence one's opinion about an issue. The average values of the responses are 49.11% think that it is the social pressure that made them spend on making a physical appearance. 33.93% say that it is their intuition. 16.96% did not respond to the question. Mostly females (26.53%) did not respond to the question (see tables 6.42, 6.43).

Table 6.43: Why Spending and Caste Group (Percentage)

		SEX		Total
		Male	Female	
Why spending Money	Social pressure	53.97	42.86	49.11
	Intuition	36.51	30.61	33.93
	NA	9.52	26.53	16.96
Total		100.00	100.00	100.00

Source: Primary Survey

Do the advertisements influence your purchase decisions?

A direct question whether the purchase decisions were influenced by the advertisements was asked to the respondents. Table 6.44 summarises the responses from various categories of respondents.

In the male category 73.56% said that advertisements influences their decision. 82.54% of female respondents said that the advertisements definitely influence their purchase decisions. In the caste groups, 100% of OEC category responded that advertisements do influence them. More than 75% of other caste groups also responded that advertisements do influence their decisions.

In the educational category more than 70% from all groups said advertisements have an impact on their decisions, except for the M.Phil/PhD category. Their response was positive but only 66.67% agreed that advertisements influence them.

In the occupational category, 50% of the professionals group say that advertisements influence them. All others are on the higher side of influence except for the Others category and Business group. Their figures are 69.23% and 61.11% respectively in agreement with the influence of advertisements.

In the age group category 100% of the below 20 group agreed that advertisements influence. The lowest was from the 25-30 group which is 66.67%. In the income group category all responses from all groups were above 65% with the highest (86.96%) for the above 40000 group and the lowest for the 30000-40000 group.

The MPCE quartile groups responded that all the four groups agree that advertisements influence their decision by more than 65%, the highest (86.84%) for the fourth quartile and the lowest (68.42%) for the third quartile.

In the liability group, 50% those with a liability of 50000 to 100000 agree that advertisements influence them. 89.47% of the 100000-500000 groups underwrites that advertisements do influence them in their purchase decisions.

Table 6.44: Advertisement Influence (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	73.56	26.44
	Female	82.54	17.46
Caste	General	77.17	22.83
	OBC	76.32	23.68
	OEC	100.00	0.00
	SC	77.78	22.22
Education	Lower Primary	72.73	27.27
	Upper Primary	100.00	0.00

	High School	70.45	29.55
	PDC/+2	80.00	20.00
	Degree	75.00	25.00
	Post Graduate	94.74	5.26
	M Phil/Ph.D	66.67	0.00
	Professional	75.00	25.00
	Others	75.00	25.00
Occupation	Pensioners	87.10	12.90
	Professional	50.00	50.00
	Government	86.96	13.04
	Private	77.78	22.22
	Business	69.23	30.77
	Others	61.11	38.89
Age Group	Non-earning	76.74	23.26
	Below 20	100.00	0.00
	20-25	85.71	14.29
	25-30	66.67	33.33
	30-35	76.92	23.08
Income Group	Above 35	77.78	22.22
	Below 10000	80.00	20.00
	10000-20000	76.09	23.91
	20000-30000	75.00	25.00
	30000-40000	66.67	33.33
MPCE-Group	Above 40000	86.96	13.04
	Quartile 1	75.68	24.32
	Quartile 2	78.38	21.62
	Quartile 3	68.42	31.58
Liability-Group	Quartile 4	86.84	13.16
	Nil	77.27	22.73
	Below 10000	100.00	0.00
	10000-50000	50.00	50.00
	50000-100000	60.00	40.00
	100000-500000	89.47	10.53
	Above 500000	62.50	37.50

Source: Primary Survey

Media

The respondents were interrogated for the incidence of media in their households. The questions covered the newspapers, cinema, theatre, television and internet. Out of the respondents only one said that they watch drama or theatre, hence it is omitted from the analysis. Apart from that theatre has transformed to an urban art rather than a crowd

pulling mass media. The newspaper reading habits and television watching and cinema going are noted and responses are grouped in the following tables from 6.45 to 6.61.

Table 6.45: News paper subscription and Caste Group (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Newspaper	0	7.61	7.89		5.56	7.33
	1	67.39	55.26	50.00	44.44	61.33
	2	25.00	34.21	50.00	50.00	30.67
	3		2.63			0.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Out of the total respondents only 7.33% do not subscribe a newspaper. In the caste group category, 7.61% of General group, 7.89% of OBC, and 5.56% of SC group do not subscribe a newspaper. 61.33% of the households subscribe one newspaper. In the caste category, 67.39% of General group, 55.26% of OBC, 50% of OEC, and 44.44% of SC subscribe a single newspaper. 30.67% of the total households have two newspapers at home. 2.67% of OBC or 0.67% of the total households subscribes three newspapers.

This shows the heavy incidence of print media in the sample households (table 6.45).

Table 6.46: Movies and Caste Group (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Movies	Yes	52.17	52.63	50.00	44.44	51.33
	No	47.83	47.37	50.00	55.56	48.67
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

People watch movies. The respondents say that 51.33% of the total households watch movies in theatre. Almost all the caste categories watch movies more or less in the same manner, that is, around 50% (see table 6.46).

Table 6.47: Television and Caste Group (Percentage)

		Caste	Total
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		General	OBC	OEC	SC	
TV	Yes	98.91	97.37	100.00	100.00	98.67
	No	1.09	2.63			1.33
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

The incidence of television is far higher compared to other media under study. To a question whether they watch TV, the response was positive and counted to 98.67% of the total households. Only a meagre 1.33% said that they do not watch TV. In the caste categories, OEC and SC have 100% TV viewership where the corresponding values for General and OBC were 98.91% and 97.37% respectively (table 6.47).

Table 6.48: Favourite Channel and Caste Group (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Favourite Channel	Asianet	44.56522	47.37		50.00	45.33
	Surya	15.21739	15.79		22.22	16.00
	Indiavision	18.47826	21.05		16.67	18.67
	Doordarsan	2.173913		50.00		2.00
	Any sports	3.26087	7.89		5.56	4.67
	Kairali	5.434783		50.00		4.00
	Star	6.521739	5.26			5.33
	NDTV	2.173913			5.56	2.00
	Others	2.173913	2.63			2.00
Total		100	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.48 details the taste for TV channels among the respondents. The mostly viewed channel is Asianet which has 45.33% viewers from the total. The second favourite channel among all is the Indiavision with 18.67% share followed by Surya TV (16.0%). Doordarsan, NDTV and Others are the least popular channels.

Table 6.49: Hours of Watching TV and Caste Group (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Total Time	1	8.79			11.11	6.76
	2	26.37	37.84		22.22	28.38
	3	17.58	21.62		33.33	20.27

	4	34.07	24.32		22.22	29.73
	5	5.49	2.70	50.00		4.73
	6	2.20	5.41		5.56	3.38
	7	2.20		50.00		2.03
	8	2.20	8.11			3.38
	10	1.10			5.56	1.35
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

The hours of TV viewing are interrogated by the questionnaire and the details are summarised in Table 6.49. The maximum hours of watching was recorded as 10 hours a day. 5.56% of SC group and 1.1% of General category view TV 10 hours a day. The most commonly observed watching period is 4 hours a day. 29.73% of the total respondents watch TV 4 hours a day. Only 6.76% of the total respondents watch TV an hour a day. The majority of the respondents (around 78%) watch TV between 2 to 4 hours a day. In other words, out of the 24 hours in a day, if we assume that an average person sleeps for 8 hours, works for another 8 hours, then the remaining number of hours is only 8. Then that means, if a person watches TV for 4 hours he is spending half the time available for him/her for watching TV. This is a high incidence percentage.

Apart from that TV watching is a right brain activity. It can be done simultaneously when doing other jobs. This is said to make notice of the fact that if a person says he is watching 'X' hours he is watching more than that. We can understand that TV as a medium has heavy incidence on households.

Table 6.50: Hours of Watching TV and Sex (Percentage)

		SEX		Total
		Male	Female	
Total Time	1	9.30	3.23	6.76
	2	26.74	30.65	28.38
	3	23.26	16.13	20.27
	4	26.74	33.87	29.73
	5	5.81	3.23	4.73
	6	3.49	3.23	3.38
	7	2.33	1.61	2.03

	8	1.16	6.45	3.38
	10	1.16	1.61	1.35
Total		100.00	100.00	100.00

Source: Primary Survey

The sex-wise comparison of male and female TV viewing is done in table 6.50. It is clear that longer viewing hours are attached to females than males.

Table 6.51: Internet Usage and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Internet	Yes	52.2	47.4		55.6	50.7
	No	47.8	52.6	100.0	44.4	49.3
Total		100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Out of the total households, 50.7% use internet. Table 6.51 shows the internet usage details based on caste groups. The OEC group do not use internet. It is interesting to note that the SC group (55.6%) uses the net the maximum even higher than the General category and the OBC. The comparatively newer medium has more incidence in the SC group as per the survey results.

What is your opinion about growing advertisements in media? Does it have any influence on you?

This question was asked to the respondents and most of them (81.3%) think that advertisements have a positive influence in them. Discussions with the respondents reveal that most of them consider advertisements as informative. They are not bothered about what kind of information it is, but in a nutshell they are informative. It can be product

information though. They also educate them about the newer technologies developed. The use of scientific terminology in the advertisements can thus be understood as a tool to impress the consumer about the newness of the technology and the authenticity that the company or brand possess. Tables 6.52 and 6.53 summarises the influence of growth of advertisements on the consumers. In the caste category only 100% OEC group said that the advertisements have only negative influence. All other groups have a majority opinion supported by more than 75% that the advertisements are casting a positive influence in them. Out of the males 79.3% says advertisements are positive whereas the similar opinion among females is supported by 84.1%.

Table 6.52: Advertisement Growth and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Opinion	Positive	85.9	76.3		77.8	81.3
	Negative	14.1	23.7	100.0	22.2	18.7
Total		100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Table 6.53: Advertisement Growth and Sex (Percentage)

		SEX		Total
		Male	Female	
Opinion	Positive	79.3	84.1	81.3
	Negative	20.7	15.9	18.7
Total		100.0	100.0	100.0

Source: Primary Survey

Table 6.53: Enjoying Advertisement and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Enjoying	Yes	91.30	86.84	50.00	77.78	88.00
	No	8.70	13.16	50.00	22.22	12.00
Total		100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

Tables 6.53 and 6.54 show how the caste group and sex group of the respondents enjoy advertisements. Out of the total households, 88% of the respondents enjoy the advertisements in media. Only the OEC group takes a 50-50 position. All the other caste groups have a 3/4th majority in enjoying the advertisements. Out of the males, 83.91% enjoys advertisements whereas 93.65% of the females enjoy watching advertisements through media.

Table 6.54: Enjoying Advertisement and Sex (Percentage)

		SEX		Total
		Male	Female	
Enjoying	Yes	83.91	93.65	88.00
	No	16.09	6.35	12.00
Total		100.00	100.00	100.00

Source: Primary Survey

The remembrance and favouritism of brands among different product categories like personal care, automobile, food and beverages, communication, lifestyle products, consumer durables, Information Technology products are analysed and summarised in Table 6.55. Out of the total respondents, 22% have their favourite brand in the category of communication products like communication devices, say *Nokia*. Personal care products are in the second place with a 19.33% supporting them. Lifestyle products come in the third position with a 14.67% support from respondents by remembering the brand names. The lowest brand remembrance is for the IT products group. 16.67% of the respondents did not respond to this question.

It is important from the study perspective that the recognition and remembrance of brand names is a crucial factor. Because, it is the media which help them to remember these names, apart from the acquaintance with the product. For both the males and females, communication, personal care and lifestyle products are the favourites.

Table 6.55: Brand Name and Sex (Percentage)

		SEX		Total
		Male	Female	
Brand name	Personal care	20.69	17.46	19.33
	Automobile	11.49	6.35	9.33
	Food and beverage	6.90	7.94	7.33
	Communication	19.54	25.40	22.00
	Lifestyle	16.09	12.70	14.67
	Consumer durables	10.34	9.52	10.00
	IT	1.15		0.67
	No response	13.79	20.63	16.67
Total		100.00	100.00	100.00

Source: Primary Survey

Table 6.56: Why this brand and Sex (Percentage)

		SEX		Total
		Male	Female	
Reason	Acquaintance	1.15	1.59	1.33
	Quality	47.13	42.86	45.33
	Advertisement	10.34	12.70	11.33
	NA	41.38	42.86	42.00
Total		100.00	100.00	100.00

Source: Primary Survey

The respondents were asked what made them remember these brand names. Their answers were coded into acquaintance, quality of the product used, advertisements and Not applicable. Out of the total respondents the maximum marks are scored by the product quality (45.33%) and the least by acquaintance (1.33%). It is detailed in the table 6.56 that 42% of the respondents did not respond to this question. 12.7% of the females said that they memorise the brand names because of the advertisements whereas the same number for males are 10.34%.

Table 6.57: Favourite Advertisement and Sex (Percentage)

		SEX		Total
		Male	Female	
Favourite advertisement	Personal care	12.64	9.52	11.33
	Automobile	8.05	4.76	6.67
	Food and beverage	5.75	9.52	7.33
	Communication	28.74	28.57	28.67
	Lifestyle	18.39	23.81	20.67
	Consumer durables	2.30	3.17	2.67
	Others		1.59	0.67
	No response	24.14	19.05	22.00
Total		100.00	100.00	100.00

Source: Primary Survey

The favourite advertisements of the respondents come from the communication products category. The advertisements of *Idea*, *Airtel*, *Vodafone* and *Hutch* were the favourites. Both the male and female respondents have their favourite advertisement from the communication products (28%). Women are more attracted by the advertisements of lifestyle products (23.81%) and men like personal care products advertisements (12.64%).

Table 6.58: Advertisement motivation and Sex (Percentage)

		SEX		Total
		Male	Female	
Motivated	TRUE	5.75	4.76	5.33
	FALSE	94.25	95.24	94.67
Total		100.00	100.00	100.00

Source: Primary Survey

The respondents were asked a question. They were never motivated by an advertisement. Out of the total respondents, 94.67% said that the statement is false. This means that advertisement motivate the consumer to purchase the product. There may be some additional ego needs or social needs or security needs satisfied other than the utility or necessity.

Table 6.59: Tele-shopping Programmes and Sex (Percentage)

		SEX		Total
		Male	Female	
Tele-shopping Programmes	Yes	39.08	39.68	39.33
	No	60.92	60.32	60.67
Total		100.00	100.00	100.00

Source: Primary Survey

The tele-shopping programmes on television are spreading fast to more and more channels. In this context, a question was asked whether they watch these programmes. 39.33% of the respondents answered negatively (see table 6.59).

Table 6.60: Intuition at Purchase and Sex (Percentage)

		SEX		Total
		Male	Female	
Intuition	Yes	59.77	58.73	59.33
	No	40.23	41.27	40.67
Total		100.00	100.00	100.00

Source: Primary Survey

Nobel Laureate Herbert Simon who came up with the theory of bounded rationality has put forward that the consumers in the multiplicity or abundance of information, apply heuristics in decision-making process. To check this argument, a question was asked whether they buy on intuition or heuristics. Simon's argument is that heuristics is the result of the cognitive process and the outcome of internalised knowledge.

Out of the total respondents, 59.33% agreed that they rely on intuition. Some of the respondents during personal interaction said that intuition works in the case of cheap goods. In the purchase of consumer durables, it is not the intuition that works(see table 6.60).

Table 6.61: Observation of Lifestyle and Sex (Percentage)

		SEX		Total
		Male	Female	
Notice	Yes	98.85	100.00	99.33
	No	1.15		0.67
Total		100.00	100.00	100.00

Source: Primary Survey

To understand whether the consumers are sensing the symbols and meanings attached to the products used and displayed in the programmes they are watching, a question is asked whether they notice dress, jewellery, and other lifestyles products in programmes they watch. Interestingly 100% of the females answered ‘yes’ and the 98.85% of males answered the same. This makes a total positive answer of 99.33%, which is an amazing figure.

6.2 Consumer at Point of Purchase

A second primary survey was done on the consumers at the point of purchase. The points of purchase were selected as the *Big Bazar*, *Reliance Fresh* and *City Centre*, three shopping hangouts in Thrissur town. One hundred and fifty samples were collected randomly.

The characteristics of the sample are detailed in Table 6.62. Out of the total 150 samples, 95 were males and 55 were females. 80 respondents were from the General category, 55 from OBC, 5 from OEC and 10 from SC. Among the respondents 28% were above 35, 26.7% were in the age group of 30 – 35, 25.3% were in the age group of 25 – 30, 10% were in the age group of 20 – 25 and 10% were below 20. For details see table 6.62.

Table 6.62: Sample Characteristics - Consumer at Point of Purchase

Background variables	Attributes	Frequency	Percentage
Sex	Male	95	63.3
	Female	55	36.7
Caste	General	80	53.3
	OBC	55	36.7
	OEC	5	3.3
	SC	10	6.7
Place of Residence	Urban	104	69.3
	Rural	46	30.7
Size of Household	3 and below	24	16.0
	4 – 6	126	84.0
	6 and above	0	0
Land (in Cents)	Below 5	18	12.0
	5 – 10	60	40.0
	10 – 20	39	26.0
	20- 50	27	18.0
	Above 50	6	4.0
Education	Upper primary	2	1.3
	High School	20	13.3
	Pre degree/+2	22	14.7
	Degree	57	38.0
	PG	6	4.0
	Professional Course	43	28.7
Occupation	Professional	27	18.0
	Government	14	9.3
	Private	43	28.7
	Business	19	12.7
	Non-earning	33	22.0
	Others	14	9.3
Age Group	Below 20	15	10.0
	20 – 25	15	10.0
	25 – 30	38	25.3
	30 – 35	40	26.7
	35 and above	42	28.0
Income Group	Nil	20	13.3
	Below 5000	4	2.7
	5000 - 10000	17	11.3
	10000 - 20000	53	35.3
	20000 - 50000	51	34.0
	50000 and above	5	3.3
Consumption	Nil	20	13.3
	Below 5000	5	3.3
	5000 - 10000	43	28.7
	10000 - 20000	48	32.0
	20000 - 50000	31	20.7
	50000 and above	3	2.0
Savings	Nil	24	16.0
	Below 5000	70	46.7
	5000 - 10000	32	21.3
	10000 - 20000	19	12.7
	20000 - 50000	5	3.3

Source: Primary Survey

Table 6.63: Motivation through advertisement (percentage)

Background variables	Attributes	Yes	No
Sex	Male	65.3	34.7
	Female	67.3	32.7
Caste	General	71.3	28.8
	OBC	61.8	38.2
	OEC	80.0	20.0
	SC	40.0	60.0
Consumption	Nil	70.0	30.0
	Below 5000	80.0	20.0
	5000 - 10000	67.4	32.6
	10000 - 20000	62.5	37.5
	20000 - 50000	67.7	32.3
Land	50000 and above	33.3	66.7
	Below 5	66.7	33.3
	5 – 10	66.7	33.3
	10-20	64.1	35.9
	20-50	77.8	22.2
Education	50 and above	16.7	83.3
	Lower Primary	0	0
	Upper Primary	100.0	0.0
	High School	75.0	25.0
	PDC/+2	77.3	22.7
	Degree	59.6	40.4
	Post Graduate	83.3	16.7
	M Phil/Ph.D	0	0
Occupation	Professional	60.5	39.5
	Others	0	0
	Pensioners	0	0
	Professional	48.1	51.9
	Government	50	50
	Private	76.7	23.3
	Business	68.4	31.6
Age Group	Others	78.6	21.4
	Non-earning	66.7	33.3
	Below 20	80	20
	20-25	73.3	26.7
	25-30	68.4	31.6
Income Group	30-35	60	40
	Above 35	61.9	38.1
	Nil	70.0	30.0
	Below 5000	100	0
	5000-10000	52.9	47.1
	10000-20000	67.9	32.1
Income Group	20000-50000	68.6	31.4
	Above 50000	20.0	80.0

Source: Primary Survey

Motivation through advertisement

The respondents were asked the question whether they are motivated by advertisements to make the purchase. The 65.3% of the male respondents answered positively whereas 67.3% of females also answered a 'yes'. In the caste category, 40% of SC group answered positively when the 71.3% of the General category of respondents, 61.8% of OBC and 80% of OEC answered positively. For details see table 6.63. In total 66% of the sample agreed that advertisements motivates them.

Which are your favourite brands?

In the male group, 24%, the highest, have their favourite brand in automobile products and 29.1%, the highest, of the female have their favourite brand in Personal care product category. In the caste groups the General category and OBC have their favourite brands in automobile products, whereas the OEC and SC groups have their favourites in Lifestyle products. In total the personal care products, lifestyle products, consumer durables and automobiles are the favourites. Table 6.64 summarises various group responses.

Table 6.64: Response to favourite brands (Percentage)

Background variables	Attributes	PC	A	FB	C	LS	CD	IT	Ot	NR
Sex	Male	8.4	24.2	2.1	5.3	20	8.4	4.2	1.1	26.3
	Female	29.1	7.3	3.6	3.6	14.5	5.5	5.5	1.8	29.1
Caste	General	18.8	21.3	3.8	3.8	17.5	5	2.5	1.3	26.3
	OBC	14.5	16.4	1.8	7.3	14.5	12.7	9.1	0	23.6
	OEC	20	0	0	0	40	0	0	0	40
	SC	0	10	0	0	30	0	0	10	50
Consumption	Nil	25	10	5	10	25	0	0	0	25
	Below 5000	40	20	0	0	40	0	0	0	0
	5000 - 10000	14	23.3	0	4.7	9.3	11.6	2.3	0	34.9
	10000 - 20000	8.3	18.8	0	6.3	20.8	6.3	6.3	0	33.3
	20000 - 50000	22.6	12.9	9.7	0	16.1	6.5	9.7	6.5	16.1
	50000 and above	0	33.3	0	0	33.3	33.3	0	0	0
Land	Below 5	11.1	22.2	0	16.7	22.2	5.6	0	0	22.2
	5 – 10	13.3	18.3	3.3	3.3	15	8.3	5	0	33.3
	10-20	17.9	15.4	0	5.1	15.4	10.3	5.1	2.6	28.2
	20-50	25.9	14.8	7.4	0	22.2	3.7	7.4	3.7	14.8
	50 and above	0	33.3	0	0	33.3	0	0	0	33.3
Education	Lower Primary	0	0	0	0	0	0	0	0	0
	Upper Primary	50	0	0	0	0	0	0	0	50
	High School	15	20	0	10	10	20	0	0	0
	PDC/+2	18.2	9.1	9.1	0	18.2	0	4.5	4.5	4.5
	Degree	14	17.5	1.8	7	19.3	5.3	0		1.8
	Post Graduate	33.3	16.7	0	0	33.3	0	0	0	0
	M Phil/Ph.D	0	0	0	0	0	0	0	0	0
	Professional	14	23.3	2.3	2.3	18.6	9.3	14	14	0
Others	0	0	0	0	0	0	0	0	0	
Occupation	Pensioners	0	0	0	0	0	0	0	0	0
	Professional	14.8	14.8	0	3.7	25.9	11.1	3.7	0	25.0
	Government	0	28.6	0	7.1	14.3	7.1	0	0	42.9
	Private	16.3	23.3	0	2.3	14	7	11.6	2.3	23.3
	Business	5.3	31.6	5.3	10.5	10.5	10.5	0	5.3	21.1
	Others	14.3	7.1	0	0	14.3	14.3	7.1	0	42.9
	Non-earning	30.3	6.1	9.1	6.1	24.2	0	0	0	24.2
Age Group	Below 20	33.3	6.7	6.7	6.7	20	0	0	0	26.7
	20-25	20	26.7	0	6.7	20	6.7	6.7	0	13.3
	25-30	10.5	18.4	2.6	0	13.2	7.9	7.9	2.6	36.8
	30-35	15	10	2.5	7.5	25	7.5	5	0	27.5
	Above 35	14.3	26.2	2.4	4.8	14.3	9.5	2.4	2.4	23.8
Income Group	Nil	25	10	5	10	25	0	0	0	25
	Below 5000	50	0	0	0	50	0	0	0	0
	5000-10000	17.6	29.4	0	5.9	11.8	5.9	0	0	29.4
	10000-20000	9.4	18.9	0	3.8	18.9	7.5	1.9	0	39.6
	20000-50000	15.7	17.6	5.9	3.9	13.7	9.8	11.8	3.9	17.6
	Above 50000	20	20	0	0	20	20	0	0	20

Source: Primary Survey

You are interested in window shopping?

When the respondents are asked about their tastes in window shopping the response were overwhelming. Table 6.65 shows the category-wise details of the responses. Males (76.8%) were more interested than the females (58.2%) in window shopping.

Table 6.65: Socioeconomic characteristics of people on Window Shopping (percentage)

Background variables	Attributes	Yes	No
Sex	Male	76.8	23.2
	Female	58.2	41.8
Caste	General	63.8	36.3
	OBC	74.5	25.5
	OEC	80	20
	SC	90	10
Education	Lower Primary	0	0
	Upper Primary	100	0
	High School	85	15
	PDC/+2	63.6	36.4
	Degree	63.2	36.8
	Post Graduate	66.7	33.3
	M Phil/Ph.D	0	0
	Professional	74.4	25.6
	Others	0	0
	Pensioners	0	0
Occupation	Professional	77.8	22.2
	Government	57.1	42.9
	Private	74.4	25.6
	Business	78.9	21.1
	Others	78.6	21.4
	Non-earning	54.5	45.5

Age Group	Below 20	53. 3	46.7
	20-25	60	40
	25-30	78. 9	21.1
	30-35	70	30
	Above 35	71. 4	28.6
Income Group	Nil	65	35
	Below 5000	25	75
	5000-10000	70. 6	29.4
	10000-20000	69. 8	30.2
	20000-50000	74. 5	25.5
	Above 50000	80	20

Source: Primary Survey

The respondents were asked whether they got the product information from advertisement. The 58.9% of the males and 58.2% of females answered positively. In the caste category, the SC group response is the lowest (40%) whereas the highest is that of OBC (63.6%) (See table 6.66).

Table 6.66: Product information and advertisement (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	58. 9	41.1
	Female	58. 2	41.8
Caste	General	57. 5	42.5
	OBC	63. 6	36.4
	OEC	60	40
	SC	40	60
Education	Lower Primary	0	0
	Upper Primary	100	0
	High School	55	45
	PDC/+2	54. 5	45.5
	Degree	63. 2	36.8
	Post Graduate	50	50
	M Phil/Ph.D	0	0
	Professional	55. 8	44.2
Occupation	Others	0	0
	Pensioners	0	0

	Professional	55.6	44.4
	Government	57.1	42.9
	Private	62.8	37.2
	Business	47.4	52.6
	Others	60.6	39.4
	Non-earning	64.3	35.7
Age Group	Below 20	66.7	33.3
	20-25	60	40
	25-30	57.9	42.1
	30-35	47.5	52.5
	Above 35	66.7	33.3
Income Group	Nil	50	50
	Below 5000	75	25
	5000-10000	64.7	35.3
	10000-20000	58.5	41.5
	20000-50000	56.9	43.1
	Above 50000	80	20

Source: Primary Survey

You watch tele-shopping programmes? Yes/No

Tele-shopping programmes are becoming favourites very fast and the telecast frequency, volume and spread is increasing. 48.4% of male respondents say that they watch tele-shopping programmes whereas 49.1% of female respondents watch tele-shopping programmes. Group-wise responses are detailed in table 6.67.

Table 6.68 show the favourite television channels of the respondents. *Asianet* is the most favourite with 36% viewership of the total followed by *Indiavision* channel with 26% of viewership. Interestingly, males prefer *Asianet* more and *Indiavision* is watched more by

females. *Surya TV* is in the third position with 11% of the viewers. Doordarsan is in the last position with just 0.7 percent viewers.

Table 6.67: TV and Tele-shopping Programmes (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	48.4	51.6
	Female	49.1	50.9
Caste	General	53.8	46.2
	OBC	47.3	52.7
	OEC	40	60
	SC	20	80
Education	Lower Primary	0	0
	Upper Primary	50	50
	High School	45	55
	PDC/+2	59.1	40.9
	Degree	42.1	57.9
	Post Graduate	16.7	83.3
	M Phil/Ph.D	0	0
	Professional	58.1	41.9
	Others	0	0
Occupation	Pensioners	0	0
	Professional	63	37
	Government	35.7	64.3
	Private	46.5	53.5
	Business	47.4	52.6
	Others	35.7	64.3
	Non-earning	51.5	48.5
Age Group	Below 20	53.3	46.7
	20-25	33.	66.7

		3	
	25-30	44.7	55.3
	30-35	50	50
	Above 35	54.8	45.2
Income Group	Nil	55	45
	Below 5000	25	75
	5000-10000	23.5	76.5
	10000-20000	50.9	49.1
	20000-50000	54.9	45.1
	Above 50000	40	60

Source: Primary Survey

Table 6.68: Favourite Television Channel and Sex (Percentage)

		SEX		Total
		Male	Female	
Favourite Channel	Asianet	38.9	30.9	36.0
	Surya	12.6	9.1	11.3
	Indiavision	25.3	27.3	26.0
	Doordarshan	1.1		.7
	Sports	6.3	10.9	8.0
	Kairali	2.1	3.6	2.7
	Star	4.2	12.7	7.3
	NDTV	2.1	1.8	2.0
	Others	7.4	3.6	6.0
Total		100.0	100.0	100.0

Source: Primary Survey

Among the caste groups OEC prefer *Asianet* the most. *Indiavision* and *Surya TV* are the other major channels watched by the respondents in the caste category. Details are summarised in Table 6.69.

In table 6.70, the channel preference by the respondents according to the age-group category is detailed. *Asianet* is watched the maximum by the 25-30 age group (44.7%).

Table 6.69: Favourite Television Channel and Caste (Percentage)

		Caste				Total
		General	OBC	OEC	SC	
Favourite Channel	Asianet	36.3	36.4	40.0	30.0	36.0
	Surya	8.8	14.5	40.0		11.3
	Indiavision	30.0	21.8		30.0	26.0
	Doordarsan		1.8			.7
	Sports	5.0	12.7		10.0	8.0
	Kairali	2.5	3.6			2.7
	Star	7.5	7.3	20.0		7.3
	NDTV	2.5			10.0	2.0
Others	7.5	1.8		20.0	6.0	
Total		100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Table 6.70: Favourite Television Channel and Age Group (Percentage)

		Age group					Total
		Below 20	20 – 25	25 - 30	30 - 35	35 and above	
Favourite Channel	Asianet	33.3	13.3	44.7	37.5	35.7	36.0
	Surya	6.7	13.3	10.5	17.5	7.1	11.3
	Indiavision	20.0	20.0	26.3	27.5	28.6	26.0
	Doordarsan		6.7				.7
	Sports	13.3	26.7		5.0	9.5	8.0
	Kairali		6.7	2.6	5.0		2.7
	Star	26.7	13.3	7.9		4.8	7.3
	NDTV			2.6	2.5	2.4	2.0
Others			5.3	5.0	11.9	6.0	
Total		100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

Tele-shopping programmes educate you better than a salesman?

Tele-shopping programmes present their products in a more educational approach. These programmes appear to be interactive and comprehensive in providing the product features. In this context, the respondents' viewpoint regarding the educational approach of the tele-shopping programmes are scrutinised. A question is asked whether these programmes are better than a salesman. 54.5% of females said that they are better than a salesman whereas 50.5% of the males answered positively. In the caste category also more than 50% have the same opinion (See table 6.71).

Table 6.71: Tele-shopping and Salesman (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	50.5	49.5
	Female	54.5	45.5
Caste	General	51.3	48.7
	OBC	49.1	50.9
	OEC	80	20
	SC	60	40

Source: Primary Survey

Table 6.72: Intuition at Purchase (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	88.4	11.6
	Female	89.1	10.9
Caste	General	90	10
	OBC	83.6	16.4
	OEC	100	0
	SC	100	0

Source: Primary Survey

As mentioned earlier in this analysis chapter, Herbert Simon’s bounded rationality and heuristics or intuition is checked. 88.4% of the male respondents responded positively and the figure for females is 89.1%. This shows that the Simon’s theory stands here. In the household survey, this was not the case (See table 6.72).

Table 6.73: Lifestyle Product Observation (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	84. 2	15.8
	Female	76. 4	23.6

Source: Primary Survey

The informative role of advertisements and media are underwritten by the response to the question that whether they notice the lifestyle products in media. A massive 84.2% of males responded positively. Females’ responses are a little lesser than that of the males in its assertion (76.4%) (See table 6.73).

You like to shop in a mall than a regular store?

The retail marketing is growing fast. The global retail giants like Carrie Fore are ready to be launched on a massive scale. Already the Indian retail chain of the Future Group, *Big Bazar* is flourishing. Networks by Birla group, and Reliance are all fast growing. This is the context of this question that whether they prefer shopping malls for a regular store. The response of 76.8% of males were ‘yes’ and that of 76.4% of females were also a ‘yes’. This shows that people like to shop in a more touch and feel atmosphere. Finding and selecting the items gives a positive feeling to the customer.

In the caste category, more than 75% in all groups responded that they prefer shopping malls for regular stores. The lesser educated group have a lesser preference meter reading. Only the Other category in the occupational category responded a little no interest line. Table 6.74 gives a very detailed consolidated list of responses.

Table 6.74: Preference of Shopping Mall to Regular store (Percentage)

Background variables	Attributes	Yes	No
Sex	Male	76.8	23.2
	Female	76.4	23.6
Caste	General	78.8	21.2
	OBC	74.5	25.5
	OEC	80	20
	SC	70	30
Education	Lower Primary	0	0
	Upper Primary	50	50
	High School	60	40
	PDC/+2	81.8	18.2
	Degree	75.4	24.6
	Post Graduate	83.3	16.7
	M Phil/Ph.D	0	0
	Professional	83.7	16.3
	Others	0	0
Occupation	Pensioners	0	0
	Professional	77.8	22.2
	Government	85.7	14.3
	Private	72.1	27.9
	Business	78	21.1

		9	
	Others	57.1	42.9
	Non-earning	84.8	15.2
Age Group	Below 20	73.3	26.7
	20-25	93.3	6.7
	25-30	78.9	21.1
	30-35	67.5	32.5
	Above 35	78.6	21.4
Income Group	Nil	85	15
	Below 5000	75	25
	5000-10000	64.7	35.3
	10000-20000	75.5	24.5
	20000-50000	78.4	21.6
	Above 50000	80	20

Source: Primary Survey

Best advertisement and product category

The favourite advertisements fall mainly in the communication, automobile and lifestyle products for males and personal care and communication and lifestyle products for females (see table 6.75).

Table 6.75: Favourite advertisement and Sex (Percentage)

	Sex		Total
	Male	Female	
Personal care	5.3	16.4	9.3
Automobile	16.8	7.3	13.3
Food and beverage	4.2	12.7	7.3
Communication	21.1	18.2	20.0
Life style products	17.9	16.4	17.3
Consumer durables	2.1		1.3
IT Product	1.1		.7

Favourite advertisement	Others	1.1 30.5	29.1	.7 30.0
	No response			
Total		100. 0	100.0	100.0

Source: Primary Survey

Upper primary educated people remember lifestyle products advertisements more than others. High school educated respondents remember automobile ads more than any other. Pre-degree educated people among the respondents are more interested in communication products. The graduates also like communication products. The PG educated people have their concentration in automobile products. In the professionally educated group 20.9% have interest in communication products. For details see table 6. 76.

Table 6.76: Favourite advertisement and Education (Percentage)

		Education						Total
		Upper primary	High School	Pre degree/+2	Degree	PG	Professional Course	
Personal care				13.6	12.3		9.3	9.3
Automobile			30.0	13.6	7.0	33.3	11.6	13.3
Food and beverage			10.0	13.6	8.8		2.3	7.3
Communication			5.0	18.2	26.3	16.7	20.9	20.0
Life style	50.0		30.0		22.8	16.7	11.6	17.3

Favourite advertisement	products				1.8		2.3	1.3
	Consumer durables						2.3	.7
	IT Product						2.3	.7
	Others							
	No response	50.0	25.0	40.9	21.1	33.3	37.2	30.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

In table 6.77 the favourite advertisements of various income groups are summarised. In the zero income categories, the favourite advertisement comes in the personal care category. The income group below Rs.5000 have equal preference for automobile, communication and lifestyle products. The next group has its features like 35.3% for communication and lifestyle. In the 10000-20000 category automobile and lifestyle ads are favourites. The highest income group has its 60% interest and favourite ads in the communication products.

Table 6.77: Favourite advertisement and Income Group (Percentage)

Favou		Income						Total
		Nil	Below 5000	5000 - 10000	10000 - 20000	20000 - 50000	50000 and above	
	Personal care	25.0			7.5	7.8	20.0	9.3
	Automobile	10.0	25.0	5.9	18.9	11.8		13.3

rite advertisement	Food and beverage	10.0			11.3	5.9		7.3
	Communication	15.0	25.0	35.3	13.2	19.6	60.0	20.0
	Life style products	10.0	25.0	35.3	18.9	13.7		17.3
	Consumer durables				1.9	2.0		1.3
	IT Product					2.0		.7
	Others						20.0	.7
	No response	30.0	25.0	23.5	28.3	37.3		30.0
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Source: Primary Survey

A cross tabulation of favourite brands and favourite advertisement obtained in the table 6.78 shows that of those having their favourite advertisements in the personal care products have 21.4% preference in personal care brands. Similarly, the respondents who have their favourite advertisements in automobiles have a 30% preference for automobile products as their favourite brands. Also the respondents who have their favourite advertisements in consumer durables have a 50% preference for consumer durables as their favourite brand. This shows a very convincing association of advertisements and brand loyalty. This association in a way prove that the information contained in the media can influence a consumer in building the taste for a product. This is what Noam Chomsky described in his book the *Manufacturing Consent*.

Table 6.78: Favourite brands - Favourite advertisement (Percentage)

	Favourite advertisement										Total
	PC	A	FB	C	LS	CD	IT	Ot.	NR		
Personal care	21.4	10.0	18.2	13.3	15.4				20.0		16.0

Favourite brands	Automobile		30.0	9.1	30.0	23.1	50.0			8.9	18.0
	Food and beverage		10.0	9.1						2.2	2.7
	Communication		5.0	18.2	6.7	3.8				2.2	4.7
	Life style products	21.4	25.0	9.1	23.3	23.1				11.1	18.0
	Consumer durables	21.4		9.1	3.3	15.4	50.0			2.2	7.3
	IT Product	14.3			3.3	3.8		100.0		4.4	4.7
	Others				3.3					2.2	1.3
	No response	21.4	20.0	27.3	16.7	15.4			100.0	46.7	27.3
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: PC-Personal Care, A- Automobiles, FB- Food and Beverages, C- Communication, LS- Life Style Products, CD- Consumer Durables, IT- Information Technology products, Ot- Others, NR- No Response
Source: Primary Survey

Does a good looking model and Favourite advertisement have any relation?

Visual appeal of the advertisement and the possibility of it being the favourite advertisement are cross checked here. The results are more than 50% in all cases except for automobile product. This may be because in an automobile advertisement the features of the car are important (See table 6.79).

Table 6.79: Visual appeal - Favourite advertisement (Percentage)

Visual appeal		Favourite advertisement									
		PC	A	FB	C	LS	CD	IT	Ot.	NR	Total
Visual appeal	Y	64.3	40.0	54.5	50.0	61.5	100.0	100.0		51.1	53.3
	N	35.7	60.0	45.5	50.0	38.5			100.0	48.9	46.7
		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: PC-Personal Care, A- Automobiles, FB- Food and Beverages, C- Communication, LS- Life Style Products, CD- Consumer Durables, IT- Information Technology products, Ot- Others, NR- No Response
Source: Primary Survey

Does this product is an improvement over your old gadget and whether you got this information from ad?

In the table 6.80 the possibility of an up gradation of a product through the motivation or information through an advertisement is checked and has 58.6% possibility that the up

gradation is motivated by the advertisement. This also shows the influence of advertisement and media on the consumer behaviour.

Table 6.80: Advertisement Input – Betterment of gadget (Percentage)

Got Info from Advt.	Up gradation of the existing Product		Total
	Yes	No	
Yes	58.6	58.7	58.7
No	41.4	41.3	41.3
Total	100.0	100.0	100.0

Source: Primary Survey

Table 6.81: Observation of Lifestyle and Favourite advertisement (Percentage)

		Favourite advertisement									Total
		PC	A	FB	C	LS	CD	IT	Ot.	NR	
Will Notice Lifestyle	Yes	71.4	90.0	72.7	93.3	76.9	100.0	100.0		77.8	81.3
	No	28.6	10.0	27.3	6.7	23.1			100.0	22.2	18.7
Total		100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: PC-Personal Care, A- Automobiles, FB- Food and Beverages, C- Communication, LS- Life Style Products, CD- Consumer Durables, IT- Information Technology products, Ot- Others, NR- No Response
Source: Primary Survey

A cross tabulation of the people who observe lifestyle through media and the favourite advertisement gives the result that more than 70% of those people who have their favourite advertisement will notice life style. See table 6.81 for details.

Window shopping interests and intuition in purchase cross tab

A cross tabulation of window shopping interests and intuition based purchases gives the result that 71.4% of those who have an intuition based purchase behaviour have window shopping interest. This is probably the reason for the spread of hypermarkets where it’s a kind of complete window shopping experience. See table 6.82 for details.

Table 6.82: Window shopping – Intuitional purchase (Percentage)

		Intuition based purchase		Total
Window shopping interest	Yes	71.4	58.8	70.0
	No	28.6	41.2	30.0
Total		100.0	100.0	100.0

Source: Primary Survey

6.3 Internet Survey

The internet survey has been done and data from 150 respondents are collected and analysed.

Table 6.83: Sample Characteristics-Internet survey

Background variables	Attributes	Frequency	Percentage
Sex	Male	103	68.7
	Female	47	31.3
Caste	General	91	60.7
	OBC	46	30.7
	OEC	4	2.7
	SC	9	6.0
Place of Residence	Urban	102	68.0
	Rural	48	32.0
Size of household	3 and below	64	42.7
	4 – 6	74	49.3
	6 and above	12	8.0
Land (in Cents)	Below 5	32	20
	5 – 10	49	32.7
	10 – 20	35	23.3
	20- 50	29	19.3
	Above 50	7	4.7
Education	High School	4	2.7
	PDC/+2	2	1.3
	Degree	40	26.7
	Post Graduate	39	26.0
	M Phil/Ph.D	16	10.7
	Professional	49	32.7
Location	Kerala	81	54.0
	India	22	14.7
	Foreign	47	31.3
Occupation	Professional	59	39.3
	Government	1	0.7
	Private	39	26.0
	Business	9	6.0
	IT	31	20.7
	Others	8	5.3
	Non-earning	3	2.0
Age Group	Below 20	6	4.0
	20-25	5	3.3
	25-30	47	31.3
	30-35	58	38.7
	Above 35	34	22.7
Income Group	Below 10000	3	2.0
	10000-20000	33	24.0
	20000-50000	62	65.3
	Above 50000	23	80.7
	Not Responded	29	19.3
Consumption	Below 10000	22	14.7
	10000-20000	43	28.7
	100000-500000	53	35.3
	Not Responded	32	21.3
Savings	Below 5000	24	16.0
	5000-10000	22	14.7
	10000-20000	30	20.0
	20000-50000	26	17.3
	Above 50000	8	5.3

	Not Responded	40	26.6
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Source: Primary Survey

Table 6.83 describes the characteristics of the sample collected. Out of the total 150 respondents, 103 are males and 47 are females. In the caste category, the General includes 91, OBC comprises of 46, OEC 4 and SC group is constituted by 9 respondents. The 68% are urban and 32% comes from the rural background. In the total 150, 49 are professional degree holders, 16 are M.phil/PhDs, 39 are post graduates, 40 graduates, 2 Plus 2 and 4 high school educated respondents. (See table 6.83 for details)

Table 6.84: Television viewing hours

Background variables	Attributes	Average Hours per day
Sex	Male	3.56
	Female	2.50
Caste	General	3.27
	OBC	3.58
	OEC	1.00
	SC	2.75
Education	Lower Primary	NA
	Upper Primary	NA
	High School	1.75
	PDC/+2	3.00
	Degree	3.61
	Post Graduate	3.22
	M Phil/Ph.D	3.21
	Professional	3.20
Others	NA	

Source: Primary Survey

The total television viewing hours of the respondents are calculated. The average hours before TV for a male respondent are 3.56 and that of a female is 2.5. In the caste groups, General has 3.27 hours, OBC 3.58, OEC with 1 hour and SC group with 2.75 hours of TV viewing time. In the educational category, the degree holders have the highest TV viewing time of 3.61 hours followed by post graduate (3.22), M.Phil/PhD (3.21) and Professional degree holders with 3.2 hours of TV time. This time is quite a high value when we understand that we have very less time after deducting the time for sleep, daily

scores, and working time. This shows that the incidence of television is high among the respondents (table 6.84).

Table 6.85: Image of owning a big house

Background variables	Attributes	Yes	No
Sex	Male	46.6	53.4
	Female	8.5	91.5
Caste	General	30.8	69.2
	OBC	34.8	65.2
	OEC	0	100
	SC	88.9	11.1
Education	Lower Primary	0	0
	Upper Primary	0	0
	High School	75	25
	PDC/+2	0	100
	Degree	30	70
	Post Graduate	33.3	66.7
	M Phil/Ph.D	31.3	0
	Professional	38.8	61.2
Others	0	0	

Source: Primary Survey

In response to the question whether owning a big house adds to their social image, the responses were mixed. In the sex-wise results, 46.6% of the male group responded that a big house helps to build an image, whereas only 8.5% of the females agree to this. In the caste category, 30.8% of the General group said 'yes' to the question. The SC group holds a different opinion. 88.9% of the SC group said a big house adds one's social image. None of the OEC respondent supported this. In the educational category, 75% of the high school goers said big house is required to build a social image. There were no upper primary or lower primary schooling respondent. The PDC/Plus 2 education said

house is not part of the social image. The rest of the groups on an average supported the argument by above 30% agreement. Most of the respondents were from outside Kerala which may have influenced this response (Table 6.85).

Table 6.86: Car as a prestige symbol (percentage of the group)

Background variables	Attributes	Yes	No
Sex	Male	53.4	46.6
	Female	25.5	74.5
Caste	General	38.5	61.5
	OBC	56.5	43.5
	OEC	50	50
	SC	44.4	55.6
Education	Lower Primary	NA	NA
	Upper Primary	NA	NA
	High School	75	25
	PDC/+2	50	50
	Degree	47.5	52.5
	Post Graduate	38.5	61.5
	M Phil/Ph.D	43.8	0
	Professional	44.9	55.1
	Others	NA	NA
Occupation	Pensioners	NA	NA
	Professional	50.8	49.2
	Government	0	100
	Private	48.7	51.3
	Business	44.4	55.6
	IT	29	71
	Others	62.5	37.5
	Non-earning	0	100
Age Group	Below 20	0	100
	20-25	100	0
	25-30	23.4	76.6

	30-35	50	50
	Above 35	64.7	35.3
Income Group	Not Responded	24.1	NA
	Below 5000	NA	NA
	5000-10000	66.7	33.3
	10000-20000	45.5	54.5
	20000-50000	51.6	48.4
	Above 50000	47.8	52.2

Source: Primary Survey

Table 6.86 summarises the responses to the question that a car is a prestige symbol. In the male group 53.4% agreed to this and in the females only 25.5% has agreement to this. In the caste groups, OBC has the highest agreement of 56.5% and the General group has the lowest support of 38.5%. The educational groups responded positively. 75% of the high school educated respondents said that car is a prestige symbol. The 38.5% agreement to this by the post graduate group is the lowest. In the occupational category, Others category supported the maximum with a 62.5% followed by professionals with 50.8% and the least agreeing group is that of IT job holders. The government job holders say that the car is not a prestige symbol. In the age category, those among the 20-25 group supported 100%. The lowest agreement was from the 25-30 group. In the income category, the lowest income group agreed to this the maximum (66.7%) and the lowest being the group of 10000 – 20000. we can understand that the lower middle income class is the most cautious class as far as spending is concerned. This result is similar to the output of other two surveys.

In table 6.87, responses to the question that whether latest gadgets in hand improve your social image are summarised. In the male category 42.7% agreed to this and in the female

group, only 27.7% agreed to this. The caste groups say that, 88.9% of the SC group agreed to this. The lowest support to this proposition is from the General group (33%).

50% of OEC support the purchase of the car, whereas only 37% from OBC.

Table 6.87: Latest Gadgets improves Image (percentage of the group)

Background variables	Attributes	Yes	No
Sex	Male	42.7	57.3
	Female	27.7	72.3
Caste	General	33	67
	OBC	37	63
	OEC	50	50
	SC	88.9	11.1

Source: Primary Survey

In response to the direct question that whether advertisements can influence you, the respondents have these answers summarised in Table 6.88. The massive 85.1 % agreement is from the female category whereas 57.3% of the male group agrees to this. In the caste category, 82.6% of the OBC group said ‘yes’ to the question. The SC group do not support this argument. Only 22% supports this argument. The M.phil/PhD holders say that advertisements influence. They have 87.5% strength of their group. The lowest group is that of professional with 42.9% agreement to the question or argument. We can say, in general, that all the categories unanimously support the claim of advertisements and their influence.

Table 6.88: Advertisement influence (percentage of the group)

Background variables	Attributes	Yes	No
Sex	Male	57.	42.7
	Female	85.	14.9
Caste	General	61.	38.5
	OBC	82.	17.4
	OEC	75	25

Education	SC	22.	77.8
	Lower Primary	NA	NA
	Upper Primary	NA	NA
	High School	50	50
	PDC/+2	50	50
	Degree	80	20
	Post Graduate	74.	25.6
	M Phil/Ph.D	87.	0
	Professional	42.	57.1
	Others	NA	NA

Source: Primary Survey

All the respondents read newspapers. That is, the incidence of newspaper among the respondents is 100%.

Table 6.89: Newspaper Favourites and Sex (percentage of the group)

		SEX		Total
		Male	Female	
News Paper	Malayala Manorama	17.5%	2.1%	12.7%
	Mathrubhoomi	30.1%	27.7%	29.3%
	Deshabhimani	16.5%	17.0%	16.7%
	Indian Express	1.9%	2.1%	2.0%
	The Hindu	10.7%	27.7%	16.0%
	Other	2.9%	6.4%	4.0%
	Madhyamam	16.5%	17.0%	16.7%
	No response	3.9%		2.7%
Total	100.0%	100.0%	100.0%	

Source: Primary Survey

The maximum readership is for the *Mathrubhoomi daily* (29.3%) followed by *Desabhimani* and *Madhyamam* with 16.7% readership each. *The Hindu* got the readership of 16% of the respondents (Table 6.89).

Table 6.90: Newspaper Favourites and Education (percentage of the group)

		Education						Total
		High School	Pre degree/+2	Degree	PG	M Phil/Ph.D	Professional	
News	Malayala Manorama	50.00		10.00	12.82	12.50	12.24	12.67

Paper	Mathrubhoomi	50.00	50.00	32.50	12.82	12.50	42.86	29.33
	Deshabhimani			22.50	12.82	12.50	18.37	16.67
	Indian Express				2.56		4.08	2.00
	The Hindu			7.50	33.33	31.25	6.12	16.00
	Other			5.00			8.16	4.00
	Madhyamam		50.00	22.50	17.95	25.00	8.16	16.67
	No response					7.69	6.25	2.67
Total		100.00	100.00	100.00	100.00	100.00	100.00	100.00

Source: Primary Survey

The Table 6.90 shows the readership according to the educational groups. The high school groups read only *Mathrubhoomi* and *Malayala Manorama*. The pre-degree and Plus 2 educational group reads *Mathrubhoomi* and *Madhyamam*. The professional degree holders group read all the newspapers in various percentages.

Table 6.91: Magazines and Sex (percentage of the group)

		SEX		Total
		Male	Female	
MAGAZINE	Literature	3.9	12.8	6.7
	News/discussions	31.1	23.4	28.7
	Economy/polity	16.5	2.1	12.0
	IT	5.8		4.0
	Film/Entertainment	8.7	19.1	12.0
	Lifestyle	16.5	19.1	17.3
	NA/NR	17.5	23.4	19.3
Total		100.0	100.0	100.0

Source: Primary Survey

In the case of magazines, the 31.1% read magazines which carry news and discussions like the *Mathrubhoomi*, *Samakalika Malayalam*, *Madhyamam*, etc., both in the male as well as female categories (23.4%) (Table 6.91).

Table 6.92: People watching movies in theatre and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Movies	Yes	92.2%	91.5%	92.0%
Theatre	No	7.8%	8.5%	8.0%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

In the respondents, 92% go out to theatres to watch movies. Unlike the other two surveys, this group of respondents are a movie-going lot (See table 6.92).

Table 6.93: Type of Favourite Movies and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Type of Movies	Hit film	68.0%	100.0%	78.0%
	Award movie	21.4%		14.7%
	No response	10.7%		7.3%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

The table 6.93 shows the preference of the films, say a hit film or an award movie. 100% of females would choose the hit film whereas 68% of the male selected a hit movie. Out of the total, 78% would choose a hit film in the place of an award film.

It is clear from the results that 88 percentage of the respondents watch television regularly. Table 6.94 shows the group-wise viewership percentages. The 93.2 % of the males watch television whereas 76.6% of females watch television. The details of each group are detailed in the table.

Table 6.95 explains the favourite channels of the respondents. The satellite channel *Asianet* tops the list with 24.7% followed by *Indiavision* and *Surya TV*. Among males

they prefer between Asianet and Indiavision whereas the females choose between Asianet and Surya TV. Unlike the other two survey respondents, here 9.0% watches Doordarsan also.

Table 6.96 shows the preference of channels according to the educational background of the respondents.

Table 6.94: Television Viewership (percentage of the group)

Background variables	Attributes	Yes	No
Sex	Male	93.2	6.8
	Female	76.6	23.4
Caste	General	82.4	17.6
	OBC	97.8	2.2
	OEC	100	0
	SC	88.9	11.1
Education	Lower Primary	NA	NA
	Upper Primary	NA	NA
	High School	100	0
	PDC/+2	50	50
	Degree	90	10
	Post Graduate	94.9	5.1
	M Phil/Ph.D	87.5	0
	Professional	81.6	18.4
	Others	NA	NA
Occupation	Pensioners	NA	NA
	Professional	91.5	8.5
	Government	100	0
	Private	74.4	25.6
	Business	100	0
	IT	100	0
	Others	87.5	12.5
	Non-earning	33.3	66.7
Age Group	Below 20	0	100

	20-25	100	0
	25-30	87.2	12.8
	30-35	100	0
	Above 35	82.4	17.6
Income Group	Not Responded	62.1	NA
	Below 5000	NA	NA
	5000-10000	100	0
	10000-20000	100	0
	20000-50000	98.4	1.6
	Above 50000	73.9	26.1

Source: Primary Survey

Table 6.95: Favourite Channel and Sex (percentage of the group)

Favourite Channel	SEX		Total
	Male	Female	
Asianet	23.3%	27.7%	24.7%
Surya	6.8%	19.1%	10.7%
Indiavision	15.5%	10.6%	14.0%
Doordarsan	8.7%	10.6%	9.3%
Sports	10.7%	2.1%	8.0%
Kairali	6.8%	10.6%	8.0%
Star	12.6%	4.3%	10.0%
HBO	6.8%	4.3%	6.0%
NDTV	6.8%	4.3%	6.0%
Others	1.9%	6.4%	3.3%
Total	100.0%	100.0%	100.0%

Source: Primary Survey

Table 6.96: Favourite Channel and Education (percentage of the group)

	EDUCATION						Total
	High School	Pre degree/+2	Degree	PG	M Phil/Ph.D	Professional course	

Favourite Channel	Asianet			25	30.77	18.75	24.49	24.67
	Surya	25		2.5	12.82	6.25	16.33	10.67
	Indiavision	25		5	20.51	25.00	12.24	14.00
	Doordarsan		50	15	2.56	18.75	6.12	9.33
	Sports	25		5	10.26		10.20	8.00
	Kairali		50	10	7.69	6.25	6.12	8.00
	Star			17.5	5.13	12.50	8.16	10.00
	HBO			7.5	5.13	6.25	6.12	6.00
	NDTV			10	2.56		8.16	6.00
	Others	25		2.5	2.56	6.25	2.04	3.33
Total	100	100	100	100.0	100.00	100.00	100.00	100.00

Source: Primary Survey

Table 6.97: Favourite Programme and Sex (percentage of the group)

Favourite Programme	SEX		Total
	Male	Female	
Opera	7.8	21.3	12.0
Comedy	32.0	4.3	23.3
Films	2.9	29.8	11.3
News	51.5	21.3	42.0
Other	5.8	23.4	11.3
Total	100.0	100.0	100.0

Source: Primary Survey

Table 6.97 differentiates the choice of the programme type by the respondents. Among males, 51.5% like the news seconded by comedy (32%). Among females their first choice is films (29.8%) followed by Other programmes which includes cookery shows and other lifestyle shows and reality shows.

All the respondents connect to the internet daily. Table 6.98 details the number of email addresses they have. The 10.7% of males have even 7 email IDs, however the maximum

number of males have 3 email IDs (49.5%). Among females highest number of IDs are 5 and 12.8% of females have 5 email IDs. 63.8% of females have 2 IDs which is the highest frequency of email ownership.

Table 6.98: Number of E-mail IDs and Sex (percentage of the group)

Number of E-mail IDs	SEX		Total
	Male	Female	
1	11.7%		8.0%
2	16.5%	63.8%	31.3%
3	49.5%	12.8%	38.0%
4	6.8%	10.6%	8.0%
5	4.9%	12.8%	7.3%
7	10.7%		7.3%
Total	100.0%	100.0%	100.0%

Source: Primary Survey

Table 6.99: Advertisement's Help and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Ad's Help	Yes	68.0%	44.7%	60.7%
	No	32.0%	55.3%	39.3%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

When asked about whether advertisements help them to decide, a 60% of the total replied positively. In the male group, 68% says that ads help whereas in the female group the majority (55.3%) says they will not help (Table 6.99).

Table 6.100: Preference for TV and Sex (percentage of the group)

Prefer TV		SEX		Total
		Male	Female	
	Yes	69.9%	66.0%	68.7%
	No	30.1%	34.0%	31.3%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

Table 6.101: Watch Advertisements in Media and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Watch Ad	Yes	84.5%	100.0%	89.3%
	No	15.5%		10.7%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

Table 6.100 says that 68.7% of the total prefers TV to newspaper. In the sex-wise category, 69.9% of the males prefer TV than Newspaper whereas 66% of females also prefer TV. 89% of respondents watch advertisements in media. 84.5% of males watch advertisements whereas 100% of females do the same (Table 6.101).

Table 6.102: Watch Advertisements in Internet and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Watch Ad	Yes	78.6%	51.1%	70.0%
	No	21.4%	48.9%	30.0%
Total		100.0%	100.0%	100.0%

Source: Primary Survey

Out of the total respondents, 70% watches advertisements on the internet. The female and male responses are 78.6% and 51.1% respectively (Table 6.102).

Among the internet respondents, the maximum number of people chose their favourite advertisement from the communication product group (20%) followed by food and beverages product group (19.3%). Among females 27.7% chose food and beverage group. Among males also communication tops with 20.4% (table 6.103).

Table 6.103: Best Advertisement and Sex (percentage of the group)

Best Advertisement	SEX		Total
	Male	Female	
Personal care	2.9%	2.1%	2.7%
Automobile	18.4%	10.6%	16.0%
Food and beverage	15.5%	27.7%	19.3%
Communication	20.4%	19.1%	20.0%
Life style products	12.6%	21.3%	15.3%
Consumer durables	1.0%	4.3%	2.0%
Others	10.7%	2.1%	8.0%
No response	18.4%	12.8%	16.7%
Total	100.0%	100.0%	100.0%

Source: Primary Survey

When asked about the intuition during purchase and their role in making decision, responses are mixed. Table 6.104 summarises this. It is interesting that females operate more according to intuition rather than processing capacity etc. it is observed that among females 66% purchase on intuition and, among the males 41.7% purchase based on intuitions.

Table 6.104: Intuition at Purchase and Sex (percentage of the group)

		SEX		Total
		Male	Female	
Intuition	Yes	41.7%	66.0%	50.7%
	No	58.3%	34.0%	
Total		100.0%	100.0%	100.0%

Source: Primary Survey

Social networking

All respondents are social networking group members.

Findings and Conclusion

1. The incidence of media is high among the respondents, except theatre.
2. The internet is not prevalent compared to other media.

3. Newspaper and television has a near 100% incidence in households
4. There is an association among favourite advertisements and favourite brands which implies that media in its various forms have influence in consumer decision making process and consumer behaviour in general.
5. Though the drive to create a social image is high in lower income groups and under-privileged caste groups, it is a general tendency among all groups of the society.
6. Social pressure and intuition are said to be the factors affecting consumer behaviour. Social and cultural values have role in framing consumer behaviour.
7. The advertisements can influence the perception of the consumer.
8. Heuristics play a major role in consumption.

Chapter 7

SUMMARY AND CONCLUSION

7.1 Summary:

The study explored the factors affecting consumer demand. The recent theories and models also considered rationality as a basic assumption. At the same time factors like habits, tastes and preferences, cultural factors, etc are treated as exogenous and considered as error terms in the econometric estimations like the constant elasticity demand functions and distributed lag models. This made the researcher to look into the factors that affect these habits, tastes and preferences. In this information age media, especially the mass media, seemed to influence the above said factors and hence the study. The study was aimed to examine the influence of media on consumer behaviour. The basic objectives of the study were:

1. To examine whether media has any direct or indirect influence on the consumer behaviour.
2. To examine the influence of media in the context of rationality assumption.
3. To analyse the impact of media on perception creation of the consumer.

Methodology:

The methodology adopted by the study is a cross-sectional analysis of the population focusing the urban population. Three primary surveys are done; one a detailed survey of

the consumption pattern and the infiltration of media at the household level, and a second one which is a survey of consumers at the point of purchase, and a survey on the internet.

An analysis of the content of the media and its character is done to examine and describe the subtle act of media under study. The content is been analysed for its components of news, information, promotion, and advertisement. Naturally, the analysis focuses more on the television channels and newspapers as they are the core part of the media.

Sampling:

The samples for the household survey are selected from the Corporation of Thrissur. The study wanted the maximum participation from all walks of life. However, the basic objective of the study is to examine whether there is any influence of media on consumer behaviour. Geography or factors like demography, culture is important but secondary to the economic objective. Therefore, the samples were taken from three sections of the Corporation which can be considered as the inner core, outer core and periphery along with the lines of Paul Baran in his approach in the theories of underdevelopment.

Household Survey:

The income category is the best categorical representation required for the study which is not available. Therefore, the study chooses a purposive sampling method in the lines mentioned above. The total samples amount to 150. The survey is conducted in the District of Thrissur of Kerala State in India. The sample households are selected on a random method from the voters' lists of the selected wards.

Primary survey 2:

The survey respondents are the consumers at the point of purchase. The samples are collected from the big retail outlets of the Future group, '*Big Bazaar*', and *Reliance*, '*Reliance Fresh*', along with the *City Centre* in Thrissur Town. The sample size is 150.

Primary Survey 3:

A survey is done to get information from the internet users. A questionnaire is posted in internet and the feedbacks are collected. The sample size is 150. The survey questionnaires are appended at the end of the study report.

Media Content Analysis:

The content of the major television channels in Kerala are analysed. The content is categorised into various groups and the volume of each group is analysed. *Asianet*, *Surya* and *Doordarshan Malayalam* are the three channels selected.

Out of the major newspapers, *Malayala Manorama*, and *Mathrubhoomi*, is selected on the basis of readership and circulation. One week's newspapers are analysed starting from 8-12-2009 to 15-12-2009.

Apart from this, 2 hit films in Malayalam language after 1995, which were box-office hits at the time of release and continues to attract more audience even after multiple screenings through television channels. The films are '*Aaramthampuran*', starring Mohanlal and '*Katha Parayumbol*', starring Mammooty.

Evergreen hit in Malayalam theatre '*Ningalenne Communistakki*' is analysed from the media perspective.

The fast growing social networking phenomena is examined from the study perspective.

Conceptual Framework:

The study first raises the question that whether media can influence a consumer. The neoclassical economics lays the foundation for theories in consumer behaviour which is being debated for long time that whether a rational economic man can be influenced by factors other than utility and price. The irrefutable conjecture of rationality was then considered in a broader definition rather than that of a momentary one. In the broad concept of rationality, which stands for the global consistency of the actions of the consumer, his/her rationality is influenced by factors like, values, beliefs, exposure, experience, world view etc. All these are framed by the consumer's perception. Perception is set by the receptive senses in which media has a role.

The second tenet on which the study is based is the basis of consumption. Needs necessitates consumption. There are different categorisations of needs. Abraham Maslow's categorisation of hierarchy of needs is considered here. There are basically two types of needs: biogenic and psychogenic. The first one is the primary and the latter is secondary or the means to satisfy the first. According to Maslow, the five levels of needs are biogenic need, safety and security need, social need, ego need and self-actualisation need. Each need is mutually exclusive but with small overlapping as no need is completely satisfied.

The third tenet is that the question of consumption. What do we consume? They are commodities. Is there anything more to it? Jean Baudrillard says that we consume meaning rather than the physical commodity. He also ascribes values like sign value and symbolic exchange value to commodity apart from the traditional use value and exchange value. Every commodity signifies something more than what it is. In Baudrillard's

viewpoint, media does the role of the creator of meanings. It creates a world of hyperreality.

The fourth tenet is the 'manufacturing consent' by Noam Chomsky. Chomsky's explanation of the role of media as a tool to generate public opinion favourable to those in power is used to analyse the actions of media.

7.2 Conclusion

This study attempted to explore the influence of media and try to comprehend its influence in the decision making by attempting to consolidate the various viewpoints to reach at a conclusion which can better explain the notion of rationality and at the same time the act of consumption.

The study started reviewing the concepts of consumption and various aspects of media and consumer behaviour in the first chapter. An extensive review of related literature was done.

Extensive survey of literature pertaining to rationality, rational choice, media, consumer behaviour, consumer psychology was done in the second chapter.

The third chapter looked into the process of perception, memory and mind. It covered all the aspects of mind and memory which creates perception.

The fourth chapter explains the process of creation of perception by media. Various methods to analyse media are also detailed.

The fifth chapter examines the content of media. Samples of each media under examination are taken and analysed. Though it is not a very comprehensive analysis, it gives a feeling of what is happening there in the realm of media and thought.

Findings of Media content analysis:

These are the findings of the analysis of the media content.

1. Media plays a major role in the creation of meanings. In other words, media has a signifying role.
2. In newspapers and Television the volume of advertisements are significantly large to avoid attention.
3. Internet users are increasing and internet is becoming prominent as a media that can facilitate a two-way interaction in a better way than other media.
4. The use and reuse of cultural values and beliefs in different permutations and combinations do affect the perception of the consumer.

In the sixth chapter, the three primary survey data were analysed. A detailed statistical analysis and testing was not possible due to the nature of the study. The study intends to examine the influence of media on consumer behaviour. A variable which is dependant to statistically test the significance was not able to found out by the researcher. Apart from that even the basic variables like income and consumption was available only as a cross section. Hence the tools like regression and correlation could not be done. The major tool used is cross tabulation of the responses related to the incidence of the media and certain questions directed at the influence of media.

The findings of the primary survey of the study are:

1. The incidence of media is high among the respondents, except theatre.
2. The internet is not prevalent compared to other media.
3. Newspaper and television has a near 100% incidence in households
4. There is an association among favourite advertisements and favourite brands which implies that media in its various forms have influence in consumer decision making process and consumer behaviour in general.
5. Though the drive to create a social image is high in lower income groups and under-privileged caste groups, it is a general tendency among all groups of the society.
6. Social pressure and intuition are said to be the factors affecting consumer behaviour. Social and cultural values have role in framing consumer behaviour.
7. The advertisements can influence the perception of the consumer.
8. Heuristics play a major role in consumption.

Several aspects of the act of consumption were analysed. To examine the shift factors affecting consumption demand the study travelled through the disciplines of psychology, sociology, cultural studies, a bit of biology and neuroscience and writings of Baudrillard. The rationality hypothesis is looked into in detail. As the study objectives directed the study, the influence of media was analysed in detail and the results of the primary surveys revealed that media has direct influence as well as indirect influence on consumer behaviour. Direct influence is manifested in the habit and taste formation along with the brand loyalty and brand affinity.

Media can influence the perception of the consumer and change the value system due to its continuous incidence over the consumer all the time. By affecting the values and beliefs it indirectly affects the consumer behaviour. If the media can influence the values and beliefs and information level of the consumer it can affect the rationality hypothesis which reflects the global consistency of actions of the consumer.

Apart from that the perspective of the media/channel slowly drips into the consumer and the perception is influenced. Thus all the three objectives are satisfied.

As mentioned in the initial parts of this study there are factors other than income and price and elasticities which can influence the consumer behaviour. The Noam Chomsky's idea of consent manufacturing is successfully done by the media as the survey results show. Any of the consumers did not see media as an evil. Instead he/she considered it as a very informative one. The consumer thinks that media helps him in arriving at decisions. The consumer is not bothered even if he is paying for only 30% of the newspaper he reads; the rest is advertisement and other things. The consumer is not bothered about the additional one hour he/she spends when watching a film on television. This additional time is used for advertisement telecast.

Further, the finding of the primary survey suggests that heuristics come into play in consumption. This underlines that the argument by Herbert Simon about the cognitive man is partially true; partial because the consumer says that heuristics is applied in the case of small purchases in terms of money value. For higher value purchases different criteria are used.

7.3 Future Research:

Though the study could prove that media is influencing the consumer in his decisions, it is not statistically tested. Proper quantification was not able to be performed. The future research on the topic can attempt to develop suitable quantitative tools which fit into the study. Though many aspects cannot be quantified an attempt is really worth it.

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APPENDICES

Questionnaire I- Households

Influence of Media on Consumer Behaviour: An Examination of the Role of Newspaper, Cinema, Theatre, Television and Internet

This questionnaire is designed to collect information from household respondents for the research work leading to a doctoral degree in economics from the University of Calicut.

Supervisor: Dr. D. Prabhakaran Nair

Researcher: Sushanth P.J. (Tel: 97460 62490)

[The information collected is solely for the purpose of academic research and will not be used for any other purposes. For any clarification, contact the researcher in the phone number mentioned above.]

- 1 Name of the respondent
- . .
- 2 Ward no
- . .
- 3 Religion (1) Hindu (2) Christian (3)Islam
- . .
- 4 Caste (1) General(2) OBC (3)OEC (4)SC (5) ST
- . .
- 5 Place of residence (1) Urban(2) Rural
- . .
- 6 Ration card (1) APL(2) BPL
- . .
- 7 Land (in cents)
- . .
- 8 Wetland (in cents)
- . .
- 9 Type of house (1) Own(2) Rented (3)Shared
- . .
- 10 Roof (1) Thatched(2) Tiled(3)RCC
- . .
- 11 No. of rooms
- . .
- 12 No. of toilets
- . .
- 13 Plinth area (sq.ft)
- . .
- 14 Floor (1) Mud(2)Cement(3)Terracotta (4) Mosaic (5)Marble (6) Granite (7) Vitried Tile (8) Ceramic Tile
- . .
- 15 Investment
- . .
- 16 Saving
- . .
- 17 Electrification
- . .
- 18 Electrification (1) No(2)Single phase(3)Three phase
- . .
- 19 Telephone fixed line (1) Yes (2) No
- . .
- 20 Mobile phone (1) Yes (2) No
- . .

21 No. of mobile phones

22 LPG connection (1) Yes (2) No

23 No. of LPG cylinders

23b Location (1) Inner core (2) Outer core (3) Periphery

24. Family demography:

Sl.No	Name	Relationship with head	Age	Sex	Education	Years of Edn.	Profession	Income
1								
2								
3								
4								
5								
6								

* Begin with respondents with sl.no as 1.

25. Consumer Durables:

Television	VCR	VCP	Home theatre	Refrigerator
Mixer	Wet Grinder	Food processor	Soda maker	M/W Owen
Induction Cooker	Cooking range	Modular Kitchen	Water pump	Automatic water tank
Solar heater	Heater	Air conditioner	Electric iron	Kettle
Coffee maker	W. machine	Computer	Dining table	Sofa
Coffee table	Writing table	Laptop	DTH/STB	Cable TV
Car	Scooter	Cycle	Lawn mover	Garage
Inverter	Dogs	Automatic gate	DVD	Generator
Vacuum cleaner	Water Purifier	Music System	LPG Stove	Juicer

25a. Consumption expenditure details:

Item	Amount Monthly
25a. Groceries /Vegetables	
25b. LPG/Cooking Fuel	
25c. Petrol	
25d. Newspaper/TV	
25e. Dress/personal care	
25f. Education	
25g. Film/ Entertainment/Books	
25h. Milk	
25i. Electricity	
25j. Telephone/Mobile recharges	
25k. Water bill	
25l. Any other (specify)	

26. Liability:

Type of loan	Amount	Monthly payment
26a. Home loans		
26b. Property loans		
26c. Personal loans		
26d. Mortgage loans		
26e. Gold loans		
26f. Vehicles loans		
26g. Others (specify)		

27. Do you think that owning a big house adds to your image? (1) Yes (2) No

28. Do you think that the number of gadgets in your house improves your image in the public? Yes/no

29. Do you think a car is a prestige symbol? Yes/no

30. Do you think that use of latest gadgets improve your image? Yes/no
31. Do you think that the physical appearance is more important than what you really are? Yes/no.
32. If yes, what made you to think so? (1) Social Pressure (2) Intuition (3) NA
33. If no, then why are you spending money on things like that? (1) Social Pressure (2) Intuition (3) NA
34. Do you think that advertisements can influence your purchase decision? Yes/no
35. Do you think that your friends influence your purchase decision? Yes/no
36. In your house who takes the final decision in purchasing? (1) husband (2) wife (3) joint
37. Do children in your house influence any purchase decisions? Yes/no
38. Do you read books? Yes/no
39. Do you read newspapers? Yes/no
40. How many newspapers are subscribed: 40.a.Which?
41. Do you watch movies in theatre? Yes/no
42. If yes, how frequently? (1)daily (2)weekly (3)fortnightly (4)monthly (5) Once in a while (6) NA
43. Do you have any preference like superstar films? Yes/No
44. If there is an option, you select: (1) a mainstream hit film or (2) an award winning parallel film? 1/2
45. Do you watch drama? Yes/no
46. If yes, which is the best drama you have seen?
47. Do you watch television? Yes/no
48. Your Favourite channel?
49. If yes, how many hours?
50. Which are the favourite programmes on TV?
51. Who watches TV more: (1) the children or (2) adults at home? 1/2
52. Do you use internet? Yes/no
53. Do you have internet connection at home?
54. How often you connect to net? (1)daily (2)weekly (3)fortnightly (4)monthly (5)once in a while (6) NA
55. How many e-mail IDs do you have?
56. Do you purchase over internet? Yes/No
57. Do you use internet for banking transactions? Yes/no
58. In your opinion, the best attire for a man is.....
59. In your opinion, the best attire for a woman is.....
60. Do you consume liquor? Yes/no
61. You are an occasional consumer of alcohol? Yes/no
62. Do you think consuming liquor positively affects socialising? Yes/no
63. Women are more elegant with lots of jewellery? Yes/no
64. Do you think the choice of your car affects your social status? Yes/no
65. You prefer watching television than reading a newspaper? Yes/no
66. Your family were economically well off (they had a surplus income) for the last 40 years? Yes/no

67. Your family were educationally well off (studied beyond 10th standard) for the last 40 years? Yes/no
68. Do media have any influence on your consumption, especially the advt.? (1) positive (2) negative (3) No
69. Do you enjoy watching advertisements in media? Yes/no
70. If you can remember any brand name (company names), which:-----why-----
71. Which is your favourite advertisement? New -----old-----
72. In your opinion, in between (1) TV news and (2) news in a newspaper, which is possibly truer? 1/2
73. Diamond jewellery is far more attractive than gold ornaments? Yes/no
74. What is your dream about your family? (1) Social Status (2)Power (3)Richness (4) Peace (5) Happiness
75. When making a purchase decision you take help from: (1)friend (2)partner (3)children (4) advt. (5) other
76. In all your life you were never motivated by an advertisement? (1) True (2) False
77. You watch Tele-shopping programmes? Yes/No
78. Tele-shopping programmes educate you far better than a salesman? Yes/no
79. Whatever others say or ads say or books say you make your purchase decision purely based on intuition or heuristics at the time of purchase? Yes/no
80. You notice the dress, jewellery, cars, houses (lifestyle) of the characters in movies and operas? Yes/No

Questionnaire II- Consumer at Point of Purchase

Influence of Media on Consumer Behaviour: An Examination of the Role of Newspaper, Cinema, Theatre, Television and Internet

This questionnaire is designed to collect information from consumers at the point of purchase for the research work leading to a doctoral degree in economics from the University of Calicut.

Supervisor: Dr. D. Prabhakaran Nair

Researcher: Sushanth P.J. (Tel: 97460 62490)

[The information collected is solely for the purpose of academic research and will not be used for any other purposes. For any clarification, contact the researcher in the phone number mentioned above.]

1	Name of the respondent	1.a	Sex	M/F	1.b	Age	
2	Caste	(1) General(2) OBC (3)OEC (4)SC (5) ST					
3	Place of residence	(1) Urban(2) Rural					
4	Land (in cents)						
5	Education of the respondent						
6	Household size						
7	Monthly income (Rs.)						
8	Monthly consumption expenditure (Rs.)						
9	Saving (Rs.)						
10	Location	(1) Kerala (2) India (3) Foreign country					



10.a. Profession:

11. You were motivated to make this purchase because of an advertisement? (1) Yes (2)No
12. Which are your favourite brands?
13. You are interested in window shopping? Yes/no
14. You give more importance to a salesman's dialogue than to an advertisement directly? Yes/no
15. A good looking model and a good looking salesman can influence you? Yes/no
16. You got this product information from an advertisement? Yes/no
17. This purchase is a new purchase? Yes/no
18. This purchase is betterment over your older gadget? Yes/no
19. You watch Tele-shopping programmes? Yes/no 19.a. Favourite Channel:
20. Tele-shopping programmes educate you far better than a salesman? Yes/no
21. Whatever others say or ads say or books say you make your purchase decision purely based on intuition or heuristics at the time of purchase? Yes/no
22. You notice the jewellery/dress/ etc when you watch a TV programme? Yes/no
23. You would like to shop in a mall than at a regular store? Yes/no
24. A salesman or advertisement cannot decide your purchase decision? Yes/no
25. You always shop within your budget? Yes/no
26. Do you have a credit card? Yes/no
27. You think credit card is a good at purchases? Yes/no
28. which is the best advertisement you remember?

Questionnaire III- Internet Survey among Internet Users

Please enter your response as per the directions on the right side of the response column. Do not write anything else unless specified.

Q.No	Questions	Response	Directions
1	Name of the respondent		(Enter your name)
1.a	Sex		(1) Male (2) Female
2	Caste		[(1) General(2) OBC (3)OEC (4)SC (5) ST]
3	Place of residence		[(1) Urban(2) Rural]
4	Land (in cents)		(Enter the number)
5	Education of the respondent		(Enter your education)
6	Household size		(Enter the total number of members)
7	Monthly income (Rs.)		(Enter income in Indian Rupees)
8	Monthly consumption expenditure (Rs.)		(Enter expenditure in Rupees)
9	Monthly Savings/Investment (Rs.)		(Enter savings in Rupees)
10	Location		[(1) Kerala (2) India (3) Foreign country]
11	Do you think that owning a big house adds to your image:		[(1)yes (2) no]
12	Do you think that the number of gadgets in your house improves your image in the public?		[(1)yes (2) no]
13	Do you think a car is a prestige symbol?		(1)yes (2) no
14	Do you think that use of latest gadgets improve your image?		(1)yes (2) no
15	Do you think that the physical appearance is more important than what you really are?		(1)yes (2) no
16	Do you think that advertisements can influence your purchase decision?		(1)yes (2) no (3) Sometimes
17	Do you think that your friends influence your purchase decision?		(1)yes (2) no
18	Do children in your house influence any purchase decisions?		(1)yes (2) no
19	Do you read books?		(1)yes (2) no
20	Which one is your favourite if you can name one?		Enter the name
21	Do you read newspapers?		(1)yes (2) no
22	Which is your favourite newspaper?		Enter the name
23	Do you read magazines?		(1)yes (2) no
24	Which is your favourite magazine if you can name one?		Enter the name
25	Do you watch movies in theatre?		(1)yes (2) no (1)daily (2)weekly (3)monthly (4)fortnightly (5) Cant say Exactly
26	If yes, how frequently?		
27	Do you have any preference like superstar films?		(1)yes (2) no (1) mainstream hit film (2) an award winning parallel film
28	If there is an option, you select		
29	Do you watch drama/theatre?		(1)yes (2) no
30	Do you watch television?		(1)yes (2) no

- 30.a Favourite Channel
- 31 If yes, how many hours? Enter the number of hours
(1) opera (2)comedy
- 32 Which are the favourite programmes on TV? (3)films (4)news (5) other
- 33 Do you use internet? (1)yes (2) no
- 34 Do you have internet connection at home? (1)yes (2) no
- 35 How often you connect to the internet? (1) daily (2) weekly (3) fortnightly (4)monthly (5)Once in a while
- 36 How many e-mail IDs do you have? Enter the number
- 37 Do you purchase over internet? (1)yes (2) no
- 38 You think advertisements on internet are helpful in making a purchase decision? (1)yes (2) no
- 39 Do you think the choice of your car affects your social status? (1)yes (2) no
- 40 You prefer watching television than reading a newspaper? (1)yes (2) no
- 41 Your family were economically well off (they had a surplus income) for the last 40 years? (1)yes (2) no
- 42 Your family were educationally well off (studied beyond 10th standard) for the last 40 years? (1)yes (2) no
- 43 Do you watch advertisements in media? (1)yes (2) no
- 44 Do you watch advertisements on internet? (1)yes (2) no
- 45 Which is the best advertisement you remember? Enter the name
- 46 Tele-shopping programmes educate you far better than a salesman? (1)yes (2) no
- 47 Whatever others say or ads say or books say you make your purchase decision purely based on intuition or heuristics at the time of purchase? (1)yes (2) no
- 48 Your Age Enter Number
- 49 Profession Name your profession
- 50 Are you a member of social networking sites like orkut, facebook, twitter, etc.? (1) Yes (2) No