CHAPTER - I

INTRODUCTION

THE LOCALE

We are living in an over-communicative world. It is dominated by a very fast growing mass communication industry which attempts to influence vast maltitudes of humanity with persuasive messages for a variety of purposes, economic, political, social or educational, And society spends enormous funds to influence, change images, beliefs, attitudes, values, intentions, behaviour etc. The persuet of principles of effective INFLUENCE PROCESS that aim at influencing the behaviour of masses has yielded some useful insights into the process of mass communication, which has led to the development of a new field of study called CONSUMER BEHAVIOUR. But this is just a beginning, the advertising industry is increasingly using these insights provided by the new explosion of knowledge.

Advertising is one of the four major tools of marketing Communication mix (Promotion mix), Advertising has been defined as "any paid form of non-personal presentation and promotion of ideas or services by an identified sponsor".[1]

Advertising involves an analysis of the Communication and decision process that will affect a desired behaviour. Operationally this usually involves using advertising-response measures that intervene between the incidence of the stimuli (advertising) and the ultimate behavioural response (certain purchase decision). Such response measures are

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called intervening variables and refer to a wide range of mental Constructs such as awareness, interests, brands knowledge, intention, attitude action. Even though the end goal is behavioural the operational objectives guiding decision making will often be specified in terms of one or more of such intervening variables. The determination of which intervening variables provide the best link to the desired behaviour and which can be influenced economically by advertising is, of course, a challenge.

HISTORICAL PERSPECTIVE OF APPROACHES TO ADVERTISING

Advertising has been approached through a variety of paths and tradition that reflected the perspective of different disciplines such as economics, psychology, social philosophy and management. They also reflected the needs of the audiences to which they are addressed. Although many of the paths Cross and some ill defined, it was possible and useful to identify some of the main tracks that have been followed through the years.

Several books with an economic perspective have argued that advertising inhibits competition which as a result led to the evaluation of advertising as an economic force in the societies. It still receives attention in the present time. The economic perspective tends to deal with aggregate statistics of firms and industries and is concerned with public policy implications.

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The writings of sociologists, religious leaders, philosophers and politicians also reflect critical views of advertising. Thus it is still a controversial subject about which scholars, intellectuals and business people tend to form strong and contradictory opinions.

Another approach to advertising that the introductory texts covering the principles of advertising that have appeared from the early 1900's to the present time. They describe such institutions of advertising as advertising agencies and the various media channels, often from a historical perspective.

The relative importance and the operation of these institutions is of central interest. These approaches often describe in some detail the physical process at creating advertising, the selection of copy type, the production process, and other practical details. Thus the descriptive approach, in general, focuses on what advertising is as a whole and how it works at dilated level.

Behavioral approaches to advertising can be traced to the emergence of the psychology of Advertising in the early 1930's in which there has been a stream of publications related to the behavioral disciplines such as Marketing Communications by Edgon Creme and Psychology for Advertising by D. Lucous & C. E. Benson.[2] The approach was concerned with the analysis of the communication process, using behavioral science theory and empirical findings. The motivation

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research in 1950's and consumer behaviour in 1960s provided insightful highlights to this area.

In recent times an enormous amount of progress has been made in using theories and models from psychology, social physiology and sociology to help understand buyer behaviour, the communication process and the links between them.

The researches in advertising and the development of media have dramatically motivated academic work on basic advertising research and studies of advertising effectiveness.

The managerial approach is recent in origin. It deals with the tasks faced by managers in preparing an advertising budget, deciding how to allocate funds to efficient media and choosing among alternative strategies. Thus it is more decision oriented in contrast to the principle approach in which the nature and role of advertising institutions and advertising techniques tend to be emphasised on.

Still another approach to advertising which is more recent, is the model building perspectives originating from the fields of operation research and statistics. Although it began in the late 1950s with the development of decisions models concerned with allocating the media budget. Model building is a recent development for it is primarily represented in the literature in the form of monographs and journal articles.[3]

However the present study goes in line with the
perspective of Marketing Communication·with special emphasis
on the communication source as an initiater of the message.
There are four components of all communication : a source, a
distinction, a medium, and a message. The communicators'
task is to impart a feeling, an attitude or a fact to another
person or persons. In this process the source must encode
the message to the extended destinction, then find the
appropriate channel through which to transmit the message.
The receiver in turn must then be ready and willing to
accept, decode the message based on his experience. His
acknowledgement of message provides feedback to the sender
that the message was received. In an impersonal communication
- as will be explained in a later stage - (e.g., an
advertisement) acknoweldgement way consist of a purchase, a
vote etc.

Figure 1.1 dipicts the basic communication model[4]

Figure 1.1 Basic Communication Model

Channel

| Sender | ----▷ | Message | ------▷ | Receiver |
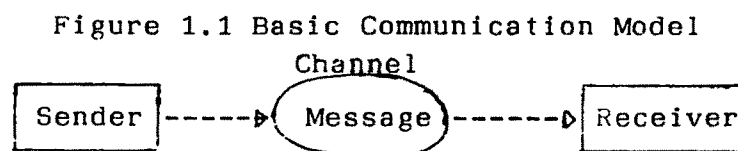
There are two types of communication, interpersonal and
impersonal communication (or mass communication).
Interpersonal communication occures on a personal level
between two or more people and may be verbal or non-verbal.
In mass communication there is no direct communication
between the source and the receiver. Interpersonal
communication takes place in person, by telephone or by mail;

mass communication uses such impersonal media as television, radio, newspaper and magazines. In both types of communication feedback is an essential step because it provides the sender with some notion as to if and how well the message has been received.

There are certain barriers to communication. Some are physical others are psychological they include selective exposure and selective perception. Repetition of messages is used to overcome the barriers of psychological noise. Informal sources of interpersonal communication include friends, family, neighbours etc. Formal interpersonal sources include organizational sources of consumer communication or organizations (both commercial and non-commercial) and the media.

The source of a communication the initiater of the message - is not only an integral part of the communications process itself, but also a vital influence on the impact of the message, studies have reported that consumers acquire product information from both internal sources (their own experience) and from external sources (e.g., sellers, the government, various organizations that provide consumption data and personal friends and family).[5]
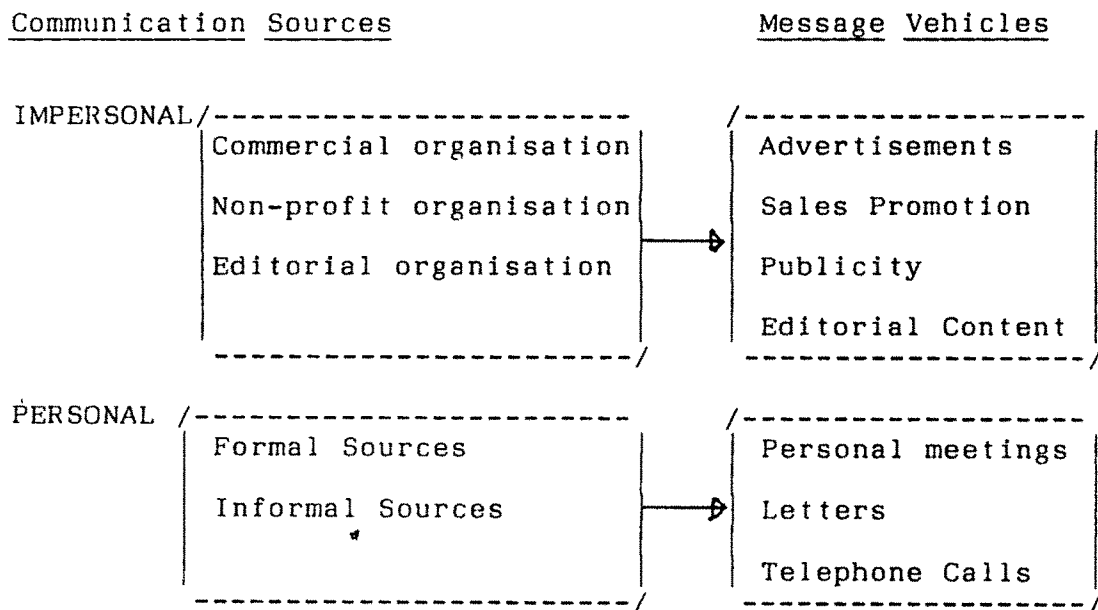
SOURCE AS THE INFLUENCER

The source communication has an enormous influence on whether or not the communication is accepted by the receiver.

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If the source is well respected and highly thought of by the intended audiance, the message is much more likely to be believed, on the other hand, messages from a source considered unreliable or untrustworthy will be received with skepticism and ultimately rejected.[6]

Figure 1-2 shows various types of communication sources and the channels by which these messages are transmitted.[7]

Figure 1.2   Sources of   Consumer Communication and Related
                    Message Vehicles

Communication Sources   Message Vehicles

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IMPERSONAL/----------------------     /-------------------
         |Commercial organisation|    |Advertisements     |
         |Non-profit organisation| —▷ |Sales Promotion    |
         |Editorial organisation |    |Publicity          |
         |                       |    |Editorial Content  |
          ----------------------/      -------------------/

PERSONAL /----------------------     /-------------------
         |Formal Sources         |    |Personal meetings  |
         |Informal Sources       |—▷  |Letters            |
         |                       |    |Telephone Calls    |
          ----------------------/      -------------------/
```

The impact of commercial messages is based on the composite evaluation of the reputation of the -

-       Initiator (The Organisation that approves and pays for the advertising message)

-       Retail outlets that carries the product.

-       Medium that carry the message.

-       Company spokesperson (the representative who delivers the message).

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This research work will stress more on the company spokesperson as a communication source and further examination supplemented by imperical evidence to test its impact in different dimensions.

THE SPOKESPERSON AS A PERCEIVED SOURCE.

In impersonal communication, the reputation or expertise of the advertising spokesperson may strongly influence the credibility of the message that accounts for the popularity and effectiveness of testimonials as a promotional technique :

Three types of spokesperson as a source of communication are explained as under

1.   The Common man
2.   The Expert
3.   The Celebrity

The Common man :

The common man appeal is that it demonstrates to the prospective customer that someone just like him uses and is satisfied with the product or service advertised. The common man appeal is proved to be effective in social issues announcements, (e.g. antismoking or antidrug Campaign messages) for most people seem to identify with people like themselves when it comes to such messages.[8]

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Many television commercials depict widely prevalent problem situations and show how a typical family or person has solved the problem by using the advertised product.

These commercials are known as "Slice of life Commercials" because they depict situations "out of real life" with which the viewer if identified themselves with the situation, they are likely to adopt the solution that worked in the television commercial.[9]

The Expert : an expert is a person who, because of his or her occupation, special training, or experience, is in a unique position to help prospective consumer evaluate the product or service the advertisement promotes.

Celebrity : Celebrity is the third type of communication source. Celebrities : Movie stars, T. V. personalities and sports heros - represent idealization of life that most people like to live. Advertisers spend huge sums of money to have celebrities to promote their products in the expectation that the reading or viewing audience will react positively to celebrities association with their product.

DEFINITION OF CELEBRITY ENDORSERS :

Celebrities can be defined as persons who are generally recognizable, famous or well known by the public for their achievement in their respective fields (Actors, Sport figures, Politicians etc.) to their loyal admirers and to much of the general public, celebrities provide reference appeal to represent idealization of life that most people wish to live.

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THE USE OF CELEBRITIES IN DIFFERENT ADVERTISING TRENDS :

Celebrity Advertising can be classified into four different forms, that constitute the choice of using the celebrity on any one of these forms :

1. **Testimonial** : Shows that the celebrity has personally used the product or service and is in a position to affirm to its quality, he or she may give a testimonial citing its benefits, an example would be a testimonial for a specific brand of foot ware given by a professional athlete. According to David Oglevy, celebrity testimonial usually scores above average on recall but below average on changing performance unless the celebrity happens to be an expert.

2. **Endorsement** : A celebrity may or may not be expert with regard to the product or service, yet he/she may be asked to lend his or her name and physical appearance to an advertisement. Sunil Gavaskar and many others are an example of endorsement in the Indian society.

3. **Actor** : A celebrity may be asked to present the product or service as part of a character enactment, rather than as a personal testimonial or endorsement.

4. **Spokesperson** : A celebrity who represents a brand or Company over an extended period of time, often in print, television, and in personal appearance, can be called a company spokesperson. Eventually, the celebrity's appearance becomes closely associated with

the brand or company. Celebrities become closely identified with most of a specific brands' advertising to consumers in the market.

The use of celebrity is not confined to one country or another. Nor is celebrity advertising a new trend. LUX for example has been using film stars for almost half a century. Every Country has certain symbols to unite its people. They all have their own heros. In the Indian Context, film stars, Cricketers, have occupied a noticeable place in the Indian market, promoting variety of products. Table 1.1 and 1.2 presents examples of the celebrity endorsement to different brands in the Indian and the international market.

Table 1.1 **Celebrity-product association**

Product	Celebrity
Kodak Cameras	Michael Landen
Polaroid Cameras	James Garner
Firestone Tires	Jimmy Stewart
Budweiser Beer	Ed. McMahon
Natural Light Beer	Ray J. Johnson
Volkswagen	Wilt Chamberlain
Sanka Decaffinated	Robert Young
7-up	Tony Dorsett
Brut	Joe Namath
Olympus Cameras	Cheryl Tiegs
Chrysler	Lee Iaccoca
Miller Lite Beer	Joe Frasier
Minolta Cameras	Burce Jenner
Maxwell House Coffee	Cora
Folger's Coffee	Mrs. Olsen
Lipton Tea	Don Meredith
Coca-Cola	Joe Greene
Jello	Bill Cosby
Schlitz Beer	James Coburn
Crisco	Loretta Lynn
Pepsi	Madonna, Michel Jackson

Table 1.2 **Celebrity – Product Association in the Indian**
Market

Product	Celebrity
Dabur Chyavanprash	Shreeram Lagoo
Cama Bulbs	Sridevi
Cinthol	Vinod Khanna, Imran Khan
Crowning Glory	Dimple
Bagpiper Whisky	Ashok Kumar
Sylvania Lakshman Bulbs	Asrani
Rajnigandha Pan Masala	Paintal
Maaza	Jalal Agha
Tata Tea	Amjad Khan
Konark TV	Deepika
Sevashram Brahmi Amla Kesh Tel	Jaya Prada
Chur Yum	Satish Shah
Nelco TV	Vinod Khanna
Jaykaylon Fabrics	Dev Anand
National	Mithun Chakraborty
Nutramul	Dara Singh
Indana Ghee	Dara Singh
Adhunik Washing Powder	Moon Moon Sen
Boro Calendula	Anooradha Patel
Hawkins Pressure Cooker	Neena Gupta
Tortoise Mosquito Coil	Satish Shah, Keshto Mukherjee
Digjam	Shekhar Kapoor
BSA Bicycle	Vijay Amritraj, Kapil Dev
Ginni Oil	Moon Moon Sen
Surya Bulbs	Swaroop Sampat
VIP Vests	Shafi Inamdar
Dinesh Suitings	Sunil Gavaskar
Cherry Blossom Whitener	Sunil Gavaskar
Masik Ayojna	Sunil Gavaskar
Boost	Kapil Dev
Vigil Soap	Dilip Vengsarkar
Mayur Suitings	Dilip Vengsarkar
Laser Blades	Dilip Vengsarkar
Wilman Blades	Ravi Shastri
Proline	Ravi Shastri
Gwalior Suitings	M.A.K. Pataudi
Gold Cafe	M.A.K. Pataudi
PHX TV	M.A.K. Pataudi
Maltova	K. Srikkant
All Seasons Foods	Sunil Gavaskar
State Bank Card	M. Azharuddin
Vimal Suitings	Viv Richards, Ravi Shashtri, Allan Bor

Complan	Anita Sood
Lifebuoy Personal	P.T. Usha
Srichakra Tyres	Dilip Vengsarkar,
	K. Srikkant
Prudent Toothpaste	Ashok Kumar,
	Anooradha Patel
Murphy TV	Om Puri, Sridevi
Pan Parag	Shammi Kapoor, Ashok
	Kumar, Jalal
Khaitan Fans	Hema Malini, Raj Babbar
Bata Shoes	The whole cricket team
Rajdoot Motorcycle	Rajiv Kapoor,Dilip Dhavan
Lux	Sri Devi, Parveen Babi,
	Zeenat Aman, Padmini
	Kolhapuri, Rekha,
	Meenakshi
Kwality Icecream	Kitu Gidwani
Pepsi	Amir Khan
	Kapil Dev

CELEBRITY AND CREDIBILITY

All the positive characteristics that a celebrity might contribute to a firms advertising programme (Fame, Talent, Charisma) credibility with the consumer audience is very important. Credibility means the audience perception of both the celebrity"s expertise (How much the celebrity knows about the product erea) and trustworthiness (How honest the celebrity is about what he or she knows about the product). To increase this credibility, the use of celebrity should be on an exclusive basis (the celebrity does not endorse any other product) which in turn will lead to some positive benefits a study shows that when a celebrity endorses only one product, Consumers are likely to perceive the product in a more favorable way and .to indicate a greater intention to purchase it.[10]

Endorsement of a variety of products underscores the commercial nature of the celebrity's efforts. Other studies have stressed on the Age of the audience in relation to celebrity endorser's credibility. Teenagers were found to be more impressed and more likely to respond positively to products endorsed by a celebrity than those endorsed by unknown person.[11] the physical attractiveness of the endorser has also been stressed upon, another study found that the more attractive the endorser, the more likely was he or she perceived as trustworthy, expert and a person to be liked.[12] Researches also suggested that celebrity endorsers aid recall of the product they advertised.[13]

THE CHOICE OF CELEBRITY

The celebrity endorser should be selected in terms of personal characteristics that are aligned with the particular communication effects to be boosted in the advertising campaign.
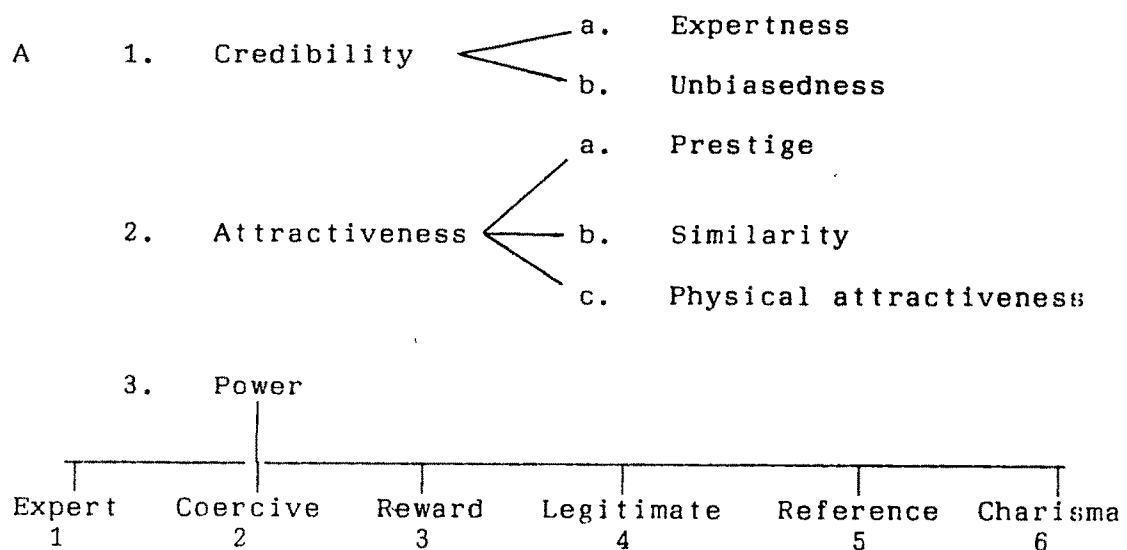
There are three main dimensions for considering the selection of the celebrity source endorser. They are

1.   Credibility

2.   Attractiveness

3.   Power

The effectiveness of a source in persuading a receiver to adopt his or her position is increased to the degree that the source is high on these three factors.

Credibility as explained before is important because the receiver is most likely to internalize the message from a credible source.

Attractiveness, on the other hand, may lead to identification only in cases where the source can control the behavior of the receiver (Power) the persuasive impact is called compliance, however, it has been suggested that in advertising is seldom present and researchers have focused largely on the credibility and attractiveness factors. In the present research an attempt is made to integrate the french and Raven Sources of power with the source credibility and the attractiveness factors as the main criteria for choosing a celebrity based on the assumption mentioned in Luthau's (Organizational Behavior) of the sources of power. There are several aspects of both credibility and attractiveness that are to be considered in selection of celebrities :

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A    1.   Credibility  <   a.  Expertness
                            b.  Unbiasedness

                            a.  Prestige
     2.   Attractiveness <  b.  Similarity
                            c.  Physical attractiveness


     3.   Power
                |
    _____|_____
    |          |          |          |          |        |
  Expert    Coercive    Reward    Legitimate  Reference  Charisma
    1          2          3          4          5          6
```

1. Credibility refers to the degree to which the source is perceived as being expert with respect to the product or service being advertised and is essentially telling the truth regarding the claims made for the product.

    -   Expertness which is the first part of credibility refers to whether the receiver perceives the source as a knowledgable person, some who should know about the product.

    -   Unbiasedness is the second part of credibility reflects the perceiver's judgment that source's opinions are not being biased by some factor such as payment received for endorsing the product. Credibility is a particularly important aspect of the source because a receiver is much more inclined to accept and internalize the arguments of credible source than an incredible one. Research evidence suggests that a receiver will be inclined to continue to accept those arguments even when he or she forgets the source. This has been called the sleeper effect. A credible source thus has the potential to register a strong and lasting belief and be very significant part of an advertising message.[14]

2. Attractiveness : The attractiveness factor has received an increasing amount of research attention in recent years. Attractiveness concerns the receiver's perceptions of the prestige at the source, i.e., the

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degree to which the source is similar to the receiver and the physical attractiveness of the source.

- Prestige : derives from the past achievements, reputations, wealth, political power and the visibility in the society. This aspect of the attractiveness· factor operates because of the human tendency to be attached to and influenced by prestigious people even though they may be very different from the receiver. Attractiveness involves the identification made of attitude change, the receiver motivation is to establish a gratifying role relationship with the source, either actually or within his or her own fantacies and self-concept. Attractiveness and identification are commonly used in advertising as when a famous movie star is shown using a product.

- Similarity : is identified in two different ways according to Simians Berkowitz and Moyer[15] i.e. 1. Attitudinal Similarity. 2. Membership group Similarity.

Attitudinal similarity refers to the degree to which the receiver perceives his or her beliefs, and attitudes are shared by the source or endorser. It has been found, for example, that the greater the number of shared attitudes the greater the source effect.

Membership - group similarity refers to the extent to which the receiver perceives the source to represent his or her social class.

3.   Physical attractiveness has also been studied. Baker &
     Chirchill[16] noted that all other things being equal,
     the stronger the physical attractiveness of the source
     the greater the liking will be, and the stronger will
     be the persuasive impact. In spite of that there is
     little question that advertisers do and should rely on
     physically attractive personalities, given the
     persuasiveness of this motivation throughout large
     blocks of society.

TYPES AND SOURCES OF POWER

Sociologists and Psychologists have devoted
considerable research to identify the different sources of
power John French & Bertran Raven[17] have described and
analysed some sources of power (Reward, Coercive, Legitimate,
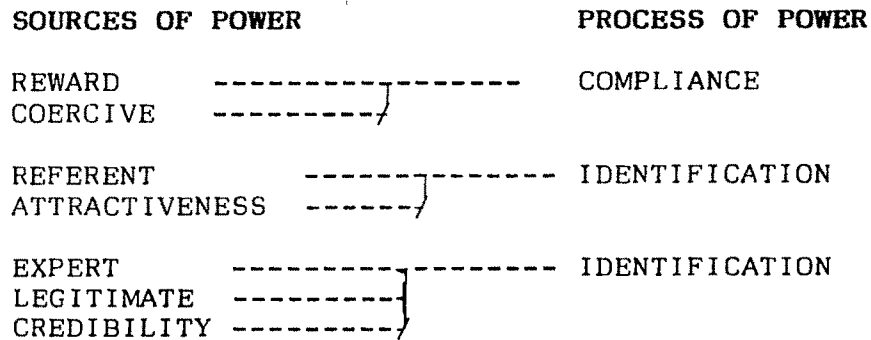Referent, and expert).

The aim of this discussion is to try to identify these
sources of power and show their connection with the two
factors for choosing a celebrity endorser as mentioned
earlier. It is proposed that in their influence process
Communication sources derive their power, whether directly
or indirectly, from the French and Raven Sources of Power.[18]

These sources are classified and integrated as follows :

-    Reward Power :. This source of power depends on the
     person having the ability and sources to reward others.
     The target of this power must value these rewards.

- Coercive Power : This source of power depends on fear. The person with coercive power has the ability to inflict punishment or aversive consequences on the person or, at least, to make threats that the other person behaviour will result in punishment or undesirable outcomes.

- Legitimate Power : This power source, stems from the internalized values of the other agent to influence them. The others feel they have the obligation to accept this power.

- Referent Power : This source comes from the feeling or desire on the part of the other persons to identify with symbols wielding power. Others want to identify with the powerful person, regardless of the outcomes. The others grant the person power because he or she is attractive and has desirable resources or personal characteristics. This source is very important in advertising and the use of celebrity, to do testimonial advertising. The consumer identifies with certain famous people and grant them power to tell them what product to buy.

- Expert : This source of power is based on the extent to which others attribute knowledge and expertise to the source of communication. Experts are perceived to have knowledge or understanding only in certain well-defined ereas.

The following model explains the integration of
different sources of power and the factors of credibility and
attractiveness.

SOURCES OF POWER   **PROCESS OF POWER**

REWARD   ----------------------   COMPLIANCE
COERCIVE   ----------/

REFERENT   -------------------- IDENTIFICATION
ATTRACTIVENESS   ------/

EXPERT   ------------------- IDENTIFICATION
LEGITIMATE   ----------|
CREDIBILITY   ----------/

INFORMATION PROCESSING, AND CELEBRITY ROLE :

The credibility of celebrity as a communication source
has more influence on consumers at a particular stage more
than its effect on other stages. i.e., yielding / Acceptance
stage of ad information processing.

Figure 1.3 shows the stages of information processing
based on the information - processing model of advertising
effectiveness, developed by social psychologist William
McGuire.[19]

Figure 1.3   STAGES OF INFORMATION PROCESSING
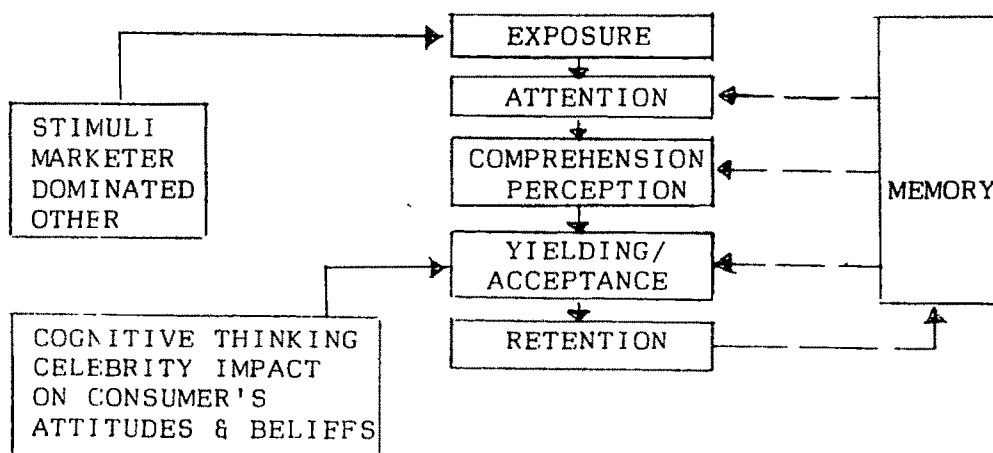
1.	Information Processing begins when patterns of energy in the form of stimulus inputs reach one or more of the five senses. This requires the communication to select media, either interpersonal or mass, that reach the individual at the time and place where he or she happens to be. Exposure occurs from physical proximity to a stimulus input such that the individual has direct opportunity for one or more senses to be activated.

2.	Attention can be defined as the allocation of processing capacity to the incoming stimulus. One of immediate outcomes is triggering the orientation reaction that prepares the individual to control with incoming stimulus.[20]

3.	Comprehension / Perception represent the third stage of information processing which is concerned with the interpretation of the stimulus. It is the point where meaning is attached to stimulus. Marketing is often based on a thorough understanding of consumer's perceptions across a broad range of topics.

4.	Yielding / Acceptance The main question in this stage is how effective is the ad, after it captures attention and sufficiently clear and simple to consumers to understand the message. This stage is concerned with the extent to which a person is persuaded by the information such persuasion is reflected by either the creation of new beliefs and attitudes on the modification of existing beliefs and attitudes. When advertising has the objective of creating favorable

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beliefs and/or changing unfavorable ones. Different types of advertisements may be necessary depending upon the audience's involvement state at the time of message processing. If the audience is strongly high involved, then emphasis should be placed on compelling arguments in favor of the advocated position. If involvement is low, other techniques less dependent on the degree of message processing are desirable. Advertisements employ classical conditioning or an attractive spokesperson (celebrity v/s non celebrity) are examples, in which consumers are likely to grant power to the source to tell them what product or service to buy.

5.   Retention : The final stage of information processing is retention, which involves the transfer of information to long term memory.

Consumer Buying Process

The buying process has several distinct identifiable stages and different influence operates at each of these stages. Celebrity Ad messages is one of the influences which has an impact on consumers' attitudes and beliefs at the evaluative stage as a result of source c.redibility effect and the sources of power excerted by the celebrity. Researches have conceptualised comprehensive frameworks and models of buyer behaviour that specify each of these stages and the linkage between them. Two of the most comprehensive models

have been developed by Howard & Sheth,[21] and Engel Kollol and Blackwell.[22] There are five major stages in the buying process. They are, problem recognition or need arousal, information search or search process, evaluative behaviour or evaluative stage, purchase decision and post purchase decision.

Problem Recognition : As needs may be triggered by internal (drive) an external stimuli as cues. The intensity of need determine the speed and force with which a human being will move to fulfill it (reduce the drive) and in the process postpone other needs. An understanding of need arousing derives and related Cues Can help in effectively promoting products & services.

Search Process : Some needs when aroused are immediately satisfied because the product that can satisfy is not only known but also easily available (e.g. water to quench thrist) However, when it is not clearly known what product or (brand) will best satisfy the need and/or where and how it can be obtained, search for information about both of these aspects begins. In this process the buyer becomes more alert to relevant information and in some cases he may actively seek (look for), information sources for such information include personal, commercial public & private communication sources. Consumers may establish selectivity and preference in choice of sources and the amount of faith they put in the information from different sources.

Evaluative stage : A buyer uses the information available to him to evaluate the alternatives. There is no one approach that buyers use in evaluating alternatives with the help of information they have. However there are many important elements in this evaluation process. First, buyers have some features or attributes common to the product category which they use for evaluating alternatives. Second, given a set of attributes and information about alternatives through various sources, consumers have evaluative beliefs about these alternatives which may be called brand image on brand concept. Next, buyers have their utility functions which contain information about relationships between each attribute and satisfaction as well as trade offs among attributes.

Purchase Decision : At the evaluation stage the consumer forms some likes and dislikes about the alternatives (brands) available. This attitude towards brands influences his intention to buy. There are however, other factors that also influence his intention. There are situational factors like availability, dealer terms etc. And social factors like reference group member's attitudes that influence intention.

Post Purchase Decision : After the purchases have been made there are two important factors that influence the buyers. first is the experience with the brand (in use) modefies his beliefs about it (brand concept) through feedback mecharism and thus influence future purchase. Second, occurance of negative feelings arising after purchase cause enxity and

doubts. This is known as cognitive dissonance. There is a
lack of consonance or harmony among the buyers cognitions
(beliefs) and between these and his purchase decision
(behaviour).

From the above explanation, figure 1•4 depicts the
purchase decision process and its relation to information
processing.

Figure 1.4 Purchase decision Process & Influence Process
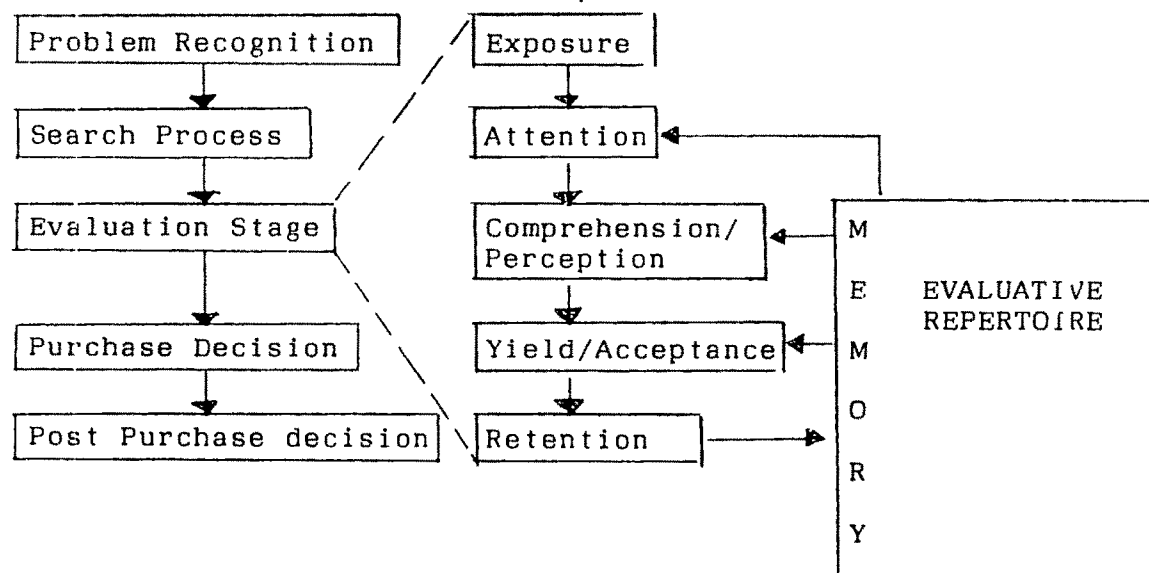
Superimpression of our own to indicate the specific
research interest on the present study. It attempts to show
the presence of EVALUATIVE REPERTOIRE in the memory store
which is the repository of all the facts and criteria that
will be used to evaluate brand alternatives.

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