

# Literature review essay sample

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Annamalai Solayappan, Jothi Jayakrishnan (2010) their research showed that branded computers play a prestigious role in the students segment. Due to the computer world everything is in the hands of the students. Everything in the world seems to be digital. Everyone needs a computer to drive a smooth and fast race. Especially, branded computers will try to safeguard the competitive race. So, the various factors discussed may determine the student to purchase branded computers. Wahida Farzana (2012) this study is to explore how consumers' psychological factors (Motivation, perception, and attitude) are associated with brand equity (brand loyalty, brand association, perceived quality, and brand awareness) of laptop. The result revealed that, consumers' motivation to use laptop and brand association criteria work separately. They consider battery lifetime (brand association) as important feature while satisfying those purposes. Consumers' attitudes are shaped up by others, especially by family members while buying high-involvement products.

Respondents show a positive association between their attitudes with one of the highest ranking laptop Apple. Like other products, consumers' perception for choosing laptop relies upon different sources of information. In this particular case, they choose newspaper and websites to build up their perception. Though newspaper and websites play the vital role for organizing, evaluating information, they rarely help them to choose the brand. Dr. Ansir Ali Rajput, Sabir Hussain Kalhoro (2012) presented in this article has significant impact on both price and quality, one thing has been noticed during the survey that people do give more focus to price rather quality because of low income level. People have more alternatives in

products that are the reason people go for lower price products. The results clearly indicated that product price has a positive relationship with consumer buying behavior but product quality has negative relationship, and there is a significant impact on buying behavior of these two variables. The main objective of the study was to identify the impact of product price and product quality in consumer buying behavior and also how these two factors make relationship on consumer buying behavior.

Dr. D. Maria Antony Raj (2012) has highlighted the time taken to purchase household computer rather than behavioral intension of the original thinker. The scientific analysis revealed that the subjective norms (family, peer group and mass media) have become significant factor that influence consumers to purchase household computers. Lelia Voinea, Alina Filip (2011) their study presented that socio-economic situation has substantially changed not only the way the new consumer purchases, but especially what they are buying and why they are buying. In developed countries, new consumers are more economical, more responsible and more demanding than traditional consumers. Currently, new consumers are increasingly aware of all aspects involved in purchase of products, from design, safety, origin, to their social and economic impact. The main changes in the new consumer behavior, which are the result of economic recession could be summarized as follows:

The need for simplicity: during recession consumers are accustomed to limited offers and tend to simplify their demands, so that after the crisis is expected that they will continue to accept simple offers, but with greater utility.

Temperance: even rich people save, although they are not required to do so. This is one way they show their dissatisfaction on excessive consumption. They began to recycle and to teach children traditional values. Smart consumption: consumers today are “ agile” and act quickly to price changes, with the ability to change brands looking for the lowest price, sacrificing the quality and loyalty. Green consumerism: this trend slowed during the recession because people are not willing to pay more for certain products that can be substituted with others with cheaper price. The demand for environmentally friendly products has declined during the economic crisis, but anticipated a recovery after the recession.

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