CONSUMER BEHAVIOR- ATTITUDE-COGNITIVE DISSONANCE TOWARDS MICRO WAVE OVENS, AN EMPIRICAL STUDY WITH SPECIFIC RELEVANCE TO URBAN MIDDLE CLASS OF KOCHI

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Abstract : *Consumer behavior has the antecedent like consumer attitude, acting both as an obstacle and as an advantage to a durables marketer. Choosing to discount, modify or ignore consumers' attitudes to a particular product or service—while developing a marketing strategy to leverage their understanding of attitudes to predict the behavior of consumers is the need of modern marketers, in consumer durables industry owing to both product and service aspects involved in durables purchase and usage. Consumer attitude is a relatively global and enduring evaluation of an object of consumption, issue, person or an act. Attitudes guide one's thoughts, influence feelings and affect behaviors. Changes in behavioral patterns of consumers over the years has been due to several factors and best described by the consumer acculturation. Consumers use attitudes as a frame of reference to judge new information / objects. Ultimately the consumer attitude which are learnt and stored in memory play a crucial role in decision making for the purchase of goods / services. A brief review of the Attitude and behavior nexus conditioned by the consumer related factors, social factors and the cognitive dissonance factors are discussed herein, based on an attitude focused study on MWO in 300 urban HHs of Kochi . Consumer Attitude has gained larger importance today in the modern marketing segmentation strategies, targeting and product positioning, which can be appreciated from the consumer centric approach of all marketers today. The assumptions of TRA & TPB are applicable in this study. The consumer behavior of modern ovens is brought out in this study.*

Keywords : *MWO, Consumer behavior(CB), Consumer Attitude, TRA,TPB,TAM,SN,PBC,SN, Beliefs, Salient attributes / benefits, Cognitive dissonance, Socio economic Variables, OTG.*

Introduction

Consumer behavior has three elements which are most cardinal as per TRA and TPB which are the Attitude, SN and PBC. In this instant, the attitude is most dominant towards durable goods purchase for a family .Hence the need to explore the same in detail. An attitude in marketing terms is defined as a general evaluation of a product or service formed over time (Solomon, 2008). An attitude satisfies a personal motive—and at the same time, affects the shopping and buying habits of consumers. Dr. Lars Perner (2010) defines consumer attitude simply as a composite of a consumer's beliefs, feelings, and behavioral intentions toward some object within the context of marketing. A consumer can hold negative or positive beliefs or feelings toward a product or service. A behavioral intention is defined by the consumer's belief or feeling with respect to the product or service. Perhaps the attitude formed as the result of a positive or negative personal experience. Maybe outside influences of other individuals persuaded the consumer's opinion of a product or service. Attitudes are relatively enduring (Oskamp & Schultz, 2005, p. 8). Attitudes are a learned predisposition to proceed in favor of or opposed to a given object. In the context of marketing, an attitude is the filter to which every product and service is scrutinized. Today, the consistency of Attitude-Behavior are influenced by a host of factors, which are delineated below that could guide in the study of consumer behavior for future. Situational variables and market-environmental factors are not delineated herein for brevity of space.

Literature Review:

The Consumer Attitude is a learnt predisposition to respond in a consistently favorable or unfavorable manner with respect to an object or action. Consumer Attitudes vary in strength, they reflect the consumer's values, are learnt / acquired over time and conditioned by the situations. The Consumer Attitudes lead to behavioral intention and to actual purchase behavior. Two important theories in social

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psychology, the theory of reasoned action (TRA) (Fishbein and Ajzen 1975) and the theory of planned behavior (TPB) (Ajzen 1991), have shown that consumer behavior is predicted by intention, which, in turn, is predicted by attitude. Attitude reflects the relationship between a consumer and a product. Attitude is a particular elaboration of a product, which could influence emotions, knowledge or behavior with regard to the product. Attitudes are a function of beliefs. Attitude is achieved and normally the result of direct experience with a particular product. Ajzen and Fishbein's (1980) theory of reasoned action offers a framework for exploring the relationship among external variables, attitudes, intentions, and behavior. The theory postulates that a consumer's intent to purchase and his or her purchase patterns are influenced by personal and social factors. Moreover, it suggests that a consumer's behavioral intention is derived from two factors: attitude toward the behavior and subjective norms. The theory of reasoned action is an inclusive integration of attitude factors into a conceptual model that is intended to lead to improved understanding and improved predictions of consumer behavior. The theory is comprised of three main elements: a cognitive component, which is a consumer's attitude toward a particular product or brand; the subjective norm component, which reflects referent influence on a consumer's intended behavior; and a conative component, which often is expressed as a consumer's intention to buy (Schiffman, Kanuk, 2004).

Research studies have shown that customer's behavioral intention is influenced by their attitude toward that behavior (Ajzen 1991, Ajzen and Fishbein 1980). According to the theory of planned behavior, people act in accordance with their intention and perception of control over the behavior. Intentions, in turn, are influenced by attitudes towards a behavior, subjective norms, and perception of behavioral control. Similarly, customer's behavioral intention, is influenced by the customers attitude toward the firm, subjective norms (i.e., customers' knowledge and belief about firms), and customers' perceptions or images about the firm.

Consumer motive (Attitude function) influences attitudes. According to Duncan (2005), consumer motive is defined as "internal impulses that when simulated initiate some type of response." Consumers are continuously reacting to their internal impulses as well as the external environment. Since internal impulses and the external environment also interact, resulting in psychological motivations to fulfill needs and wants, Kim and Jin (2001) argue that consumer motives are known to be the drivers of behavior that bring consumers to the retail store. The functional theory of attitudes—developed by Daniel Katz (1937)offers an explanation as to the functional motives of attitudes to consumers (Solomon, 2008). Katz theorizes four possible functions of attitudes. Each function attempts to explain the source and purpose a particular attitude might have to the consumer. Understanding the purpose of a consumer's attitude is an imperative step toward changing an attitude.

The normative influences affecting the attitude of a consumer are largely due to the family and the social reference groups. The social reference group influence relative to a brand selected is strong for a public-visible and conspicuous luxury product but weak for private necessities consumed by a family. The purchase behavior/attitude is influenced by the FLC Stage/needs and the lifestyle adopted. Socialisation of Consumers is a process by which people learn the social roles and behaviors they need to participate effectively in the society (Peterson & Rollins, 1987), of which the family is the most powerful socialization influence on the consumer. The Research by both Fishbein &Ajzen(1980) and Triandis(1982) incorporated social factor in their consumer BI model in different perspectives .

Past behavior is a useful addition to TPB a range of behavioral domains (Conner, Warren, Close & Sparks, 1999; Hagger, Chatzisarantis & Biddle, 2002; Norman & Conner, 2006) and a predictor of attitude-intention. A host of other antecedents like lifestyle, self-image and demographics are likely to influence the consumer behavior of present day consumers.

MWO (Micro wave oven) has been very popular in the Kitchens of the Urban Middle class families of Kerala for long. Though traditionally confined to the upper class home ware, now it has found a place in the Kitchen of almost 77% middle class urban families in Kochi. Solo, Grill, Convection and Combo are the various types of MWO used. The secret behind tasty food lies in the just use of the right heat in cooking. Inverter technology is also advised today to increase heat intensity and add flexibility in the cooking so as to preserve nutrients. Thus MWO facilitates better cooking with better technology. Temperature modulation and fine timer control with power savings are some of the attributes prevailing in MWO now. This along with higher cooking space, a variety of Preset menu, ease of cleaning/swiping, efficient turntable-magnetron system enables easier cooking of more items in the shortest time. The salient search

attributes could be better temperature control, better energy efficiency, auto cook menu, auto defrost, fermentation, humidity control ,Stainless steel or metallic silver or black/red color, express cooking, easy operation, Stainless steel cavity, free accessories like glass/ceramic tray, rotisserie, wire rack, no. of menus, quick start to facilitate cooking magic in the modern modular Kitchen. MWO and OTG as well as Induction cookers are electric driven and very popular in almost all modular kitchens in Kerala, specifically the commercial hub at Kochi. These Ovens are an essential today in view of the rampant use of Refrigerators in Households.

Scope - Need for the study: To Assess the purchase beliefs, importance/evaluation, attitude, BI and behavior of consumer in line with the TPB and TAM elements and cognitive dissonance for consumer durables range of products. White goods like MWO are the most consumed popular products like the Induction cooker, with service element also involved, and hence sought for this study. Kochi has been selected since the sales of the white durables is the highest in the Central Kerala like Kochi. The focus is on Attitude/functional changes through Ad induced sales promotions, cognitive dissonance construct and study of impact of other independent/external variables of TPB and TAM. Cognitive dissonance acting as attitude changing variable in post purchase scenario is also focused in this study.

Formulation of Hypothesis: (1)H01:There exist positive relation between pre purchase attitude and subjective norms/social factors;(2)H02:There exist positive relationship between pre purchase attitude and PBC(&Involvement/Importance/ Perceived risk level);(3)H03: There exist positive relationship between pre purchase attitude and personal factors;(4)H04:There exist positive relationship between pre purchase attitude and belief on attitude function served;(5) H05:There exist positive relationship between pre purchase attitude and PEOU/PU/Knowledge of the product (6) H06:There exist positive relationship between pre purchase attitude and BI;(7)H07:There exist negative relation between pre purchase attitude and post purchase behavior/dissonance(8) H08:There exist significant cognitive dissonance associated with a higher information search than with a low level of information search effort carried out by the consumer on purchase of durables(9)H09:From the time of occurrence of Cognitive dissonance based on a past decision, the propensity to change the belief increases with time ;(10)H010:A complex rational buying style tends to produce lesser cognitive dissonance strength than an impulsive simple style in the buying of durables(11)H011: It is less likely that a consumer changes his/her beliefs and evaluation immediately after a an in depth information search and complex buying decision is made on durables. (12)H012: The Socio Economic Variables influences the Consumer Purchase Attitude, are also tested with ANOVA and Regression analysis.

Research methodology: The study investigated the purchase attitude of HHs in the decision-making of purchasing consumer durables and cognitive dissonance for family utility-White goods. The research instrument used is the combined structured questionnaire and interview schedule addressed on family units with Durables-specifically the MWO as the attitude object. A combined technique of Personal interview using structured questionnaire(7 point S.D scale) was adopted for fetching primary data collection from a sample size of 300 (HHs personally visited) urban HHs from a population of Six lakh HHs of Kochi metro, adopting the disproportionate stratified random sampling on 30 geographical pockets and limited to the middle class income groups of HHs, based on Corporation census enumeration data and confined only to the urban/semi urban areas. A semantic differential scale similar to Sweeney etal.(2000) was applied for assessing the Cognitive dissonance questions in the post purchase scenario. For impulse buying, scale similar to Hausman(2000) and Rook & Fisher(1995) were based for question framework. The Cronbach's alpha overall was 0.81 indicating reliability for the measured constructs considered herein. A pretest with 50 families was conducted in 2012 to begin with corrections effected and later the primary survey was conducted in 2012-13 period at Kochi urban areas.

Discussion/Findings: The demographics of the respondent is tersely outlined below vide tables below.

Table 1 : Respondent's Demographics Profile

Socio demographic Profile of Respondents			
S.No	**HH Respondent's Characteristics**		**Percent of sample (N=300nos.) %**
1.	Gender	Male Female	45.3 54.7
2.	Age (Years)	20-30 31-40 41-50 51+	18.1 51.2 28.1 2.6
3.	HH Size(nos.)	< 2 2-4 5.6 >6	1.4 40.8 31.6 26.2
4.	Educational qualification	ITI/SSLC Diploma/Graduate PG/Professional PhD	2.2 38.8 51.6 7.3
5.	Occupation/Career	Government sector/PSU Private sector/IT Self employed/Business Housewife Others/NRI	25.2 23.6 19.3 21.3 10.6
6.	Total average monthly income of HH(Rs.)	Below INR 30K('000) 30K-60K 60K-90K 90K-120K 120K-150K 150K-180K	2.7 25.4 32.2 19.9 9.1 10.7
7.	Type of Family	Joint Nuclear	25.1 74.9
8.	Food habits-lifestyle enjoyed	Pure Vegetarian Fully Non vegetarian Mixed-Veg+ Non Veg	16.3 61.9 21.8
9.	Sub cultural Religious beliefs held	Hindu Christian Muslim	42.1 36.6 21.3
10.	Current FLC Stage	Empty Nest Full Nest I Full Nest II Full Nest III	22.6 20.7 35.5 21.2
11.	Ultimate / Final purchase decision maker in family for White goods	Husband only Wife only Parents only Kids only Joint	18.2 27.4 7.1 1.6 45.7

Joint decisions form the majority in the family purchase decision making on Refrigerators, with wife dominant.

Table 2: Ownership profile of Consumer durables possessed per HH sampled in MC families of Kochi

Ownership of durables in HH	%(Sample:300)
Refrigerator	99.8
Washing machine	97.4
MWO/OTG	76.7
Induction cooker/LPG Hobs & Hoods/Hybrid cookers	96.3
Vaccum cleaner /Water purifier	98.8
LED/LCD/Plasma Color TV with STB/DTH	100
Home theatre/DVD Music systems 5.1 HiFi Speaker systems	92.7
Air conditioners/Split AC units	81.3
Mobile phones(Hi tech 3G)/I pod//Digi Camera/Camcorder	100
PC/Laptop with broadband connections/Tablet/Notebook/PS2	98.5
Home Gym –Indoor Health Equipments/ BiCycles	76.6
Premium Two wheelers and Petrol/Diesel Cars(Luxury)	98.2

The highest ownership in a Household(HH) after the CTV is obviously the Refrigerators(99.8 %).Needless to say that each household has kitchen appliances like Food processor-Mixer Grinder, Wet grinder table top, Pressure cookers and non stick ware ,Induction cookers, MWO(76.7%) which are a bare necessity now in urban Kitchens.

Table 3: Salient beliefs on Product attributes of MWO-White goods

	Salient attributes influencing selection of White Goods/MWO	Salience (Mean/SD) for MWO
1	High Quality /Value for money, Durability	(4.46/0.78)
2	Innovative foreign technology ,Multiple modes-Combo functions with precise temp control system	(4.47/0.78)
3	Brand value/Name– Stylish Features& trendy/ color finish	(3.68/1.24)
4	5 star Energy rating, Low volt operability,5-10yr Warrantee for Compressor or Magnetron	(4.62/0.69)
5	Varied recipe automatic menus-multi stage cooking-Indian menu	(4.23/0.92)
6	Affordable price-Sizing with Capacity in Liters with Standard accessories	(4.57/0.76)
7	T Grill/Convection/Combo/Solo; Variable Power levels of 0.8KW,1KW,1.4KW/ automated fail safe operation	(4.39/0.86)
8	MOC of Oven Cavity in SS, Powder coating,/Rust free/Higher life expectancy /Ease of operation/Door & handles design, Crisper & Freezer, Turn table of 255,285,315,350,380mm,FLAT	(4.32/0.89)
9	Bacteria/Virus free, Eco & Green friendly,most easy to clean/stain free ,Healthy & fail safe design, auto protection & reminder with free accessories like Ceramic/Glass tray, Rotisserie, Wire rack.,	(4.28/0.92)
10	Auto defrosting/humidity controller/Temp Control &Self diagnostics-ergonomic LCD Panel feather touch membrane for easy operation-Menu driven/Timer memory/Express cooker	(3.54/1.27)

Energy efficiency with long term Warrantee is the most salient belief driving the attitude towards the products like MWO.

Table 4: Key motivators for purchase of MWO

Key Motivator for purchase of MWO		Relative Salience (Mean/SD) for MWO
1	Key Motivator for purchase of MWO Convenience/comfort at home - Utilitarian	(3.54/1.27)
2	Status symbol for modular Kitchen	(3.11/1.39)
3	Spl Offers-discount/gifts & Net worth-Durable service life	(3.24/1.36)
4	Manual Labour reduction-Faster & reliable cooking/menus/alternative to LPG hobs	(4.49/0.76)
5	Cooking of of NON VEG Food & part or reuse with Convection/Grill/Toast at will-flexible	(4.27/0.93)
6	Warming or full cooking of frozen food for variety of dishes preparation-hedonic	(4.25/0.87)
7	Maintain freshness ,provide heat/desired heat level-serve hot and crispy	(4.24/0.91)
8	Good after sales service care and cookery classes	(3.68/1.25)
9	Meet peer pressure-keenness of family members for use	(4.47/0.79)
10	Resolve dissatisfaction with present Problems/avail exchange facility	(4.17/0.88)

For the MWO, the key motivation is facilitating faster cooking as an alternative to LPG Hob. This is relevant in the backdrop of shortage of LPG cylinders and limited allocation per year per household, while electric power is available always. The Induction cooker is also a close competitor for the MWO in the popular Modular Kitchens at Kochi.

Table 5: Current Brand Preference of the respondents for purchase of Energy efficient MWO at Kochi

Sl. No	Leading Brands for MWO	Mean	SSD
1	VIDEOCON	3.12	1.40
2	ONIDA	4.28	.92
3	SAMSUNG	3.89	1.13
4	LG	3.11	1.40
5	IFB BOSCH	4.49	.76
6	WHIRLPOOL	3.77	1.18
7	SIEMENS	4.19	.93
8	SANYO	3.16	1.38
9	GODREJ	4.02	1.15
10	Others	2.91	1.35

From above table the most preferred MWO brand is BOSCH. About more than 18 brands prevail in the Kochi market for the above product.

Table 6 : Adequacy-Importance of attributes based Attitude towards White goods -MWO

Evaluative attributes	Means	SD	T test for mean equality	SSig (2 tailed)	SS/NS @ .05
Technology	7.12	0.968	0.791	.002	S
Quality	6.36	0.945	0.863	.021	S
Brand Image	5.74	1.063	1.031	.312	NS
Price	5.62	0.875	-5.128	.001	S
After sales services-spares support	5.57	1.482	5.562	.000	S
Perceived Risk level	5.21	1.483	5.026	.001	S
Sizing-color-styling-shelving	4.93	1.389	5.494	.481	NS

Except brand image and size/color/shape, all other salient search attributes are Significant by T test.

Table 7 : Advertisement persuasion means for Attitude change towards White Goods- MWO

Sl. No	Mass Media	Mean	SD	Sl. No	Ad factors influencing Attitude change	Mean	SD
1	CTV-DTH	4.59	0.71	1	Presentation style	3.78	1.18
2	WWW-E portals/Online Bazzar	3.67	1.2	2	Creative methods	4.23	0.91
3	Print-Newspapers and Magazines	3.68	1.25	3	Matching with Self image / Personality	3.54	1.28
4	Hoardings/E Display/Portable Vans	2.8	1.34	4	Communication Language	4.12	0.78
5	Exhibitions,Handouts,Presentations	3.08	1.43	5	Persuasion message-emotive	4.29	0.93

The persuasion factors of the Advertisement influencing the attitude change is mostly the emotional value (4.29/0.93) followed by the creativity applied in the Advertisement appeal(4.23/0.91) to the consumer.

Table 8: Influencers for Consumer Attitude change through sales promotion drive for leading brands of MWO

Sl. No	Sales Promotional methods/aspects	Mean	SD	Sl. No	Sales Promotion methods	Mean	SD
1	Exchange schemes	4.59	0.72	6	Cash discounts on Billing	4.19	0.92
2	Free gifts/Accessories like vessels	4.29	0.91	7	Festival offer/schemes	3.08	1.42
3	Celebrity endorsement	2.81	1.43	8	Product positioning	4.24	0.91
4	Sales personnel Charisma	2.96	1.38	9	After sales care assured	4.58	0.72
5	Lucky draw, Scratch & Win Offers	3.32	1.32	10	Faster Loan & delivery	4.21	0.92

The persuasion factors of the Advertisement influencing the attitude change is mostly the emotional value (4.29/0.93) followed by the creativity applied in the Advertisement appeal(4.23/0.91) to the consumer.

Table 9 : Regression model on Consumer Attitude

Influencing constructs on Pre Purchase attitude of Consumer	Estimate	S.E	C.R	P<	S/NS
Socio Graphics	0.921	0.268	3.5	0.01	S
Involvement/Importance/Confidence	0.827	0.472	3.9	0.01	S
Personal +Psycho Graphics	0.786	0.685	4.1	0.01	S
Attitude functional beliefs	0.874	0.493	3.1	0.01	S
PEOU/PU/Knowledge-Expertise	0.693	0.536	2.8	0.01	S
Behavioral Intention(BI)	-0.143	0.117	-1.3	0.05	NS
Post purchase Behavior/Dissonance	-0.388	0.424	-1.9	0.01	S

The social aspect, PBC and functions of attitude (motive)are very dominant in the pre purchase attitude formation. The various hypothesis vide (1)H01:There exist positive relation between pre purchase attitude and subjective norms/social factors is significant/supported;(2)H02:There exist positive relationship between pre purchase attitude and PBC(&Involvement/Importance/Perceived risk & confidence level) is significant/supported;(3)H03: There exist positive relationship between pre purchase attitude and personal factors is significant/supported;(4)H04:There exist positive relationship between pre purchase attitude and belief on attitude function served is significant/supported;(5) H05:There exist positive relationship between pre purchase attitude and PEOU/PU/Knowledge of the product is significant/supported;(6) H06:There exist positive relationship between pre purchase attitude and BI is not significant/rejected;(7)H07:There exist negative relation between pre purchase attitude and post purchase behavior/dissonance is significant/supported. There is negative correlation between BI and attitude at a lower level(estimate of -0.143)though not significant, and for the correlation between post purchase behavior and pre purchase attitude there is strong negative correlation and significant enough(estimate -0.388).This shows discontentment of consumers with the attitude object, the durables and a reflection of cognitive dissonance level. The after care support and market mix variables have to be redefined by marketers to attune to the expectation levels of the consumers regarding white goods like MWO, a product very common now in all middle class kitchens in urban areas of Kerala. The Null hypothesis H01-H05 & H07 are supported while H06 is rejected/statistically insignificant. BI is not significantly influencing pre purchase attitude probably due to the very high influence of others(social aspect)on purchase and overall feedback from post purchase behavior.

The TPB and TAM are well supported by above findings .The regression equation model can be translated as Pre purchase attitude (A) = K1 (SN)+K2(PBC)+K3(PPF)+K4(AF)+K5(PEOU/PU)+ K6(BI)+K7(PPB)+K0+e1 , with the dependent variable as Attitude and the other seven variables as independent and influencing attitude. In above, K6 and K7 are negatively correlated to attitude. This is consistent with the past research models evolved by researchers like Fishbein and Ajzen, 1975; Davis,1989, and partly with the Extended TAM of Davis and Venkitesh,2000 on use .Detailed Structural equation modeling on above equation may be applied for an elaborate analysis on the combined model of TPB and TAM2,though not intended in this study due to time limitations. Further scope of work by applying to other high technology products and the timely efficient complaint removal service/pacifying the high cognitive dissonance level aspect appropriately also can be applied for evolving a general model for durables. An elaborate exposition of the Attitude change not ventured due to space constraints.

Table 10 : Hypothesis testing for Hyp H08-11 based on Simple Regression Analysis with Strength of Cognitive-dissonance as (Dependent Variable) .

Independent variables	R	(R)2	F	Sig.	Remarks
Level of information search chosen -High/Low	0.552	0.304	57.298	.000	Significant @.05
Change of belief with increasing pass of time	0.329	0.108	15.951	.000	Significant @.05
Buying Style adoption -Complex/Impulsive	0.473	0.224	37.806	.000	Significant @.05
Immediate change of belief -Evaluation after Complex rational buying event	0.357	0.128	19.148	.000	Significant @.05

8) H08:There exist significant cognitive dissonance associated with a higher information search than with a low level of information search effort carried out by the consumer on purchase of durables.(Supported)

(9)H09: From the time of occurrence of Cognitive dissonance based on a past decision, the propensity to change the belief increases with time. (Supported)

(10)H010: A complex rational buying style tends to produce lesser cognitive dissonance strength than an impulsive simple style in the buying of durables.(Supported)

(11)H011: It is less likely that a consumer changes his/her beliefs and evaluation immediately after an in depth information search and complex buying decision is made on durables.(Supported)

Low involved purchases in contrast to higher involvement & search may trivialize dissonance cognitive dissonance(Simon etal.,1995).In impulse buying ,unplanned or spontaneous buying act is exhibited(Rook & Fisher,1995;Verplanken & Herabadi,2001).Higher incidence of cognitive dissonance follows such impulse buying made on excitement, emotion charged state/mood ,lack of control(poor PBC) or even compulsion and irrational basis. Park & Enright (1997) indicated that time is the best healer of conflicts on beliefs. Time is also a forgiver and reduces severity with current notions and to adapt to new cognitions (Vassilikopoulou et.al, 2009).The above hypothesis endorse the past research work reporting on cognitive dissonance.

Table 11 : ANOVA on Socio economic Variables as Independent Variables influencing the purchase attitude-decisions on White goods-MWO

Sl. No	S E Variables of Respondents-HH	SS	MS	F Value	Sig	S/NS @.05
1.	Age Between groups Within Groups Total	 10.781 142.661 153.442	 10.779 1.455	7.411	.007	S
2.	Gender Between groups Within Groups Total	10.854 91.105 101.959	3.619 .938	3.854	.011	S

3.	Educational Qualification Between groups Within Groups Total	 9.636 89.608 99.244	 3.213 .935	3.442	.022	S
4.	Occupation Between groups Within Groups Total	 11.351 115.978 127.329	 2.837 1.229	2.313	.041	S
5.	Family size Between groups Within Groups Total	 23.065 78.136 101.201	 5.766 .819	7.032	.001	S
6.	FLC Stage Between groups Within Groups Total	 23.411 76.015 99.426	 5.852 .797	7.328	.000	S
7.	Monthly income of HH Between groups Within Groups Total	 24.231 76.732 100.963	 5.768 .822	7.036	.001	S
8.	Food habit style Between groups Within Groups Total	 12.435 115.571 128.006	 4.143 1.202	3.445	.038	S
9.	Religious beliefs Between groups Within Groups Total	 3.367 81.638 85.005	 3.362 .835	4.036	.062	S
10.	Decision making in HH Between groups Within Groups Total	 12.435 115.566 128.001	 4.145 1.206	3.446	.019	S

From above ,it can be concluded that except the sub cultural religious beliefs, all the other socioeconomic /other variables significantly influence the attitude towards the purchase of MWO.(H012).Though the women hold on to traditions, the impact of it on their purchase attitude is little and pragmatism and modernity are more embraced.

Conclusion:

We know that the Consumer behavior is the study of how a consumer thinks, feels, and selects between competing products. Moreover, the study of attitudes is critical to understanding the motivation and decision strategies employed by consumers. The combination of beliefs, attitudes, and behaviors influence how a consumer reacts to a product or service. Marketers develop relative, compelling marketing messages using the same combination of information, and ultimately influence consumer behavior. The TRA and TPB have been monumental in defining the Attitude-Behavior consistency of consumers towards purchase of merchandise for domestic consumption even today. That TAM has delineated the post purchase /use aspects, and the cognitive dissonance working through the memory is a perennial aspect which modulates the future attitude change through behavioral route. Of late, the social aspect of the consumer is gaining more importance in the purchases, the normative

component in the Attitude leading to the BI. This is attributable to the Knowledge based social patterns emerging in the Indian context, with the onset of 3G spectrum technology in the mobile telephony and online Internet shopping trends practiced by the consumers as per their convenience. The Information communication revolution has changed the consumer's priorities, and with high technology products ,the decision making is made easier through online transactions/E commerce ,in the modern setting of knowledge enabled society A short insight into the consumer attitude which is cardinal in driving the consumer behavior is germane even in modern times despite the sophistication and volatility of the global consumer market and consumer shift in attitude towards purchase behavior. Customised innovative products and services are the solutions to the variegated acculturated consumer behavior demand patterns of modern consumers. The consumer dissatisfaction with the durable goods on attributes like quality/after sales care, have to be addresses by the marketing companies and dissonant behavior has to be translated to consumer delight for the products/brands. Better awareness and assurance/extended warrantee and support sales promotion schemes to be mooted to erase the dissatisfaction and complaint prevalent among consumers and adversely reflecting in their new purchase attitudes towards durables for domestic consumption. Nonetheless, the sales of consumer durables in growing steadily despite fall in value of Indian rupee(for accounting imported components in MWO) due to the modern consumer's penchant for luxury in the growing Kochi metro. The future seems rosy for the white goods market poised for higher competitive growth though the dissonance prevailing within the Consumers needs to be addressed well by the Marketers of MWO. That newer products in the range of OTG, Induction cooktops as well as hybrid Cooking ranges have now entered the market with much greater penetration and competitive pricing is enough testimony to the severe competition at Kochi.

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