

Population Movement and Changing Consumer Behavior: A Study of Balasore District in India

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Introduction

Consumer behavior refers to actions a person takes in purchasing and using goods and services, including the mental and social processes that come before and after these actions. Normally, Consumer Buying Decision Process is a very complex phenomenon involving six stages namely, ‘Problem Recognition’, ‘Information Search’, ‘Evaluation of Alternatives’, ‘Purchase Decision’, ‘Purchase’ and ‘Post-Purchase Evaluation’. Various marketing-mix, psychological, situational and socio-cultural factors influence the buying decision of an individual as well as of a household and shape someone as a separate consumer than others. Anurag (2007) in his e-article “Consumer Behavior and Buying Decision Making” has pointed out that marketing in India is growing through an indefinable phase and so also the changing role of consumer in making decision and the way in which the new generation of Indian consumer behaves. The characteristics of Indian families are changing under the influence of external factors such as liberalization and media explosion. Indian families are presently in a state of flux, shifting from being strictly hierarchical to more egalitarian in character. And the process of migration definitely has a big role to play in such transition.

Need for the study

Demography has advanced to a great analytical sophistication and keeping in view of the changing societal needs, many new specialized fields are coming out. One such upcoming area is the consumer demographics. This study would be useful in the field of population science, as it could attempt to find out and analyze different demographic processes going on in the society, which have a close link with the processes related to marketing and consumption. And for the business organizations understanding the customers and the principles of consumer behavior is a must in order to be successful at marketing any product or service, which makes such analysis quite relevant for research purpose.

Lee and Green (1991), has stated that whilst most of the major consumer behavior, motivation and consumption theories have been developed and tested in the Western world, relatively little attention has been devoted to investigate their validity in other cultural settings. And more to it looking at the issue from a demographic angle is a certainly an under-discussed area, at least in the developing eastern world. Lloyd had stated that although 'Migration' and 'Consumer Behavior' have received attention as separate topics in literature, the interrelationship between them has got very little attention, way back in 1977 and probably the statement still hold true even today at least for a country like India. Various studies have suggested that migration certainly has some contribution on consumer choice; but very little research has been done on this issue (Jamal, 2003; Molotch, 2002; Hardill et al., 2002).

Review of Literature

In the words of David M. Szymanski, Director of the Center for Retailing Studies (CRS) and Professor of Marketing at Texas A&M University "It's really tough to know a customer just by taking a surface look or a surface descriptor such as male/female or age or ethnic group. To understand your customers' needs today, you really have to understand their lifestyles, opinions and attitudes." (as cited in Garg, 2007).

For many products, consumers frequently have numerous choices as to where they are going to actually obtain the product. In the old days, most consumers had access only to "general" stores for most products. Gradually, in urban environments, specialty and discount stores evolved. Today, a consumer may generally choose to buy most products either at a relatively high price, frequently with a significant amount of service, in a specialty store, or with lower service in a discount store. (Hawkins et. al., 1998)

For many purchases, price is less important than convenience, availability, service, and timesaving. According a study carried out by Ordonez and Quezada (2003) for Lopez Supermarket, high quality and reasonable price, friendly service and convenient location are the important factors behind the selection of primary store for marketing. It also stressed on the fact that that family composition and cultural segmentation affect the marketing behavior.

Studies carried out in European countries, clearly suggest that consumer behavior is greatly affected by the process of migration (Dustmann, 2003; Jamal, 2003). Levitt (1983) suggested that there are no

truly isolated cultures. According to him personal, social and consumption changes occur as people cross cultures and migration plays a very important role here. Acculturation may involve changes in consumption behavior patterns relating to a range of consumption, including, food eaten, and goods purchased among migrants (Wallendorf and Reilly, 1983). In the words of King (1994), migrants frequently want to maintain links to their home country. It has even been suggested that there is a sense of obligation amongst migrants to return home to maintain social and family ties (Nguyen 1996). In this type of situation, there is a great chance of changing consumer behavior of those, households having out-migrants from their families.

In the words of Taylor and Dyer (2006), rural out-migration is at the heart of the economic development process, and migration is the principal mechanism through which households in less developed countries (LDCs) become inserted into the international economy. Access to markets shapes the interactions, direct or indirect, between migrant and other households at the place of origin and remittances represent a direct effect of migration on their consumer behavior. According to them, households, like migrants, are part of larger social groups, e.g., communities, regions, and nations. Through their market interactions, migrant households transmit the impacts of migration to others within these groups. Hence, non-migrant households become affected by migration through their interactions with migrant households. Because of this, a household does not necessarily have to have a migrant in order to be affected by migration.

Through an empirical study on the effects of migration on the consumer behavior in China, Chen et al. (2003), found that the variables representing the characteristics of households, such as location, education, the number of family members and the category of households, could explain consumer behavior as well as average income, the expectation of future income, and if the household has income from migration job. It also provided evidences for the relationship between consumption and income and expectation of future income. What found to be most important was migration had effects on consumer behavior, *ceteris paribus*.

According to Riti (2003), men are still major decision makers in India. According to the research, conducted by market research agency NFO-MBL across six top metros and profiling 380,000 people, Life insurance was found to be the biggest financial investment for most Indians, followed by the

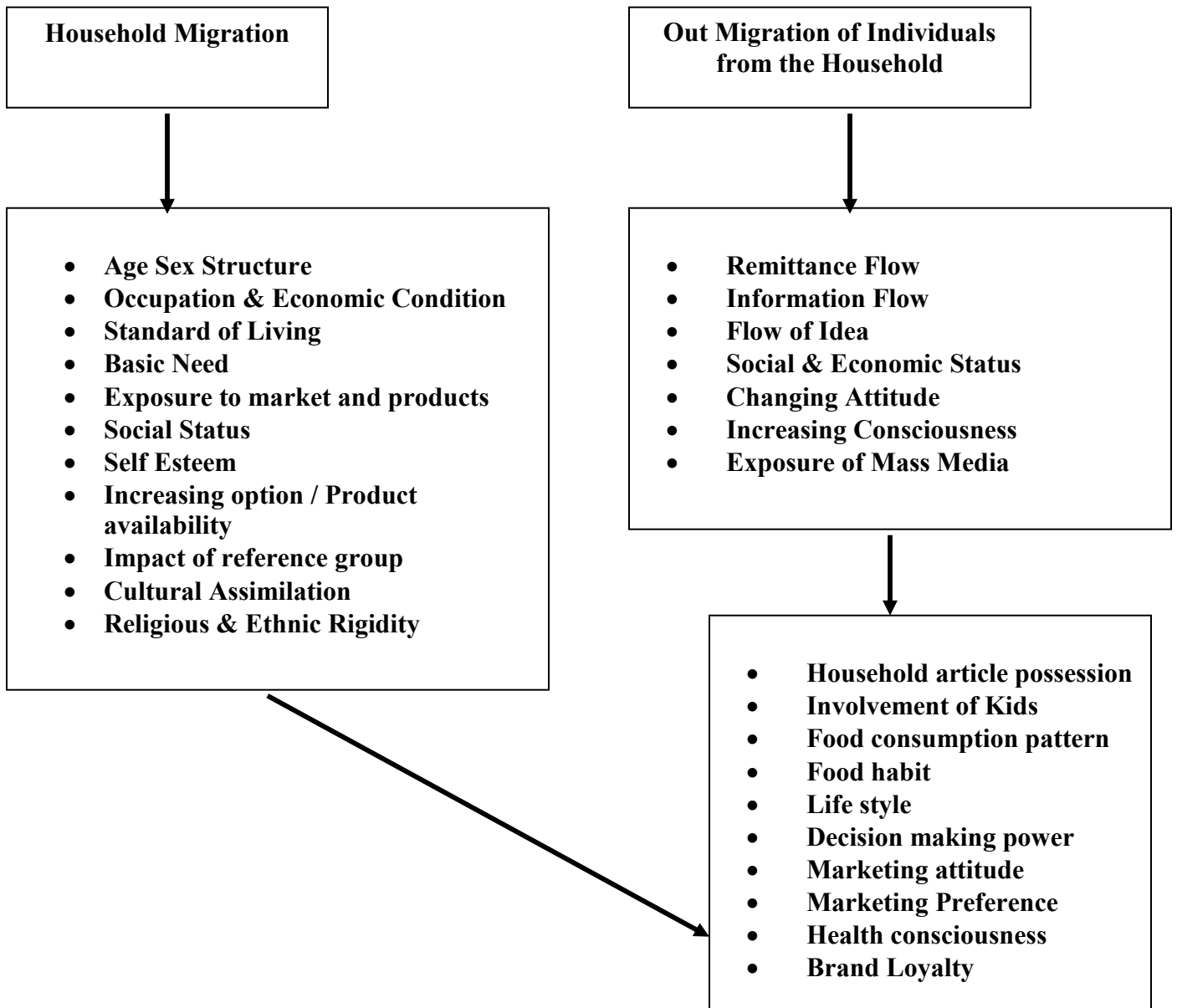
stock markets. Washing machines were the most desirable consumer durable products, followed by cars and desktop computers.

According to an article published in www.management-hub.com, in case of expensive products and services, husband and wives engage in more joint decision-making. While decisions on life insurance, automobiles, and television are husband dominated, that on washing machines, carpeting, non –living – room furniture, and kitchenware are wife dominated, where as decisions on living room furniture, vacation, housing, outside entertainment have equal share by husband and wife. Hence, there is a need to determine which member normally has the greater influence in the purchase of a particular products or services, for bringing out better and effective marketing strategy.

In a study carried out by Dholakia et al. (2005) in Ahmedabad, it was found that traditional Gujarati families used to buy cereals, grains, pulses (lentils), and cooking oil once a year and keep stocks at their homes. Such bulk purchases constituted more than 60percent of the total grocery purchase of most Gujarati households. But after the immigrants settling in Ahmedabad, the new format supermarket style stores started flourishing. These immigrant customers came to the store with families. They bought beyond their pre-planned lists as well as on impulse. They visited the stores even for casual purchases.

IV. Conceptual Framework

In the words of Lars Perner (2007), consumer behavior is "the study of individuals, groups, or organizations and the processes they use to select, secure, use, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The four main applications of consumer behavior according to him are making *marketing strategy*, *formulating public policy*, *carrying out social marketing* and making an individual a better consumer. For this study various aspects of consumer behavior have been taken in to account, with an attempt of correlating the change of such behaviors with the process of migration.



V. Objectives:

1. To find out the variation in household article possessions as well as food consumption pattern of the household and role of migration if any, on them.
2. To calculate a composite decision making index for each women respondent in order to capture the change in decision making power of the women as a result of migration
3. To understand the marketing behavior and preference of the person involved in maximum marketing in the family.

Methods and Materials:

This study is purely based on primary data collected during February 2007. In the first step one urban center (Balasore) and one rural area (Langaleswar Village) were selected purposively for the sake of convenience, followed by a random selection of three wards of the village, where house listing was done to find out the households having at least one current out-migrant. Then, using the house list, 20 households were selected randomly from those having at least one out-migrant and 20 households were selected from those without having any out migrants. In addition 5 migrant households were also selected from the rural area. However, the data could be collected from 42 households in total.

The slum population of the selected urban area i.e. Balasore being around 22percent of the total city population, one slum pocket and three non slum localities were selected randomly, with a target sample size of 10 to 12 from each centre .The number of households, selected randomly from the four pockets were 10 from Jail Road (Non-slum), 10 from Bhoisai (Non-slum), 10 from Chanmaripadia (Non-slum), and 12 from Nuapokhari (Slum).

A structured interviewing schedule was used for interviewing the wife of the working household head/major earning male member of the household in both rural and urban areas. Incase of unmarried working household head, his mother was interviewed. Apart from this, the person involved in majority of marketing for the household, usually the working household head was also interviewed in each selected household.

For preparing the composite household decision making index, all the 16 decisions used for the study were listed out and perceptions of 14 highly educated judges in the age group 26 to 58 year engaged in various type of occupation ranging from University Lectures, College Lectures, School Teacher, Doctor, Engineers etc., were collected, regarding the rank or importance of each decision. Then mean and standard deviation of the values for each of the decision was calculated and 2 judgments having highly extreme responses were removed from the analysis to avoid distortion. After that, average rank of each of the decision was calculated and a preliminary weight equivalent to the inverse of the average rank was assigned to each of them. Final weight for each decision was calculated as proportion of the individual weight to the summation of all the weights.

W_i = Inverse of average rank for decision 'i' / Summation of all those averages

Then each woman was assigned a value ranging from 0 to 1, depending on the extent of participation in decision-making. The values assigned were:

Level of Involvement	Score (v_i)
Completely by the respondent	1.00
Jointly with the husband	0.50
Jointly with other family members	0.25
No involvement of the respondent	0.00

Finally a composite decision making index (CDMI) was calculated for each woman using the formula: **$CDMI = \sum_{i=1-16} W_i * V_i$**

Where, **W_i** referred to the weight of decision (i) and **V_i** referred to the value (score) given to each woman corresponding to the decision (i).

The computed DMI was recoded again into 5 categories that is very low, low, moderate, high and very high for ranges for “less than 0.3”, “0.3 to 0.39”, “0.4 to 0.49”, “0.5 to 0.59”, and “0.6 or above”, respectively.

Finally the recoded variables were cross tabulated against the control variable i.e. migration status of the family and other required variables for further analysis and fulfilling the objectives.

Analysis of Findings

The current study is based on a sample of 84 households, with information collected from both the functional head and his wife on various aspects related to consumption and marketing. As far as the sample is concerned, out of a total size of 84, 27 were migrant households. Of the rest, 20 were natives with at least one out-migrant and 37 were natives without having any out-migrant.

(a) Household Article Possession

As far as household article possession was concerned, cycle and television was found in most of the households, which clearly suggested that television is no more an item of luxury, even in an underdeveloped state of India like Orissa and cycle is still being used as an important mode of individual transport, even today. From table 1, it was clear that proportion of migrant households possessing colour TV, telephone, cooking gas, mobile, audio system, motor pump, mobile and scooter was higher than that of the migrants, and the trend was reverse for cycle, B&W TV and oven. In most cases the percentage was the highest for migrant households, followed by natives having at least one out-migrant and it was the lowest in case of those natives, who did not have any out-migrant from their households. The reason behind such trend may be an increasing affordability due to economic advancement, coupled with a change in the need system followed by exposure to the modern world. Car and Computer were two items, which the natives without having out-migrant did not possess; and the overall possession of those two items was in fact very low, along with a few other items like washing machine, spray machine etc.

Table 1: Percentage Distribution of Household Article Possession against Household Types

Household Article	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
B & W TV	37.04	50.0	43.24	42.86
Color TV	81.49	65.0	35.14	57.15
Radio	33.33	55.0	27.03	35.72
Audio System	48.15	40.0	24.32	35.72
CD/VCD/MP3 player	55.56	50.0	29.73	42.86
Telephone	51.85	50.0	18.92	36.90
Refrigerator	70.37	45.0	32.43	47.62
Cooking gas	85.19	70.0	43.24	63.10
Oven	18.52	10.0	29.73	21.43
Cycle	88.89	90.0	91.89	90.48

Mobile	70.37	60.0	32.43	51.19
Car	7.41	0.0	0.0	2.38
Water pump	44.44	35.0	16.22	29.76
Computer/Laptop	22.22	25.0	0.0	13.10
Scooter	44.44	20.0	8.11	22.62
Motorbike	44.44	35.0	32.43	36.90
Washing Machine	0.0	5.0	0.0	1.19
Spry Machine	0.0	5.0	0.0	1.19

(b) Choice of Children

It was found that migrant households were giving more attention to the choice of their children, compared to the natives, and among the natives, the paid attention was more in case of those having out-migrant from their households than those without. It was very clear from the figure depicted in table 2, that almost 85 percent of the migrant households were giving attention to the choice of their children, whereas the figure was 74 percent for the natives having out-migrant and 64 percent for those natives, who did not have any out-migrant from their households. Remittance also seemed to play an important role in this context as almost 78percent of the households receiving remittance paid attention to their children's choice, compared to 65percent in case of those not receiving any remittance.

Table 2: Percentage Distribution of Households giving attention to the choice of children against Household Type

Household Type	Percentage
Migrant	84.62
Native with Out-Migrant	73.68
Native without Out-Migrant	63.89
Native getting Remittances	77.78
Native not getting Remittances	65.22
Total	72.84

(c) Attitude and Behavior towards Food Consumption Pattern

It was found that both husband and wife in majority of the sample, preferred homemade / traditional food. However, such a choice was more in case of natives without having any out-migrant, in comparison to the other two groups, in case of the husband and wife, as well as their children. But as shown in table 3, preference towards such food was found to be lower in case of

the children and half of the children preferred other types food among the migrant families, where as this figure was 26.3 percent for the natives with out-migrants and 25 percent for the natives without out-migrants. It clearly reflected that compared to the children of the natives, those belonging to the migrant households were more exposed to other types of available foods, which might have affected their dietary choice.

Table 3: Percentage Distribution of Households with preference for home made / traditional food against household type

Person	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Self	85.2	80.0	91.9	86.9
Husband	88.9	95.0	91.4	89.3
Children	50	73.7	75.0	66.7

Food habit experienced a see change with the process of migration. Table 4 clearly suggested that use of wheat, preference for fast food, frequency of consuming outside food, for all - percentages of households were found to be the highest among the migrants, followed by natives with out-migrant, followed by natives without having out-migrant. As high as 89 percent of the migrant households used wheat as the major staple food at the dinner, whereas the figure was 65 percent for the native households having out-migrant and for the native households without having any out-migrant, rice was still the preferred staple food with only 37.8 percent of them using wheat during dinner.

Fast food was clearly preferred by majority of the migrant households (81.5 percent); whereas 70 percent of the native households having out-migrant preferred fast food and only 43 percent of the native households without having any out-migrant had similar preference. Another important change was regarding ready to eat food. Visiting out for dinner was as high as 82 percent for the migrant households, whereas it was 50 percent and 30 percent for natives with and natives without out-migrant respectively. With regard to bringing packed lunch/ dinner, more than 70 percent of the migrant households had such a habit, whereas it was very low among the natives.

Table 4: Percentage Distribution of Households with different food habit against household type

Food Habit	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Wheat as staple food at dinner	88.89	65.00	37.84	60.71
Preference of Fast Food	81.48	70.00	43.24	61.90
Bringing Packed Lunch / Dinner	70.37	15.00	13.51	32.14
Visiting out for Dinner	81.48	50.00	29.73	51.19

Regarding frequency of buying cereals and pulses, migrant households had a habit of purchasing those items in a monthly basis more compared to the native households, who preferred it buying every week, clearly suggesting the greater prevalence of the norm of monthly budget among the migrant households. Though very low, around nine percent of the native households (5 out of 57) had their own production of cereals and pulses, while the case was the same for only one migrant household.

Table 5: Percentage Distribution of Households with respect to frequency of buying cereals against Household Type

Frequency	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Own production	03.70	10.00	08.11	7.14
Every week	33.33	50.00	48.65	44.05
Every month	62.96	40.00	43.24	48.81

(d) Household Decision Making

Regarding women having some involvement in the household decision-making, higher level involvement was found in case of the decisions like “children’s marriage”, “buying kitchenware”, “family planning and contraception”, “buying jewellery” and “deciding items to cook”, where as the involvement was low in case of “building house” and “deciding on insurance / policy”.

Among the sample, when the women taking decisions exclusively was considered, it was found that more than 70 percent of the women did so regarding deciding about items to cook. The second major decision taken exclusively by the wives was buying kitchenware (61 percent) and purchasing jewellery remained at the third place.

Quite obviously, husband and wife took decision regarding family planning/ contraceptive use jointly in majority of the households and in very few cases such joint decision was taken regarding decision about items to cook. Interestingly there was not a single native household without having any out-migrant, where husband and wife took the above decision jointly.

As far as the overall decision making power of the woman is concerned, a significant variation was found in case of households with different migration status. It was observed that the proportion of women having a very low level of decision-making power was more incase of the natives in comparison to the migrant households. On the other hand, 19 percent of the females belonging to migrant households were having very high levels of decision-making power, compared to 15 percent among native households with out-migrant and 10 percent among the native households without out-migrant.

The fact that percentage of women having a very high level of decision-making power was the highest in case of the migrant households, followed by native households with at least one out-migrant, and the lowest among the native households without any out-migrant, suggested an increase in the level of decision-making power with the process of migration.

Table 6: Percentage Distribution of Households with respect to the level of decision-making power of wives against household type

Level	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Very Low	22.22	30.00	29.73	27.38
Low	18.52	25.00	18.92	20.24
Moderate	25.93	25.00	24.32	25.00
High	14.81	5.00	16.22	13.10
Very High	18.52	15.00	10.81	14.29

(e) Marketing Behavior and Choice: Perception of the Functional Head

It is clear from the table 7 that marketing behaviors like “visiting shops with brand name”, “looking at the brands”, “looking at the health claim”, “looking at the expiry date”, “giving more importance to quality” etc. became more intense with the process of migration, whereas habits of

“looking at the price” and “comparing price” came down in the process. It was found that fewer respondents among the native households without having any out-migrant were conscious about not using polythene when compared to the other groups; but there was not a single respondent in the entire sample, who did not use it. It was also found that there was hardly any change regarding “getting motivated by neighbour’s possession” and very few people looked at the ingredients especially while buying foodstuff, be it a migrant household or native.

Table 7 suggested that people became more conscious about brand, health claim, expiry date, quality etc.; but started giving lesser attention to price, after the process of migration. Looking at the health claim, being a very important aspect needed special attention by the buyers. However, only 22 percent of the native households without having any out-migrant were looking at the health claim, compared to 48 percent and 60 percent of the migrant households and native households with out-migrant respectively; and the trend was same in case of looking at the expiry date too.

Table 7: Percentage Distribution of Households regarding marketing Attitude of the Working/ Functional Head against Household Type

Marketing Attitude/ Behavior	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Buying new / special items	59.26	40.00	59.46	54.76
Motivated by neighbors possessions	25.93	30.00	24.32	26.19
Stocking up item when find a bargain	85.19	70.00	75.68	77.38
Comparing price	81.48	85.00	89.19	85.71
Paying more for national brand	70.37	95.00	72.97	77.38
Buying items only if in the list	85.19	55.00	72.97	72.62
Use of polythene bag	100.00	100.00	100.00	100.00
If polythene should not be used	85.19	85.00	81.08	83.33
Visiting shop with brands name	70.37	75.00	54.05	64.29
Always looking at the Price	44.44	45.00	64.86	53.57
Always looking at the Brand Name	59.26	55.00	40.54	50.00
Always looking at the Health Claim	48.15	60.00	21.62	39.29
Always looking at the Expiry Date	81.48	80.00	54.05	45.24
Always looking at the Ingredient	11.11	15.00	10.81	11.90
Looking at Quality over Price	70.37	80.00	59.46	67.86

When asked about the major goal of saving (as shown in Table 8), it was found that majority of the household heads preferred to buy high-class goods, in the sample. Interestingly, more than 24 percent of the native household heads without out-migrant reported about their interest of buying automobiles, which was too low i.e. 3.7 percent in case of the migrant households. The reason behind such response could be the extent of current possession of automobiles in the households. It was also found that 30 percent of the migrant household heads reported about investment as the major goal of saving, while 15 percent of the natives with out-migrant and 2.7 percent of the natives without having out-migrant reported so. It could be referred from the figure that heads of the migrant households were more conscious about the growth of their income source, compared to those of the natives.

Table 8: Percentage Distribution of Households with respect to the Major goal of saving of the Functional Head against Household Type

Major Goal	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Buying high class goods	33.33	45.00	40.54	39.29
Marriage of children	33.33	25.00	32.43	30.95
Buying automobile	03.70	15.00	24.32	15.48
Investment	29.63	15.00	2.70	14.29

When asked about the factors affecting the choice of primary store selection, majority of the respondents reported about friendly employee. However, location, cleanliness and checkout time were regarded as equally important issues by the migrant household heads. Around 30 percent of the migrant household heads reported location, cleanliness and checkout time as important factors, compared to 20 percent and 19 percent in case of native heads with out-migrant and those without out-migrant respectively. The trend was just the reverse when price, gift and attention were taken in to consideration. Table 9 suggested that 19 percent native household heads without out-migrant, 15 percent native household heads with out-migrant and 11 percent migrant household heads made such a response.

Table 9: Percentage Distribution of Households with respect to the major factor affecting the Functional Head regarding choice of Primary Store against Household Type

Most Important Factor	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Product Quality	29.6	30.0	29.7	29.8
Friendly Employee	29.6	35.0	32.4	32.1
Price, Gift & Attention	11.1	15.0	18.9	15.5
Location, Cleanliness & Checkout Time	29.6	20.0	18.9	22.6

Though evening was the most preferred time of shopping for most of the samples, shopping during the holidays was responded by as many as 25 percent of the migrant households. It suggested that holiday shopping is becoming a trend for the migrant households, mostly because of an urban location.

Table 10: Percentage Distribution of households with respect to the preferred marketing time of the Functional Head against Household Type

Preferred Time	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Holiday	25.93	10.00	16.22	17.86
Morning	18.52	15.00	18.92	17.86
Evening	40.74	25.00	45.95	39.29
Any Time	14.81	5.00	18.92	25.00

Table 11 suggested that 26 percent of migrant household heads attached the aspect of reliability to the brands first, when compared to around 10 percent in case of the natives. Quality was the aspect, which most of the functional heads perceived to be the most important one, associated with brand. However, very few migrant household heads (7.4 percent) reported that brands were nothing; but mere names.

Table 11: Percentage Distribution of Households with respect to the perception of the Functional Head regarding brand against Household Type

Perception	Migrant	Native		Total
		With Out-Migrant	Without Out-Migrant	
Mere Name	7.4	20.0	10.8	11.9
High Price	25.9	10.0	37.8	27.4
High Quality	40.7	60.0	40.5	45.2
Reliability	25.9	10.0	10.8	15.5

Conclusion and Policy Implication:

As expected a lots of variation was found regarding household article possession and consumer behavior of the functional heads of the households as well as their wives among different types of households based on their link with the process of migration. It was well evident from the current study that migration by one way or the other could bring a lot of changes in the perception, attitude and behavior of the individuals related to consumption and marketing.

As far as the proportion of households possessing different articles was concerned, it followed a pattern i.e. “Migrants > Natives with Out-Migrant > Natives without Out-Migrant”, at most instances, except for the articles like cycle, B&W TV and oven. Migration was probably related to an increasing level of affordability, which when coupled with the change in the need system led to a change in the possession of different articles at the household level. It was found that mobile phone sector had already entered the non-migrant and rural households as well to a great extent

Migrant households were giving more attention to the choice of their children, compared to the natives, among whom the attention was more in case of those having out-migrant from their households, than those without. Remittance played an important role too in deciding on the dependence on the choice of children.

Food consumption behavior was found to be changing drastically with the process of migration. The most striking features regarding food habit were that the children preferred other than homemade food more and more so in case of the migrant households and people started consuming outside ready to eat food more after migration.

Women were more involved in decisions like “children’s marriage”, “buying kitchenware”, “family planning and contraception”, “buying jewellery” and “deciding items to cook”, and less in “building house” and “deciding on insurance / policy”. Quite obviously, as far as joint decision by husband and wife was concerned, it was found that such decisions were mainly taken for family planning/ contraception. Interestingly for many of the migrant households such joint decision was also taken in case of children’s education and obtaining health care. However

decision-making power increased with the process of migration and it was also found that rural women had the lowest level of decision-making power, even lower than those staying in the urban slums

With migration brand, expiry date, quality etc. became more important issues. One very important issue, which came out in the current study was the intention of the migrant household heads to invest in future. Apart from “friendly employee”, which was regarded as the most important factor behind the primary store selection, many migrant household heads also reported about the factors like location, cleanliness, checkout time etc. and those of the native households reported about gift and less price/ discount. Shopping during the holidays was of more interest for the migrant household heads, and they considered brands to be almost synonymous with reliability and quality.

Consumers do not make their decisions in a vacuum. Their purchases are highly influenced by cultural social, personal, and psychological factors. Understanding of the consumer behavior is important for making economic policy decisions involving pricing, production and marketing etc. With the process of migration, the requirement, attitude and behavior related to consumption changes drastically. Individuals as well as the entire household are opening up to new and different products. Now they want the product to be flexible and adaptable to their needs and preferences. People are changing from time to time, so do their tastes and preferences. Identifying those is the first step towards achieving success and the rest depends on the performance of the product. Findings of such a study will definitely help in identifying market opportunities; developing targeted promotion plans for consumers based on their preference; exploring demand for products; developing suitable messages for persuading the people through advertisement to purchase the products and deciding on many other issues related to consumer behavior. In the words of Sriraman (2007) today’s consumer is brave and adventurous, yet nervous and restrained, open and communicative, yet private and hidden. They are willing to trade and barter; yet demanding high levels of service and commitment. The current study suggested a few links between the process of migration and changing behavior of the consumers in the district of Balasore.

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