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Asia Pacific Journals

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A STUDY ON IMPACT OF CULTURE TOWARDS BUYER BEHAVIOUR OF HAIR CARE PRODUCTS WITH SPECIAL REFERENCE TO HIMALAYA COSMETICS

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ABSTRACT

The aim of this study is to find-out the impact of culture towards buyer behaviour of Hair care product of Himalaya Cosmetics. This study was conducted in Chennai city in Tamilnadu. It is a Cross-sectional study which is descriptive and analytical in nature to examine the various factors of culture and its impact on buyer behavior. This study was conducted on a sample of 500 respondents to collect the required information. Hypotheses were tested through association between the variables. All the variables studied were significantly related to culture and was consequently related to buyer behavior. The chi-square shows that there is a significant association between frequency of purchase and amount spent for hair care products of Himalaya, significant association between frequency of purchase and usage of hair care products of Himalaya also there is a significant association between usage and satisfaction about hair care products of Himalaya cosmetics

Keyword: Buyer Behavior, Cosmetics, Culture

1. INTRODUCTION:

Understanding the behavior of consumers is a key to the success of business organizations. Marketing personnel are constantly analyzing the patterns of buying behaviour and purchase decisions to predict the future trends. Consumer behaviour can be explained as the analysis of how, when, what and why people buy. Consumer behavior can be understood as; “The decision process and physical activity of the

individuals engaged in evaluating, acquiring, using or disposing of goods and services”.

Consumer behavior should be the primary focus of every aspect of a firm’s marketing programs. This is central to the marketing concept. The process of planning and executing the conception, pricing, promotion and distribution of ideas, goods and services to create exchanges should satisfy individual and organizational

objectives. Consumer also influenced by culture, personality, life style, income, attitude, motivations, feelings, knowledge, ethnicity, family, values, available resources, opinions, past experiences and peer groups. Consumers only want to pay for products and services that satisfy their needs. A process is unlikely to occur unless the firm thoroughly understands how buyers and consumers use a particular product. Consumption is a key to understanding why consumers buy products.

India's spending on cosmetics and toiletries is relatively small, with rural and suburban areas concentrating on basic toiletries and cosmetics. The purchasing power of Indian consumers is increasing thereby shaping the aspirations and lifestyles of consumers, who are upgrading to good value products at affordable prices. The Cosmetic Companies have invested heavily in promoting product visibility among rural folk, which has increased the demand for bar soap, talcum powder, lipstick, tooth powder and hair oil in these areas.

Cosmetics are important and significant things which strengthen the loveliness of human structure. That is why we pay for cosmetics. Various products like

soap, shampoo, hair cares, makeup and perfumes are involved in cosmetics. These days thousands of brands and kinds are present in cosmetics. Women are often more concerned with cosmetics.

The better understanding of consumer's needs brings growth to the company. Along with the needs it is important to study the culture of the people because, needs are judged within the purview of culture. Therefore it is very important to understand the culture of the people, for the better understanding of consumer behavior which brings success to any company.

This research considers Himalaya Cosmetics especially focuses on the Hair Care Products. The rationale for carrying out this study is that consideration for the environment could come only from well-informed citizens who are aware of, and fully committed to their rights to a quality health and environment.

Consumer Behaviour involves the study of not only what people consume but where, how often, how much, why, when and under what conditions goods and services are consumed. Consumer Behaviour is the behaviour that consumers display in searching for, evaluating, purchasing, using and disposing of products

and services that they expect to satisfy their needs.

Consumers are often studied because certain decisions are significantly affected by their behaviour or expected actions. Consumer Behaviour is said to be an applied discipline. Such applications can exist at two different levels of analysis. The micro perspective seeks application of this knowledge to problems faced by the individual firm or organization. The societal perspective applies knowledge of consumers to aggregate-level problems faced by large groups or by society as a whole.

Research is used to describe characteristics of a population or phenomenon being studied. The population is too large for us to consider collecting information from all its members. Non Probability sampling method is used to select the samples. Non Probability sampling is a sampling technique where the samples are gathered in a process that does not give at all the individuals in the population equal chances of being selected. Convenience Sampling is a method in which for convenience sake the study units that happen to be available at the time of data collection are selected. A

structured questionnaire is a formal list of questions framed as to get the facts.

2. REVIEW OF LITERATURE:

McCracken, G. (1988) has defined Culture as the lens through which all phenomena are seen. It determines how these phenomena are apprehended and assimilated. Second, culture is the 'blueprint' of human activity. It determines the coordinates of social action and productive activity, specifying the behaviors and objects that issue from both'.

McCracken (1989) states that in a consumer society, cultural meaning moves from the culturally constituted world (the original location of cultural meaning) to consumer goods (carrying and communicating cultural meaning) and then from these goods to the individual consumer. The nature of cultural influence can be seen as a circular process from which meaning is created, maintained and transmitted within a society.

Mason, Mayor, and Ezell (1991) argued that store image was important to determine to buy whether in downtown shops or in a shopping center after consumers decided to purchase. And they added that it was important for marketers to know how the consumers felt retail stores

to develop marketing strategies of retailing to attract them.

Thompson (1994) specified that these are all the behaviours that could be controlled by the individuals. Many researchers have criticized this assumption. Few researchers argued that most of the researchers have focused the situations wherein a consumer can't completely control the target behaviour. In addition, it is also specified that consumer behavior is an important aspect in fluctuating the performance of the consumer.

Posthuma (2000) perceived behavioral control could be conceptualized as the beliefs of the customers about the difficulties in generating the behaviour in question. Various research settings are found to be associated with the concept of Perceived Behavioural Control (PBC), in order to investigate the unsatisfactory experience.

Lokhande (2003) analysed that rural consumer has become enough aware about his needs and upgradation of his standard of living. IT, government policies, corporate strategies and satellite communication have led to the development of rural marketing. Although income is one of the major influencing factors, caste, religion,

education, occupation and gender also influence the buyer behaviour in rural areas.

Shiffman and Kanuk, (2010) claimed that Consumer behavior focuses on how individuals make decisions to spend their available resources (time, money, effort) on consumption related items, That includes what they buy, why they buy it, when they buy it, where they buy it, how often they buy it, how often they use it, how they evaluate it after the purchase and the impact of such evaluations on future purchases, and how they dispose it

3. SIGNIFICANCE OF THE STUDY:

The better understanding of consumers' needs brings growth to any company, along with the needs it is important to study the culture of the people because, needs are judged within the purview of culture. Therefore it is most important to understand the culture of the people, for better understanding of consumer behavior which brings success to any company.

The study of consumer behaviour enables marketers to understand and predict consumer behaviour in the market. It is concerned not only with what consumers

buy but also with why, when, where, how and how often they buy it. Study of consumer behaviour is the study of how individual makes their purchase decision with respect to their available resources.

4. OBJECTIVES OF THE STUDY:

- To identify the factors affecting the buying of Himalaya cosmetics.
- To analyze the cultural and social dimensions affecting the buying of Himalaya cosmetics.
- To study the buyer's preference and usage pattern of Himalaya cosmetics.

5. HYPOTHESIS OF THE STUDY:

- There is no significant association between usage and satisfaction of Himalaya cosmetics.
- There is no significant impact of cultural dimensions on buyer behaviour of Himalaya cosmetics.

6. METHODOLOGY:

Descriptive Research is adopted in this research. Descriptive Research is used to describe characteristics of a population or phenomenon being studied. Non Probability sampling method is used to

select the samples. Non Probability sampling is a sampling technique where the samples are gathered in a process that does not give at all the individuals in the population equal chances of being selected

Convenience Sampling is a method in which for convenience sake the study units that happen to be available at the time of data collection are selected. With convenience sampling, the samples are selected because they are accessible to the researcher. The sample size of 100 from each region, thus totally 500 samples has been selected for the present study by adopting non-probability convenience sampling.

A questionnaire is a research instrument consisting of a series of questions and other prompts for the purpose of gathering information from respondents. The Buyers Preference of Hair Care Products of Himalaya Cosmetics was analysed by using the Chi Square Test.

7. RESULTS AND DISCUSSION:

7.1. Association between Frequency of Purchase and Amount Spent for Hair Care Products

The association between frequency of purchase and amount spent for hair care products of Himalaya was analyzed by

employing chi-square test and the results are presented in Table 7.1.

Table 7.1. Association between Frequency of Purchase and Amount Spent for Hair Care Products

	Value	df	Sig
Pearson Chi-Square	23.572	8	0.00

Source: Primary Data

The Chi-Square value of 23.572 is significant at one per cent level indicating that there is a significant association between frequency of purchase and amount spent for hair care products of Himalaya. **Hence the null hypothesis there is no significant association between the frequency of purchase and amount spent for hair care products of Himalaya is rejected.**

7.2. Association between Frequency of Purchase and Usage of Hair Care Products

The association between frequency of purchase and usage of hair care products of Himalaya was analyzed by employing chi-square test and the results are presented in Table 7.2.

Table 7.2. Association between Frequency of Purchase and Usage of Hair Care Products

	Value	df	Sig
Pearson Chi-Square	29.365	12	0.00

Source: Primary Data

The Chi-Square value of 29.365 is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of hair care products of Himalaya. **Hence the null hypothesis that there is no significant association between the frequency of purchase and usage of hair care products of Himalaya is rejected.**

7.3. Association between Usage and Satisfaction about Hair Care Products

The association between usage and satisfaction about hair care products of Himalaya was analyzed by employing chi-square test and the results are presented in Table 7.3.

Table 7.3. Association between Usage and Satisfaction about Hair Care Products

	Value	Df	Sig
Pearson Chi-Square	19.346	6	0.00

Source: Primary Data

The Chi-Square value of 19.346 is significant at one per cent level indicating that there is a significant association between usage and satisfaction about hair care products of Himalaya. **Hence the null hypothesis that there is no significant association between the usage and satisfaction about hair care products of Himalaya is rejected.**

FINDINGS AND RECOMMENDATIONS:

The results show that about 56.00 per cent of the buyers of Himalaya cosmetics are females while 44.40 per cent of them are males.

The results indicate that about 50.40 per cent of the buyers of Himalaya cosmetics belong to the age group of 15- 25 years, 26.80percent are of 25-35 years, 9.60percent are of 35-45 years, 8.80percent are of 13-15 years, 3.20percent are of 45-55 years and 1.20percent are above 55 years.

It is clear that about 39.00 per cent of the buyers of Himalaya cosmetics are graduates followed by post graduates (24.60 per cent), professionals (23.00 per cent) and higher secondary (13.40 per cent).

It is observed that about 28.40 per cent of the buyers of Himalaya cosmetics are employed in private sector followed by professionals (23.00 per cent), public sector employees (20.60 per cent), students (12.00 per cent), self-employed (7.60 per cent), housewife (5.20 per cent) and business people (3.20 per cent).

It is clear that about 63.20 per cent of the buyers of Himalaya cosmetics are married, while 36.80 per cent of them are unmarried.

It is observed that about 79.40 per cent of the buyers of Himalaya cosmetics belong to nuclear family and 20.60 per cent of them belong to joint family.

The results reveal that about 31.80 per cent of the buyers of Himalaya cosmetics have two dependents followed by four dependents (29.20 per cent), three dependents (23.00 per cent) and one dependent (16.00 per cent).

It is clear that about 52.20 per cent of the buyers of Himalaya cosmetics have the family size of 4-6 members followed by 1-3 members (35.80 per cent) and above six members (12.00 per cent).

It is apparent that about 33.60 per cent of the buyers of Himalaya cosmetics have the working experience of 1-5 years followed by less than one year (30.60 per cent), 5-10 years (19.40 per cent), 10-15 years (10.40 per cent) and more than 15 years (6.00 per cent).

The results reveal that about 27.20 per cent of the buyers of Himalaya cosmetics belong to the monthly income group of Rs. 10000-15000 followed by Rs.5000-10000(21.00 per cent), Rs.15000-20000(14.40 per cent), less than Rs.5000(13.20 per cent), more than Rs.25000(12.80 per cent) and Rs.20000-25000(11.40 per cent).

The results show that about 26.80 per cent of the buyers of Himalaya cosmetics belong to the monthly family income group of Rs.15000- 20000 followed by Rs.5000-10000(19.80 per cent), Rs10000-15000(18.00 per cent), Rs.20000-25000(16.60 per cent), Rs.25000-30000 (12.00 per cent) and more than Rs.30000 (6.80 per cent).

The results indicate that about 59.60 per cent of the buyers are self decision makers for buying of Himalaya cosmetics followed by elders (17.80 per cent), spouse (10.80 per cent), friends (6.80 per cent), relatives (2.80 per cent), colleagues (1.40 per cent) and children (0.80 per cent).

It is observed that TV commercials are the major source of information for 33.00 per cent of buyers of Himalaya cosmetics followed by magazines (24.00 per cent), sales promotions (22.60 per cent), friends (11.60 per cent), newspapers (6.80 per cent) and internet (2.00 per cent).

It is clear that about 44.40 per cent of buyers purchase Himalaya cosmetics at supermarkets followed by departmental stores (29.20 per cent), retail outlets (12.00 per cent), beauty parlour (10.80 per cent) and medical shop (3.60 per cent).

It is apparent that being health consciousness is the major reason for purchasing of Himalaya cosmetics followed by beauty consciousness, freshness, no side-effect, affordability, personality consciousness, moisturizing / UV protection, easy availability, black mark removal and anti-aging.

The results show that about 18.40 per cent of buyers prefer anti-dandruff hair oil followed by anti-dandruff shampoo

soothing and moisturizing(17.20 per cent), anti-hair fall shampoo(14.40 per cent), anti-hair fall hair oil(13.60 per cent), protein conditioner softness & shine(12.80 per cent), protein shampoo softness and shine(12.00 per cent) and hair detangler & conditioner(11.60 per cent).

The results show that out of 92 buyers of anti-dandruff hair oil, about 34.78 per cent of buyers purchase monthly followed by fortnightly (26.09 per cent), quarterly (19.57 per cent), weekly (14.13 per cent) and daily (5.43 per cent).

The results indicate that out of 86 buyers of anti-dandruff shampoo soothing and moisturizing, about 32.56 per cent of buyers purchase monthly followed by fortnightly (23.26 per cent), weekly (18.60 per cent), quarterly (13.95 per cent) and daily (11.63 per cent).

It is observed that out of 72 buyers of anti-hair fall shampoo, about 33.33 per cent of buyers purchase monthly followed by fortnightly (30.56 per cent), weekly (16.67 per cent), quarterly (13.88 per cent) and daily (5.56 per cent).

It is clear that out of 68 buyers of anti-hair fall hair oil, about 38.24 per cent of buyers purchase fortnightly followed by monthly (29.41 per cent), weekly (20.59

per cent), quarterly (8.82 per cent) and daily (2.94 per cent).

It is apparent that out of 60 buyers of protein shampoo softness and shine, about 33.33 per cent of buyers purchase fortnightly followed by weekly (25.00 per cent), monthly (16.67 per cent), quarterly (16.67 per cent) and daily (8.33 per cent).

The results show that out of 64 buyers of protein conditioner softness & shine, about 34.37 per cent of buyers purchase fortnightly followed by weekly (23.44 per cent), monthly (18.75 per cent), quarterly (14.06 per cent) and daily (9.38 per cent).

The results show that out of 58 buyers of hair detangler & conditioner, about 34.48 per cent of buyers purchase fortnightly followed by monthly (25.87 per cent), weekly (17.24 per cent), quarterly (15.52 per cent) and daily (6.89 per cent).

The results show that about 44.80 per cent of buyers use hair care products of Himalaya for the period of 1-3 years followed by less than one year (27.20 per cent), 3-5 years (15.40 per cent) and more than five years (12.60) per cent. It reveals that the most of the buyers use hair care products of Himalaya for the period of 1-3 years.

The results show that out of 92 buyers of anti-dandruff hair oil, about 58.70 per cent of buyers spend Rs.250/month followed by Rs.100/month (21.74 per cent) and Rs. 500/month (19.56 per cent) for anti-dandruff hair oil.

The results indicate that out of 86 buyers of anti-dandruff shampoo soothing and moisturizing, about 60.47 per cent of buyers spend Rs.250/month followed by Rs. 100/month (27.91 per cent) and Rs.500/month (11.62 per cent) for anti-dandruff shampoo soothing and moisturizing.

It is observed that out of 72 buyers of anti-hair fall shampoo, about 69.45 per cent of buyers spend Rs.250/month followed by Rs.100/month (22.22 per cent) and Rs. 500/month (8.33 per cent) for anti-hair fall shampoo.

It is clear that out of 68 buyers of anti-hair fall hair oil, about 70.59 per cent of buyers spend Rs.250/month followed by Rs.100/month (17.65 per cent) and Rs. 500/month (11.76 per cent) for anti-hair fall hair oil.

It is apparent that out of 60 buyers of protein shampoo softness and shine, about 70.00 per cent of buyers spend Rs.250/month followed by Rs.100/month (20.00 per cent) and Rs.500/month (10.00

per cent) for protein shampoo softness and shine.

The results show that out of 64 buyers of protein conditioner softness & shine, about 70.31 per cent of buyers spend Rs.250/month followed by Rs.100/month (21.88 per cent) and Rs.500/month (7.81 per cent) for protein conditioner softness & shine.

The results show that out of 58 buyers of hair detangler & conditioner, about 62.07 per cent of buyers spend Rs.250/month followed by Rs.100/month (25.86 per cent) and Rs.500/month (12.07 per cent) for hair detangler & conditioner.

The results show that out of 92 buyers of anti-dandruff hair oil, about 41.30 use anti-dandruff hair oil daily followed by weekly (28.27 per cent), fortnightly (17.39 per cent) and occasionally (13.04 per cent).

The results indicate that out of 86 buyers of anti-dandruff shampoo soothing and moisturizing, about 41.86 use anti-dandruff shampoo soothing and moisturizing daily followed by weekly (27.91 per cent), fortnightly (16.28 per cent) and occasionally (13.95 per cent).

It is observed that out of 72 buyers of anti-hair fall shampoo, about 47.22 use anti-hair fall shampoo daily followed by

weekly (33.33 per cent), fortnightly (16.67 per cent) and occasionally (2.78 per cent).

It is clear that out of 68 buyers of anti-hair fall hair oil, about 47.06 use anti-hair fall hair oil daily followed by weekly (29.41 per cent), fortnightly (14.71 per cent) and occasionally (8.82 per cent).

It is apparent that out of 60 buyers of protein shampoo softness and shine, about 43.33 use protein shampoo softness and shine daily followed by weekly (26.67 per cent), fortnightly (20.00 per cent) and occasionally (1.00 per cent).

The results show that out of 64 buyers of protein conditioner softness & shine, about 46.88 use protein conditioner softness & shine daily followed by weekly (25.00 per cent), fortnightly (15.62 per cent) and occasionally (12.50 per cent).

The results show that out of 58 buyers of hair detangler & conditioner, about 41.38 use hair detangler & conditioner, daily followed by weekly (34.48 per cent), fortnightly (17.24 per cent) and occasionally (6.90 per cent).

The 18.40 percent of buyers prefer anti-dandruff hair oil and 44.80 percent of the buyers use hair care products of Himalaya for the period of 1-3 years. The Chi-Square value of 23.572 is significant at one per cent level indicating that there is a

significant association between frequency of purchase and amount spent for hair care products of Himalaya.

The Chi-Square value of 29.365 is significant at one per cent level indicating that there is a significant association between frequency of purchase and usage of hair care products of Himalaya. The 59.40 percent of buyers are satisfied with hair care products. The Chi-Square value of 19.346 is significant at one per cent level indicating that there is a significant association between usage and satisfaction about hair care products of Himalaya.

8. SCOPE FOR FURTHER RESEARCH:

The present research focuses on respondents in Chennai city alone. The geographical segmentation may be expanded for further research in different parts of the country. Further this research can also focus on the rural population and identify whether they have a different or not. This research considers only Himalaya Cosmetics Products which includes Hair Care, Skin Care, Baby Care Products and it can also be extended to other Himalaya pharmaceutical related products.

9. CONCLUSION:

Every buyer in the Indian market buys the product to suit his or her own economic and social environment. One has to be cautious while applying the theories to understand the behavioral dynamics of the Indian consumer. To understand the peculiarities of the Indian consumer and to construct buying profile, the analysis has to be carried out in relation to their environment, culture and tradition, educational and economic status, level of exposure and the degree of their sophistication. This can be useful for the managers as it will provide them with a checklist to ensure that all possible sources of variation due to cultural differences are taken into account.

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