



Consumer Behaviour towards Brand Loyalty: A Study on Senility of Consumers Affecting Consumer Purchasing Decisions

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Abstract

Modern marketing is driven by the principle of the consumer-centric and present-day marketers initiate innovative methods to win the confidence of the consumers. The consumer makes careful purchasing decisions based upon several inputs especially if he uses a lot of data available on the internet. Several factors will influence him in making the purchasing decisions. Once the consumer is satisfied with the products in terms of desired and expected benefits from using the products, he will be loyal to the brand and continue to patronize the same brand over several years. This kind of repeat purchase will definitely boost the growth of the marketer. In regard marketer venture several strategies to keep the loyal consumers and attempts to preventive check from switching to other brands. Therefore, marketers need to identify the factors that will motivate consumers to remain with the same brand over a fairly longer period of time. Psychological and Sociological factors are also greatly responsible factors in making purchasing decisions among several other factors. The present study examines the psychological and sociological factors influencing buying decisions and the study also cookbooks which factors are intervening with buying behavior of the consumer. The study also analyzed the impact of these factors in buying behavior of the consumer. More importantly study focuses on the brand loyalty of the consumers towards a particular product and the present study therefore traces the Psychological and Sociological factors that will contribute towards building better brand loyalty among the consumers.

The demographic characteristics of the consumer will also play a vital role in the buying decision and retaining with the same brand over a period of time. As age progresses the need and preference of consumer changes. The advancement of the age of the consumers will build a knowledge mechanism, which enhances the experience of the consumers towards becoming prudent consumers. Based on this premise, the present study will explore the relationship between age and brand loyalty while making a purchase decision. It will also analyze the extent of the age factor responsible for building

brand loyalty among consumers. Based on the age and brand loyalty relationship, the study will examine the relevance of the progress of age of consumers responsible for the creation of brand loyalty.

The study found that age and brand loyalty are positively related and it said that progress of the age will enhance the creation brand loyalty. It also revealed from the survey men are more loyal to branded products whereas women tends to lean over economical ability of product rather than the brand.

Key Words: Brand Loyalty, Consumer Behaviour, Senility, Sociological Factors, Psychological Factors

Introduction:

An individual who recognizes his/her own needs and desire and finds alternatives to satisfy those needs/desires is known as a consumer (Mehta et al., 2020) . Over the years in the field of marketing the term consumer has played a major role. The concept of consumerism has played a pivotal role in the shaping of the entire marketing system. Over the years the individualistic behavior of consumers has changed with the ever-changing market trend. Though the study of consumer buying behavior is a traditional concept but in the recent time it has gained a major significance as an influencing factor in the field of marketing. An early study by Adam Smith in 1776 states that Consumer buying behavior is a process of how consumers arrive at purchasing decisions and are prepared to spend the resources such as money, time, and effort.

Consumer buying behavior is a complex decision-making process indulged in the activities like scanning, evaluating, buying, and post-purchase behaviors (Valaskova et, al) 2015. This study of the buying behavior of the consumers is done at every stage of the consumer purchase decision i.e. before buying, during the process of buying, and post-purchase behavior. Consumer buying behavior has an interdisciplinary approach and has a base of many concepts and theories developed over the years by researchers and experts of diverse disciplines such as Psychology, Sociology, Social Psychology, Cultural Anthropology and Economics. (Leon G. Schiffman, Leslie Lazar Kanuk1991Consumer Behaviour, Prentice-Hall International)

The knowledge of Consumer Buying Behavior has been vital for formulating marketing strategies, to measure market performance and is a major component towards new product development, the study of the product life cycles, reasons for product success and/or failures, new product launch, restructuring, or redevelopment of existing products, retention and expansion of market share, concern and awareness on environment among the consumers, increased interest in the protection of consumer rights by several public and private policy decision makers and consumers themselves. Also with the innovation and advancement of technology and statistical techniques of study of human behavior and predictive analysis and the latest introduction on artificial intelligence and machine learning the consumer buying behavior have gained vital significance and has become an integral part of Strategic Marketing Planning.

The consumer durables industry in India has shown significant growth over the last decade and has led to an increase in the number of global participants, leading to a high degree of competition. Therefore, in today's competitive global market it has become very essential for a marketer to study the various Psychological factors especially the concept of age element in the buying behavior. The present study focuses on the aspect of influence of the age factor in creating the loyal customer base among the retail sector of India.

Consumer buying behavior

The process of searching, selecting, buying, using and distributing the products and services is dependent on the demands and needs of consumer. Consumer buying behavior may be defined as “that behavior which is shown by people in the process of planning, buying and the use of goods and services bought to satisfy their wants”

In the Consumer Durables Industry consumer behavior is described as "the conduct that consumers exhibit in looking for, acquiring, using, reviewing, and disposing of items and services that they anticipate will meet their requirements"(Leslie Kanuk and L. G. Schiffman, 2007)

Objectives of the Study

The overall objective of the study is to study the impact of age factor on the consumer buying behavior. The specific objectives are:-

- To study the age factor impact on the consumer buying pattern.
- To study the impact of social and psychological factors in creating brand loyalty
- To identify the highest influential factors of brand loyalty on the purchase of select consumer durables

The hypothesis of Study

H₁. Age factors will influence consumer buying behavior.

H₂. Social and psychological factors play a role in creating brand loyalty.

Statement of the Problem

The consumer durable industry is one of the fastest-growing industries in India consisting of many participants leading to a high degree of competition among these participants. The Indian consumer market has witnessed a progressive and dynamic change in the social structure and the thought process of the modern prospective consumer, the growth in the digital world space has opened a new world of knowledge, information, and resources to the consumer with easy accessibility. Therefore, it has become a challenging task for the manufacturer and the marketer to understand the needs and the Psychological and Sociological factors which influence the purchase process of the new modern better-informed consumer from the stage of making a purchase decision to the act of purchasing the product and the post-purchase behaviour of the consumer towards the product and the brand at large. Consumer needs are ever-changing phenomenon thus making it a necessity to study the changes accordingly. The present study has taken into consideration age and its association with the brand loyalty. The rapidly shrinking replacement cycle of the consumer durables in the urban sector due to the dynamic and ever upgrading technological advancement leads to a boost in the demand for the durables, this calls for a need on the end of the manufacturers, marketers, distributors, and retailers to study the factors which influence the dynamic buying behaviour of the modern consumer, amass the information, analyze the data and disseminate the same, among all levels/points of sale to positively influence the purchase decision of the consumers.

Relevance of the study

The present study attempts to analyze the impact of age factor on the consumer buying behaviour and its association with respect to creating brand loyalty in Pune city as it is one of the oldest and earliest developed cosmopolitan cities in the state of Maharashtra. The study attempts to understand the quantum effect of age and its relationship in creating loyal consumers. Consumer characteristics vary from person to person and region to region, it is therefore important from a manufacturer and marketers' point of view to understand the buying behaviour of the consumers for the development of the products as per the needs and requirements of the different consumers.

The consumer durables industry in India has shown significant growth over the last decade years and has led to an increase in the number of global participants, leading to a high degree of competition. Therefore, in today's competitive global market it has become very essential for a marketer to study the various factors influencing the consumer buying behaviour to develop products to match the needs of the consumer demand for creation of goodwill, survival of the competition, and to adopt effective marketing measures to achieve a greater market share. The level of consumer awareness and knowledge is dramatically appreciated on account of technological advancements. (Blackwell, Miniard and Engel, 2001).

Universe Sample and Size

The Universe chosen for the study is the population of Pune City i.e., the city limits not considering the entire Pune district.

The Sample Size selected is based on the formula published by the National Education Association for determining sample size developed by Morgan and Krejcie, according to which the size of the sample is 385 for an infinite population to obtain a significance level of 95 % and 5 % standard error. The sample size selected considered to the study for data collection is 428 respondents

Stratified Clustered Random sampling method has been adopted where the data is grouped based on the strata of Age, Gender, and Income. Determining Sample Size for Research Activities Robert V. Krejcie University Of Minnesota, Duluth Daryle W. Morgan Texas A. & M. University

Research Methodology

The population of Pune city forms the basis of the study. Sample units will be determined by stratified random sampling method.

Justification of Sampling Method

Stratified Random Sampling

The population residing in the various areas in Pune Cantonment considered for the study categorized based on the strata of Gender, Age & Income.

Sources of Data Collection

Primary and Secondary data will be used.

Primary data will be collected from the respondents from Pune city by use of a structured questionnaire.

Secondary data will be collected from

1. Published books and journals
2. Articles
3. Web references.
4. Academic studies were conducted in related fields in different universities and journals dealing with the subject.

Methods of Data Collection

The Primary data will be collected through structured questionnaires which are required to be filled by the respondents who will be contacted for the study.

The secondary data will be obtained through a detailed study of resources published in various sources

Techniques of Analysis of Data

A suitable appropriate questionnaire will be framed

The following statistical tests are applied to test the reliability and validity of the data collection and analysis of the data collected through Statistical Package Social Sciences (SPSS)

Demographic Statistics of the study

		Frequency	Percent
Gender	Male	193	45.1
	Female	235	54.9
Age Group	20-30	228	53.3
	30-40	105	24.5
	40-50	55	12.9
	50-60	27	6.3
	60Andabove	13	3.0
	Type of Family	Nuclear Family	282
Joint Family		146	34.1
Occupation	Salaried	256	59.8
	Self Employed	73	17.1
	Professional	28	6.5
	Student	9	2.1
	Homemaker	55	12.9
	Others	7	1.6
Monthly income	Below Rs.20,000	75	17.5
	Rs.20,001 to Rs.30,000	148	34.6
	Rs.30,001 to Rs.40,000	82	19.2

	Rs.40,001 to Rs.50,000	28	6.5
	Above Rs.50,001	95	22.2
Education Qualification	Under graduate	152	35.5
	Graduate	94	22.0
	Post Graduate	145	33.9
	Professional	37	8.6

Binary logistic regression analysis to identify factors influencing Brand Loyalty

Binary logistic regression is applied to study factors influencing brand preference. Type of product preference i.e. branded and non-branded is taken as the dependent variable. The dependent variable is a dichotomous categorical variable. Independent variables considered for the study are

- Age
- Gender

Psychological factors: Motivation Perception Attitude & Belief Learning

Sociological Factors: Reference group, Family, Roles & status

The forward-LR method is used to build the model

Hosmer - Lemeshow test is applied to check which model is fitting the data

Table 3.41: Hosmer Lemeshow Test to test the fitness of the variables selected

Hosmer and Lemeshow Test			
Step	Chi-square	df	Sig.
1	1.985	2	.371
2	2.560	4	.634

H₀: Model adequately fits the data

H₁: The model doesn't adequately fit the data

P-Value is more than 0.05. Hence failing to accept the null hypothesis and it is observed that the second model (i.e., step 2) adequately fits the data

Variables in the Equation							
		B	S.E.	Wald	df	Sig.	Exp(B)
Step ₁ a	Age group	-.586	.148	15.783	1	.000	.556
	Constant	-.253	.249	1.037	1	.308	.776
Step ₂ b	Age group	-.550	.148	13.879	1	.000	.577
	Gender	-.630	.249	6.418	1	.011	.533

Constant	-.059	.259	.052	1	.819	.942
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Table 3.42: Final Model derived based on Binary logistic regression analysis to identify factors influencing Brand Loyalty

Classification Table					
Observations			Predicted		
			Product Purchase		Percentage Correct
			Branded	Non- branded	
Step1	Product Preference	Branded	330	0	100.0
		Non-branded	98	0	0.0
	Overall Percentage				
Step2	Product Preference	Branded	330	0	100.0
		Non-branded	98	0	0.0
	Overall Percentage				

Table 3.43: Cross-tabulation analysis for preference towards branded and non-branded products based on Age and Age and gender collectively

From the Binary logistic regression analysis applied to identify factors influencing Brand Loyalty, Age and Gender are identified as two factors that exert maximum influence on determining brand loyalty which is retained in the equation based on the output. The psychological variables and sociological variables may influence brand loyalty; however, their influence is not as significant as compared to the factors of Age and Gender. To further identify which gender and age group is highly inclined towards brand loyalty cross table percentage analysis and chi-square test is applied.

Gender-wise classification of Product Preference							
			Product Preference		Total	Chi-Square	P-Value
			Branded	Non - branded			
Gender	Male	Count	162	31	193	9.302	0.002
		%	83.9%	16.1%	100.0%		
	Female	Count	168	67	235		
		%	71.5%	28.5%	100.0%		
Total		Count	330	98	428		
		%	77.1%	22.9%	100.0%		

Table 3.44: Cross-tabulation percentage analysis to identify the inclination of Male and Female respondents towards branded and non-branded products

H₀: There is no association between gender and brand loyalty /brand preference

H₁: There is an association between gender and brand loyalty/brand preference

P-Value obtained for the analysis conducted is 0.002 which is less than 0.05, hence, the null hypothesis fails to be

accepted at 1% significance level and it is observed that there is an association between gender and brand preference. Female respondents have a more inclination towards non-branded goods as compared to the male respondents. The previous study indicates that female respondents are more price-sensitive than male respondents which leads to a preference for unbranded products over branded products as they are more economical and offer similar features as compared to branded products.

Age group classification of Product Preference								
			Product Preference		Total	Chi-Square	P-Value	
			Branded	Non-branded				
Age Group	20-30	Count	157	71	228	20.51	0.001	
		%	68.9%	31.1%	100.0%			
	30-40	Count	87	18	105			
		%	82.9%	17.1%	100.0%			
	40-50	Count	50	5	55			
		%	90.9%	9.1%	100.0%			
	50-60	Count	24	3	27			
		%	88.9%	11.1%	100.0%			
	60>	Count	12	1	13			
		%	92.3%	7.7%	100.0%			
	Total		Count	330	98			428
			%	77.1%	22.9%			100.0%

Table 3.45: Cross-tabulation percentage analysis to identify the inclination of respondents from different age groups towards branded and non-branded products

H_0 : There is no association between age group and brand loyalty/brand preference

H_1 : There is an association between age group and brand preference brand loyalty/brand preference

Test output is showing a P-Value of 0.001 which is less than 0.01. Hence null hypothesis fails to be accepted at 1% significance level and from the analysis; it is observed that there is an association between the Age group of respondents and preference for the brand. A higher percentage of preference for unbranded is observed among respondents belonging to the age group of 20 years to 30 years and a high level of preference for branded products is observed among respondents who belong to the age group of 40 years and above.

The younger generation has comparatively willing to experiment with newer products and brands, the older generation has fewer income years hence want to ensure that the investment in products is safe with a longer replacement cycle, both of which are assured by the branded products in terms of certifications and warrantee and guarantee assurances.

Reasons For selecting Branded Products				
		Responses		Percentage of Cases
		N	Percentage	
Reason for selecting Branded products	Social Class	44	5.1%	15.1%
	Brand Image	77	8.9%	26.4%
	Assured Quality	284	32.7%	97.3%
	Durability	256	29.5%	87.7%
	Brand Addiction	34	3.9%	11.6%
	After Sales Service	174	20.0%	59.6%
Total		869	100.0%	297.6%

Table 3.46: Factors significant for preference/purchase of branded products Attributes to choose branded products

Reasons for selecting Non-Branded Products				
		Responses		Percent of Cases
		N	Percent	
Reasons for selecting non-Branded	Variety	102	19.7%	57.3%
	Price Conscious	129	24.9%	72.5%
	Better Performance	96	18.5%	53.9%
	Easy Accessibility	103	19.8%	57.9%
	Product Attributes	89	17.1%	50.0%
Total		519	100.0%	291.6%

Consumers have varied impressions regarding branded products. The reason to opt for branded products varies from individual to individual based on the variables such as durability, brand image, social strata and quality. From the study, it is observed that assurance of quality associated with branded products is the primary reason for the consumer preference towards branded commodities. Durability and after-sales service occupy the subsequent positions in the minds of consumers to opt for branded products which are followed by factors such as brand image and brand addiction which is a result of brand loyalty.

Table 3.47: Factors significant for preference/purchase of non-branded products Attributes to choose non-branded products:

Consumers generally tend to opt for non-branded products primarily on account of lower pricing as compared to branded products. The consumers are either not willing to spend a bigger amount on the purchase of branded products or

due to the limitations on the purchasing capacity. Non-branded products are easily available with a wide variety of options which is quite unlikely among the branded. From the analysis, it is observed that some of the consumers believe that non-branded products offer better performance with a variety of features as compared to branded products.

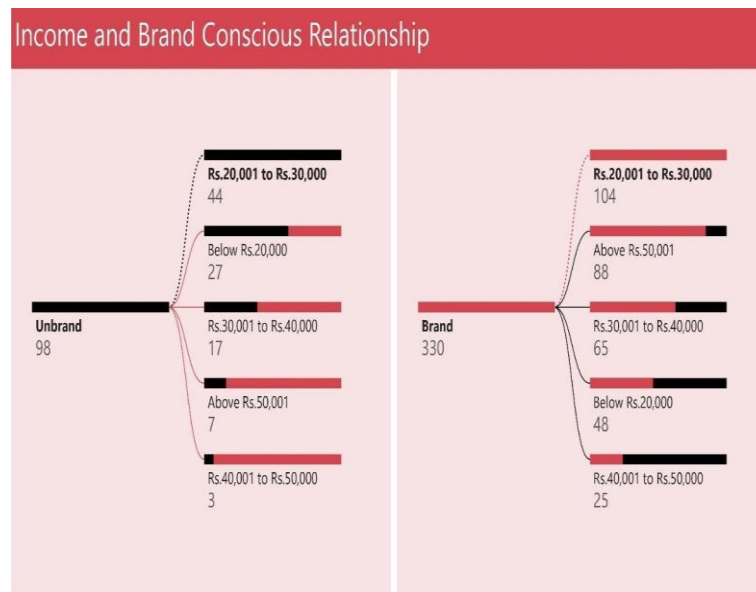


Chart 3.24: Relationship between income groups of the respondents and preference for Branded and Non-Branded consumer durables

Chart 3.24 explains the respondent's preference towards Branded and Non-branded consumer durables, of the total number of respondents 330 respondents i.e. 77.10% have shown their preference towards branded products and 98 respondents i.e., 22.90% have shown a preference for the non-branded products. Since consumer durables require a higher amount of investment the consumers seek the safety of the investments primarily in terms of warranty and guarantee and assurance of quality standards. Branded products offer this quality of the product as compared to unbranded products.

Findings:

The elements of psychological factors influencing consumer buying behavior like motivation, perception, attitudes and learning may affect the customers of different age groups differ in their purchase decision process. From the study, it is observed that factors influencing Motivation and Learning impose different levels of influence on buying behavior (P-Value < 0.05), however for factors such as Perception and Attitude & beliefs there is no significant difference in the impact on buying behavior over the varied age groups (P-Value > 0.05), the younger generation may be motivated by the recent trends and innovations whereas the older generations would be motivated with quality and genuine offers. As perception and attitude are deep-rooted it might require more effort from the marketers to tap these factors.

Social factors such as Reference groups, Family Roles, and Status impact the buying behavior of every age group of consumers. The study conducted indicated that social factors have a significant influence on buying behavior, especially relating to consumer durables and the level of impact on the social factors does not vary according to the changes in age groups.

The intervention of the age factor on marketing tactics has diminished. Marketers in recent times adopt similar

marketing strategies for the varied age groups when promoting consumer durables. There is a shift in the marketing trend from age-specific to age-inclusive marketing practices. As the decision-making in the purchasing process is generally participative in the modern household, where every member has participated in the process of purchase decision as compared to yesteryears where the decision was vested in the hands of the head of the family.

Brand Loyalty

When considering various factors such as Age group, Gender, Psychological and Sociological factors and their impact with relation to Brand Loyalty it has been observed that Age and Gender together are influencing Brand Loyalty, however, the Psychological and Sociological factors do not contribute towards the development of Brand Loyalty. Analysis finally selected Age Group and Gender as influencing factors and retained them in the equation. The result is obtained by application of Hosmer and Lemeshow Test which gives the maximum result at 63.40 % as a factor leading to brand loyalty at Step two considering the Age and Gender, the further additions of variables such as Psychological and Sociological factors may generate positive results but they do not generate the maximum results.

There is a direct association between Gender and Brand Loyalty ($P\text{-Value} < 0.05$), It has been observed that Male consumers have a greater inclination towards branded products as compared to Female Counterparts. Females are more price sensitive as compared to Men; unbranded goods provide a more economical option with similar utility as compared to the branded products.

The age group of a consumer is a significant determinant of Brand Loyalty. The study indicates that a higher percentage of preference for unbranded products is found among respondents belongs to the age group of 20 years to 30 years, but very strong brand Loyalty is found among respondents above 40 years, the younger generation is willing to experiment, often unbranded products offer same features as compared to the branded products and keep changing the products at a quicker pace as compared to the product life cycle, however, the older generation is less willing to experiment and prefer guarantee and validation of the product to be purchased and use of a product to its full life cycle and even beyond ensuring maximum utilization of the products.

The study indicates that the primary reason for a consumer to choose a branded product is the assurance of quality associated with a particular brand, which is followed by factors such as durability and after-sales service, further the consumer seeks factors such as the brand image in the market, social class that a consumer attains post-purchase and the brand addiction which leads to brand Loyalty

Consumer behaviour being complex in nature tend to also motivate the consumer under certain circumstances, to opt for an unbranded product. The primary reason for the selection of unbranded products is the price consciousness of the consumers, also factors such as the availability of a wide variety of products with various innovative features.

Suggestion:

Brand loyalty and age of consumers have a positive role in retaining with the same brand of product. The new entrant customers often experiment with the brand and with the passage of time they stick around the particular brand. Therefore, the marketers have to catch customers at their young age and delight with values after the consumption or usage of the products of the brand. It is learnt that the consumer experience at young age will definitely pay rich

dividends as the age progresses of the consumers. It is suggested that sense of loyalty among consumers towards the particular brand have to develop at the early age of consumers. Marketers have to undertake innovative strategies to grab the attention of consumers at their early age and convert the prospective customers to building loyal customer base which in turn will enhance the brand loyalty.

The gender also contribute towards the building the brand loyalty. It is observed that the men prefer the branded products rather than women. The brand loyalty among the men is higher than the brand loyalty among women. It is evident with changing dynamics of society that total earning female numbers are raising over the years. The purchasing decisions are also greatly influenced by the women members in the family. It is suggested that in the light of observation that the women prefer unbranded products, the marketers have to concentrate more women consumers with realistic strategies to gain the confidence of women consumers. The women consumers judge the value of benefit of using the products not only in terms of tangible and intangible offers a brand delivers to the consumer, but they also judge the value of benefits in terms of economics of using the particular brand. Therefore, in light of price consciousness women consumers, the marketer should use innovative strategies in terms of price. The affordability and real value of branded product will be main factors that will the gain the attention of women consumers.

Conclusions:

The study focused on the Psychological and Sociological factors involved in the purchasing decision by the consumers. It also attempted see the relationship between the progress of age of consumers and building of brand loyalty among the consumers. The primary data were collected through administering developed questionnaire among 428 samples. All the responses received are taken for analysis with the help of statistical tools. The results of the survey found that that consumer buying decisions are greatly influenced by Psychological and Sociological factors. The role of society and general public perception of the particular brand play a pivotal role in determination of buying decision. At the same time study found that progress of age of consumers and brand loyalty are positively related, as the age advances the consumer demonstrate higher brand loyalty towards a particular brand. These results will require further research as to why the women show lower brand loyalty than men. This will lead to further area of research as to why brand loyalty percolate down in to the level of family? The further research is necessary in the area of role of disintegration of family systems in buying behavior of consumers. However it can concluded that even in the modern age of information explosion and finger tip information, consumers are loyal to their preferred bran of product, which is encouraging sign for the marketers. Therefore, marketer need to build up loyal customer base and develop a value in the product offered to the consumers. If the consumers feel the sense of pride, delight in using the particular brand will augment the building strong brand loyalty.

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