

THE IMPACT OF INFLUENCING FACTORS ON PURCHASE DECISION OF CONSUMER DURABLE PRODUCT

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ABSTRACT

Consumer buying decisions indicate how well the company's marketing strategy fits market demand. Thus, marketing begins and ends with the consumer. The constant innovation in electronics sector accompanied by high competition followed by varieties of products available in the market, has led marketers to concentrate on the consumers' purchase behaviour. This study analyzes the factors influencing consumer durable purchase decision amongst different socio-demographic consumer profile. This paper has focused on personal, cultural, social, psychological, and situational factors. The comprehensive analysis indicates that social and personal factors are strongly associated with the purchase decision of emerging urban consumers. The study also claims that the situational factors could be considered for better predictability of consumer buying behaviour. Such studies make it possible to notice consumer decision-making rules. The outcomes may also support producers and retailers in understanding consumer behaviour and improving consumer gratification.

Keywords: *Consumer Durable, Influencing factors, Purchase Decision, Buying Behavior*

INTRODUCTION

Consumer behavior can be defined as activities related to acquiring, consuming, and get rid of the goods or services, which also includes the decision-making process preceding and after the event took place (Blackwell, 2001). The literature classifies and structures factors influencing consumer decision making process in various ways. Koudelka categorized them into inner and outer factors distinguishing three basic categories: Personal, Psychological and Social factors(Koudelka, 1997). Later, Kotler added the cultural factors in the independent category(Kotler, Marketing Management, 2001). The next group of factors can be taken as situational factors. At any time, we make decisions concerning every aspect of our lives; these decisions are generally made without stopping to think about how we make them and what is involved in the particular decision-making process itself(Schiffman & Kanuk, 2010). The influence over the approach to solving of the given situation and purchase decisions is exerted by the variables like involvement and responsibility. Both these variables escalate motivation to make a good decision, even if it requested bigger effort and more time. Therefore at the low level of involvement consumers use rather the easier selection heuristics(Stavkova, 2008).

As a personal factors, these are referred the ones unique for each consumer. Summary like age, sex, place of domicile, occupational and economic conditions, personality and self-consciousness can be found here(Horska & Sparke, 2007). Cultural variables include religion, occupation, education and income. Based on the Schiffman&Kanuk theory, elements of culture that strongly determine decision-making process are the values of tradition or persistent belief that contribute to a particular personal behavior in a community(Suroto, 2013).Culture, subculture, and social class are particularly important influences on consumer buying behavior (Kotler, Marketing Management, 2011). Culture is the fundamental determinant of a person's wants and behavior. Cultural beliefs and values are mental

images that affect a wide range of specific attitudes, which in turn influence the way a person is likely to behave in a specific situation(Lawan & Zanna, 2013).

The external stimuli that serve as sources of information about a particular product, and influence a consumer's product-related values, attitudes, and behavior which include the marketing four Ps and the socio cultural influences, which when internalized, affect the consumer's purchase decision(Lawan & Zanna, 2013).Psychological factor includes motivation, perception, skills and knowledge, positions, personality, style of life (Brown 2006).

LITERATURE REVIEWS

Consumers can pick certain products or brands over others, and to know the reason behind these preferences is extremely crucial in order to market prevailing products more effectively than competitors. Certain factors like consumers' demographic profile, purchase perceptions, and their attitudes towards products or brands influence their purchase decisions.Jarvenpaa and Tedd identified various factors that affect a consumers' electronics purchase decision like product understanding, shopping experience, customer service, and consumer risk(Jarvenpaa, 1997).According to decision making model, consumers process the environmental cues; the physical factors of the product, psychosocial cues, such as advertising, and consumers put these cues into a set of perceptions that shape their preferences. Based on these preferences, consumers make their choices subject to situational constraints, such as price(Hong & Lerch, 2002).The decision maker satisfies rather than maximizes; that is, he looks for a course of action that is "good enough" and that meets a minimal set of requirements(Janis & Mann, 1977).

The most important factors biasing purchases of all commodity groups are products' characteristics and the perceived quality(Stavkova, 2008). Core technical features, post purchase services, price and payment conditions, peripheral specifications, physical appearance, value added features, and connectivity and mobility are the seven factors that are influencing consumers 'purchase decision(Nasir, 2006). Cultural, social, personal, psychological, product and price variables simultaneously influenced the purchasing decision process. However, price variable did not significantly influenced purchasing decision. Culture was the dominant variable influencing purchase decision(Suroto, 2013).Social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behaviour(Furaiji, 2012).

Value Identification, Customer Service and Lifestyle are the most influential factors for women's purchasing decisions. These factors mostly influence the buying behavior of Nepalese women. Besides these, price, brand awareness and accurate information also influence their buying behavior(Thagunna & Khanal, 2013).Besides information search evaluation of alternatives is an important activity that determines consumer's choice. They opined that customer's purchase decision is influenced by `cognitive heuristics` or in simple words a consumer choose his perceived brand based on his past experience if it fulfills his perceived values(Laroche, Kim, & Matsui, 2003).

CULTURE FACTORS

This view was also shared by Page (1995), who defined human culture as a group of complex belief and value system, and artifacts handed down through generations as determinants and influences upon human buying behaviour within a given society" He added that much of our behaviour is determined by

our culture, but it may require contact with another culture, with different beliefs and value systems in order to understand the extent to which it influences us(Lawan & Zanna, 2013).

Hofstede came up with a useful cultural dimension and saw culture as the interactive aggregate of common characteristics that influence a group's response to its environment. He also categorized cultures on the basis of the following dimensions: Masculinity-femininity, Power distance, uncertainty avoidance and Individualism-collectivism(Hofstede, 1980). Later, Sondergaard added that these cultural frameworks have received strong empirical support(Sondergaard, 2001). Kacea and Lee revealed that there is a powerful and consistent influence of culture at both ethnicity level and the individual level. The study added that among many aspects of consumer buying behaviour which cultural factors moderate include self-identity, normative influences, the suppression of emotion, and the post pavement of instant gratification(Kacea & and Lee, 2002).

SOCIAL FACTORS

Social factors include the likes of normative and informational susceptibility towards social influence. Two different forms of consumer susceptibility are information susceptibility and normative susceptibility(Wang, F. et al., 2005). Information susceptibility refers to purchase decision made by consumers based on the expert opinion of others while the normative susceptible person might made a decision based on expectations of what would impress others(Ang, 2001). An expert's opinion often paves the way for others to follow; but then the opinion leaders become the ones influencing the market since they possess specific knowledge about some particular product(Chang, Lee, & Huang). Integrity is found to have strong significant influence to social consequences of consumer attitudes(Phau & Teah, 2009).

Socio-cultural factors either acting independently or in conjunction with other personal or demographic factors have significant influences at each stage of the consumer buying decision making process(Lawan & Zanna, 2013).The social role and status profoundly influences the consumer behavior and purchasing decisions, especially for all "visible" products from other people. This kind of behavior and influences can be found at every level and for every role and social status.

PERSONAL FACTORS

Internal personal factors that influence a buyer's purchase decision like age and stage of life cycle(Rouzbahani, 2013).Personality factors such as value consciousness, integrity, personal gratification, novelty seeking, and status consumption influence purchase decision. Lichtenstein defines value consciousness as a concern to pay in a low price, while expecting to a certain quality constraint (Lichtenstein, Netemeyer, & Burton, 1990).

Decisions and buying behavior are obviously also influenced by the characteristics of each consumer (Hawkins et al, 2012). A consumer does not buy the same products or services at 20 or 70 years. His/her lifestyle, values, environment, activities, hobbies and consumer habits evolve throughout his life.The factors influencing the buying decision process may also change.The purchasing power of an individual will have, of course, a decisive influence on his/her behavior and purchasing decisions based on his/her income and capital. For social status, some consumers may also look for the "social value" of products they buy in order to show "external indications" of their incomes and their level of purchasing power (Kotler, 2001).

PSYCHOLOGICAL FACTORS

Most of our purchasing choices and decisions are the result of a careful analysis of the advantages and disadvantages and of affective and emotional aspects. Psychological literature recognizes that the emotional conditions are always present and influence every stage of decision-making in purchasing process (Consoli, 2009). The companies, with their products and services want to create emotional link with consumers and establish a deep relationship and experience (Barnes, 2003). In experience, a fundamental role is played by environmental and social context, physical or virtual store, in which the interaction takes place.

People are motivated to minimize post-decision regret. As a result people can become risk averse or risk seeking depending on which of the possible choice options is the regret minimizing option (Zeelenberg & Beattie, 1997). The consumer doesn't look for a product/service that meets both the needs and rational processes, but for an object that becomes a center of symbolic meanings, psychological and cultural, a source of feelings, relationships and emotions (Consoli, 2009). Nowadays, products of different companies are equal; it is necessary to diversify them with other factors (Jordan, 2001).

Asamoah quantified motivation is what almost similar in features will drive consumers to develop a purchasing behavior. It is the expression of a need, which became pressing enough to lead the consumer to want to satisfy it. Perception is the process through which an individual selects, organizes and interprets the information s/he receives in order to do something that makes sense. The individual focuses only on a few details or stimulus to which he is subjected. In many situations, two people are not going to interpret information or a stimulus in the same way (Asamoah, 2012). Similarly, consumers will tend to appreciate even less a product if it comes from a brand for which they have a negative perception (Kotler et al, 2012).

SITUATIONAL FACTORS

Situational contexts act to constrain or enable behaviour through the consumers' concern for the appropriateness of alternative behaviors within a given setting. For familiar consumption events, the consumers tend to define relevant choices according to prior experiences (Kamen & Eindhoven, 1963; Sandell, 1968; & Belk, 1974). For the less familiar or unexpected situations the consumers like to invoke the nature of the situational context in order to justify a wide range of behaviour. Situational arousal mechanisms are an aspect of situational influence in which the situation itself has a potential to motivate or trigger specific behaviour. Engel, Kollat, & Blackwell (1969) recognized such a function in their specification of precipitating circumstances in consumer behaviour. Howard and Sheth (1969) specify that similarities in cues and stimuli across situations may lead to generalized patterns of behavior in related buying situations. Egel, Kollat, and Blackwell hypothesize a complimentary notion of expectation and discriminative learning based on situational cues.

Since mood states are a particularly important set of affective factors (Gardner & Vandersteel, 1984), they form a part of all marketing situations and may influence consumer behavior in many contexts like advertisement exposure and brand selection. Mood states may be quite transient and easily influenced by little things (Clark & Isen, 1982). Small changes in physical surroundings may influence consumers' moods at the point of purchase, and slight deviations in communications strategies may significantly affect moods upon exposure to advertising. Effects of time pressure include a reduced focus of attention and an over-reliance on negative information in the decision making process or an increased reliance on fewer attributes or dimensions in making choices (Edland & Svenson, 1993).

NEED OF THE STUDY

There are seminal studies on consumer purchase decision models in the literature. However, consumer purchase decisions vary greatly depending on the product to be purchased. Therefore, sectorial studies are needed to delineate the factors affecting consumer purchase decisions. Consumers can prefer certain products, brands or companies over others, and to understand the reason behind these choices is exceptionally essential in order to market existing products more effectively than rivals. This study fills the gap of understanding the impact of influencing factors on newly introduced urban consumer purchase decision. To cope with the highly competitive electronics market, marketers have to understand the impact of various influencing factors those play vital role in the purchase decision and selection of consumer durable product like television.

RESEARCH METHODOLOGY

The non-probability convenience sampling method is used and the sample sizes of 180 respondents are interviewed from newly introduced Simraungadh Municipality of Bara, Nepal. Out of those, we received 163 faultless questionnaires from the respondents. The target respondents were more than 20 years old urban consumers; bearing in the mind that they are the decision maker of the family while purchasing durable products. Data is collected via self-administered questionnaire which contains 13 questions in first section related to various factors influencing purchase decisions of television, six questions were in second section regarding respondents' socio-demographic profile. One-way ANOVA and Pearson chi-square are carried to examine the relation between independent variables.

DATA ANALYSIS AND INTERPRETATION**HYPOTHESIS TESTING**

1. There is significance relation between incomes of customer and the social factors those influence to buy television.

ONE-WAY ANOVA TEST**ANOVA**

Social Factors		Sum of Squares	DF	Mean Square	F	Sig.
1. Spouse	Between Groups	46.842	3	15.614	4.145	.007
	Within Groups	598.998	159	3.767		
	Total	645.840	162			
2. Siblings	Between Groups	22.337	3	7.446	1.425	.237
	Within Groups	830.535	159	5.223		
	Total	852.871	162			
3. Neighbors	Between Groups	11.140	3	3.713	1.015	.388
	Within Groups	581.707	159	3.659		
	Total	592.847	162			
4. Parent	Between Groups	30.426	3	10.142	3.229	.024
	Within Groups	499.475	159	3.141		
	Total	529.902	162			
5. Status	Between Groups	44.642	3	14.881	4.012	.009

	Within Groups	589.677	159	3.709		
	Total	634.319	162			
6. Friends	Between Groups	72.756	3	24.252	5.062	.002
	Within Groups	761.735	159	4.791		
	Total	834.491	162			
7. Kids	Between Groups	41.474	3	13.825	2.481	.063
	Within Groups	886.010	159	5.572		
	Total	927.485	162			
8. Colleagues	Between Groups	.120	3	.040	.008	.999
	Within Groups	837.021	159	5.264		
	Total	837.141	162			

To justify the hypothetical statement the researchers have performed one-way ANOVA test to associate the relationship between incomes of customer and the social factors those influence to buy television. The above result shows that the factors 1, 4, 5, 6, & 7 having higher mean square values compare to remaining other factors. Similarly, the significance values of these factors are 0.007, 0.024, 0.009, & 0.002, & 0.063 respectively. The social factors those having significance value equal or less than 0.05 do support the hypothetical statement. We can also determine in the case of social factors like 1, 4, 5, & 6 ANOVA is statistically significant and 2, 3, 7, & 8 ANOVA is statistically insignificant.

2. There is significance effect between most influencing factors and personal factor consumers' age while making purchase decision.

ONE-WAY ANOVA TEST

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
Cultural Factors	Between Groups	3.112	3	1.037	.699	.554
	Within Groups	235.931	159	1.484		
	Total	239.043	162			
Social Factors	Between Groups	11.877	3	3.959	2.745	.045
	Within Groups	229.288	159	1.442		
	Total	241.166	162			
Psychological Factors	Between Groups	2.616	3	.872	.467	.706
	Within Groups	297.004	159	1.868		
	Total	299.620	162			
Situational Factors	Between Groups	4.468	3	1.489	.958	.414
	Within Groups	247.287	159	1.555		
	Total	251.755	162			

A one-way ANOVA statistical test was conducted to relate the effect between most influencing factors and personal factor consumers' age while making purchase decision of television. The result of ANOVA test indicates that only in case of social factors ANOVA is statistically significant with the significance value 0.045 which is less than the value 0.05. Other factor like, Cultural, Psychological, and Situational have significance value 0.554, 0.706, and 0.414 respectively which are more than 0.05. Therefore these four factors don't support the hypothesized statement.

3. Consumers' education have significant impact on technological factors of television in finalizing purchase decision

CHI-SQUARE TEST

Chi-square Tests

<i>Technological Factors</i>	<i>Pearson Chi-Square Value</i>	<i>df</i>	<i>Asymp. Sig. (2-sided)</i>
1. Picture Quality	23.184	15	.080
2. Sound Quality	16.000	15	.382
3. Screen Size	27.707	15	.023
4. Weight	24.978	15	.050
5. Durable Body	24.445	15	.058
6. Power Consumption	28.046	15	.021

Pearson Chi-square statistical test is made to determine the significance between dependent and independent variables, and to prove the researchers' hypothetical statement. The researchers have conducted one-way ANOVA test to validate the consumers' education and its impact on technological factors of television in finalizing purchase decision. The above chi-square table indicates that the technological features like 3, 4, & 6 are statistically significant with value 0.023, 0.050, and 0.021 respectively, which are either less or equal to significance value 0.05. These three technological factors support the hypothesized statement. Whereas, technological factors 1, 2, & 5 do not support the hypothesis with values 0.080, 0.382, & 0.058 respectively. These three features are not having any relation with consumers' education levels. These factors are considered by every consumer because these are the features which each any every consumer likes more than other features of television. Whereas screen size, weight and power consumptions factors are differ with the education level of consumers.

RESULTS AND DISCUSSION

Cultural, psychological and situational factors do not have much influence on purchase decision. The social factor does have great impact on personal on buying decision. The durable products are purchased on the basis of the family status in the society. However, Lawan & Ramat (2012) study has determined that culture, either acting independently or in conjunction with economic and personal factors significantly influences buying behaviour. Their finding is not application on newly introduced urban consumers. Such consumers always look at their prestige before making final decision. They always want to go for such product which will maintain their reputation in society and delivers great satisfaction. However, we support the recommendation given by them, that marketing managers should take cognizance of the fact that socio-cultural factors are some of the fundamental determinants of a person's want and behavior and should therefore be considered when designing clothes for their markets.

Mostly youth consumer prefers most classy product however, adult customers' purchase decisions are influenced by their opinion leader and family members. They also make decision on the basis of their social class, status and prestige. Personal factors like income, lifestyle, and values do play an important role on television purchase decision making. This finding matches with the finding of Furajji & Latuszynska (2012), An Empirical Study of the Factors influencing Consumer Behaviour in the Electric Appliances Market. On the contrary, income plays most vital influencing role in decision making which does not apply on those families that having annual income of more than 6 lacs. Such families give high priority to lifestyle and values.

Psychological factors like preexisting belief and perception does play important role in purchase decision. But these do not apply on newly introduced product or brand. Almost two-third of adult consumer takes purchase decision on the basis of their belief and perception regarding product or brand. More than half of youth consumers are innovative buyers who love to experience new products. For new and innovative product, salesperson played a crucial influencing role to convince customers. Whereas warranty or guarantee, home delivery, onsite service have not much relation with family annual income. The attractive appearance of product is the most influencing motivational factor for purchase decision. Consumers are more sophisticated today, consumers get easily influence with good-looking products. Consumers always try to buy such product which represents him/her more fashionable.

Situational factors sometimes have great influence on purchase decision in case of absence of desire product or brand. It limits the procurer to merely pick from few available products or brands. At times it may disappoint the consumers or asked to visit another sales-point/market. Sometimes customers are forced to postpone their purchase decision. In the emerging market it has been seen that customers are limited with the alternatives because of few sellers. Therefore it is opportunity for the new entrants to offer customers desired products at better price. This market is also called monopolistic market since there are few competitors.

Almost, three-fifth of consumers are influenced by family member to buy a specific product or brand of television. Correspondingly, eighteen percent of consumer got influenced by friends or colleagues and thirteen percent by relatives. Salesperson and neighbor do not play much influencing role on purchasing television. Approximately, half of consumers considered their parent as opinion leader and one-third of consumers considered their friends as opinion leader on purchasing television. This study supports the findings of Chkravathy & Prasad (2011), Impact of opinion leader on consumer decision making. Only seven percent consumers take the suggestions of their siblings. Celebrative also does not play much influencing role on purchase decision. This is because there is no direct relation between celebrity and television.

MANAGERIAL IMPLICATIONS AND SUGGESTIONS

Emerging urban market always has remarkable opportunity for marketers to inflate their business. There shall be few sellers in the emerging market at the initial, so that it is the revenue and customers share capturing opportunity for marketers. Most of the consumers' purchase decisions of television are socially influenced. This is advisable that marketers should offer such product which should be easily accepted by society. Innovative product having extra features than the trending product can be presented to meet more than consumers' expectations. This will not only satisfy the consumer but also it will maintain the family status in society.

Social factors have diverse influencing elements on different demographic of consumers. The youth are more innovative consumer so that they could be offered new featured, exclusive, and sophisticated product. They do not care about others; they always listen themselves and want to be sophisticated in the society. Whereas, adult & mature customers like to buy television as per their status in the community. Marketers should keep knowledge about the difference between society & youngster, and their preferences regarding television. It will help to introduce new product for young consumers and trending product to adult consumers. These way marketers can satisfy various demographics of consumers which will also make them to become loyal consumer.

The marketers of existing product and brand should keep on retaining their existing customers by providing different attractive promotional schemes and offers. Marketers can also keep on taking the feedback regarding last purchase experience, the product performance, and should try to satisfy them from every possible angle. These activities could support to make existing customer as loyal customer and for repeat purchase. However, new entrants should focus on youth, innovative, inexperienced, and modern consumers because these varieties of consumers like to buy newly introduced and innovative featured products. They are easily motive whenever they found something different with existing product. New entrants should hire experienced, qualified and skilled manpower having good convincing power which will help to convince customers to experience new products.

Consumers are more sophisticated today, whatever are shown attractive those are sold rapidly. The finding suggests that the more attractive products are most preferred. Marketers can take opinions regarding the appearance and their anticipated design of product they are looking for. The same opinions can be conveyed toward manufacturers to add suggested design. When consumers will find their anticipated nature of product, it is guaranteed that they will go for such product. Rather they will be ready to pay any cost to get that product. The marketers can also offer the customized product for valuable consumers. This will help to make seller and customer relation better and longer.

The customers disappoint when they do not find the anticipated product or brand. In this situation most of the customers choose the product which they may like most. Sometime they delay their purchase decision too. In the emerging market, sellers can make accessible diverse varieties of products and brands in their outlet. Customers can get their favorite products or brands as well as more alternate products for them to evaluate. Customers also like to visit at least once such store where they find varieties products. Whenever, customers find their anticipated product they feel more pleased in their overall shopping experience. It is not possible to make available all brands but at least the most demanded products can be offered.

Marketers can convince the accompanied persons, they play very crucial influencing role in purchase decision. The buyers' purchase decision is often depend on the accompanied persons recommendations. Hence, if accompanied persons get convinced and they advise the purchaser to choose a particular product, the chance will be very high to purchase that product or brand. Marketer should advertise the product through television channel which is most watched. TV ads and Word of Mouth have great influence on purchase decision of television. Sellers can try to satisfy as many customers as possible; in the result, they should blowout more positive word regarding seller and product.

CONCLUSION

This study contributes in understanding the impact of influencing factors on consumers' purchase decision of consumer durable product. The key outcomes of this study indicated that the overall sets of independent variables are partially associated with the dependent variables. However, in the comprehensive analysis it is found that social factors, Relation with Seller, attractive physical appearance of product, brand loyalty, and prior experience with the same product or brand are strongly associated with the purchase decision of emerging urban consumers. Similarly, the core-technological factors like screen size, power consumption, and the weight of television are having great impact on diverse socio-demographic groups of consumer and their purchase decision making.

The study area is newly introduced urban area so that there are few sellers with limited product and brand. New players can consider this area with introducing new product as well as new marketing

strategy. Existing players are advised to expand their outlet and the number of products/brands. Various promotional schemes and educational campaign may stimulate the consumers to buy new and innovative products, and also this will help them in their purchase decision. TV ads campaign and word of mouth publicity have noble effect on consumer purchase decision making.

These analyses make it possible to discover urban consumer decision-making process. Moreover, this analysis helped us to identify several promising directions for future research. As this study is snapshot of the Nepali consumers in the emerging urban areas, extensions to populations of other areas in Nepal of different socio economic groups and to other countries may produce different results. Also, factors such as economic, political, environmental, and more are not included in this study, thus their impact on purchase decision are unknown. Nevertheless, durable products are costly and valuable assets, to ask respondents to provide their experiences was challenging since it may affects their status or image. Observation method would be the most advisable method for the same topic and same can be undertaken for future research.

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