

*An Empirical Study of the Factors influencing Consumer
Behaviour in the Electric Appliances Market*

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Abstract: *This study contributes to a deeper understanding of the impact of different factors on consumer buying behaviour. It analyses the relationship between several independent variables, such as cultural, social, personal, psychological and marketing mix factors, and consumer behaviour (as the dependent variable) in the electric appliances market. The purpose of this study is to determine the factors affecting consumer preferences and behaviour in the electric appliances market in India. The data employed to analyse the factors influencing consumers' purchase decision-making processes were obtained through a questionnaire. The major findings of the study indicated that, overall, the set of independent variables are weakly associated with the dependent variable. However, the in-depth analysis found that social factors, physical factors, and marketing mix elements are strongly associated with consumer buying behaviour. These analyses make it possible to discover consumer decision-making rules. The results may assist producers and retailers in understanding consumer behaviour and improving consumer satisfaction.*

Keywords: *Consumer behavior, Consumer decision making process, Marketing Strategies, Consumer satisfaction.*

I. INTRODUCTION

For organizations to achieve business achievement, it is important that chiefs comprehend buyer behaviour. The connection between customer conduct and showcasing procedure is accentuated in light of the fact that the success of organizations' promoting systems relies on directors' understandings of purchaser conduct (comprehension of buyer conduct is particularly imperative amid a subsidence – see (Kotler, P., Caslione, J, 2009) Shopper purchasing choices demonstrate how well the organization's advertising methodology fits showcase request. Subsequently, promoting starts and finishes with the purchaser. The investigation of client conduct depends on consumer purchasing conduct, with the client assuming three particular parts: client, payer and purchaser. Research has demonstrated that shopper conduct is hard to anticipate, notwithstanding for specialists in the field (Armstrong, J. S, 1991). Consumer conduct includes the mental procedures that customers experience in perceiving their necessities, discovering approaches to understand these requirements, making buy decisions (e.g., regardless of whether to buy an item and, assuming this is the case, which mark and where), translate data, make arrangements, and actualize these plans (e.g., by participating in examination shopping or really acquiring an item).

In entirety, present day advertisers initially endeavor to comprehend customers and their reactions and after that review the fundamental attributes of their conduct. Examining buyer essential attributes of their conduct. Examining purchaser conduct finds out who the clients are, what they need, and how they utilize and respond to the item. The needs of the client are precisely considered by directing reviews on customer conduct.

II. ELEMENTS AFFECTING CUSTOMER CONDUCT

The boost reaction show (or the discovery demonstrate) is an all around created and tried model of purchaser conduct and is condensed in the outline beneath (see fig. 1.). The discovery display demonstrates how boosts, buyer qualities, choice procedures and purchaser reactions associate. The boosts can be recognized relational jolts (between individuals) or intrapersonal jolts (inside individuals) (Sandhusen, R. L. (2000), . The discovery show is identified with the discovery hypothesis of behaviorism, where the emphasis isn't on the procedures inside a shopper yet the connection between the jolts and buyer reactions. Showcasing jolts are arranged and created by firms, though the ecological boost is produced by social variables, in view of the financial, political and social conditions of a general public. The purchaser's black box contains the purchaser's attributes and the choice procedure, which decides the purchaser's reaction.

Shopper conduct examine endeavors to comprehend the purchaser basic leadership process, both separately and by and large. It contemplates singular purchaser attributes, for example, socioeconomics and behavioral factors trying to comprehend individuals' needs. Purchaser conduct explore takes into account enhanced comprehension and estimating concerning the subject of buys as well as obtaining intentions and acquiring recurrence (Schiffman, L. G., Kanuk, L. , 2007). One of the flow basic suppositions in shopper conduct examine is that people regularly buy items for their subjectively saw esteems as opposed to their essential capacities (Stávková, J., Stejskal, L., Toufarová, Z.h, , 2008). This does not imply that the items' fundamental capacities are not vital, but rather that the contemporary part of an item is more than its essential utilize esteem (Solomon, M. R. , 2004) (As often as possible, buyers don't rate items as indicated by their center characteristics (i.e., the essential utility they give) be that as it may, most importantly, as indicated by the supposed genuine item (i.e., a specific items' qualities) and the broadened item, which speaks to the arrangement of elusive variables that present a coveted saw advantage on the shopper – including picture, consultancy, and after-deal benefit (Foret, M., Procházka, P., 2007.

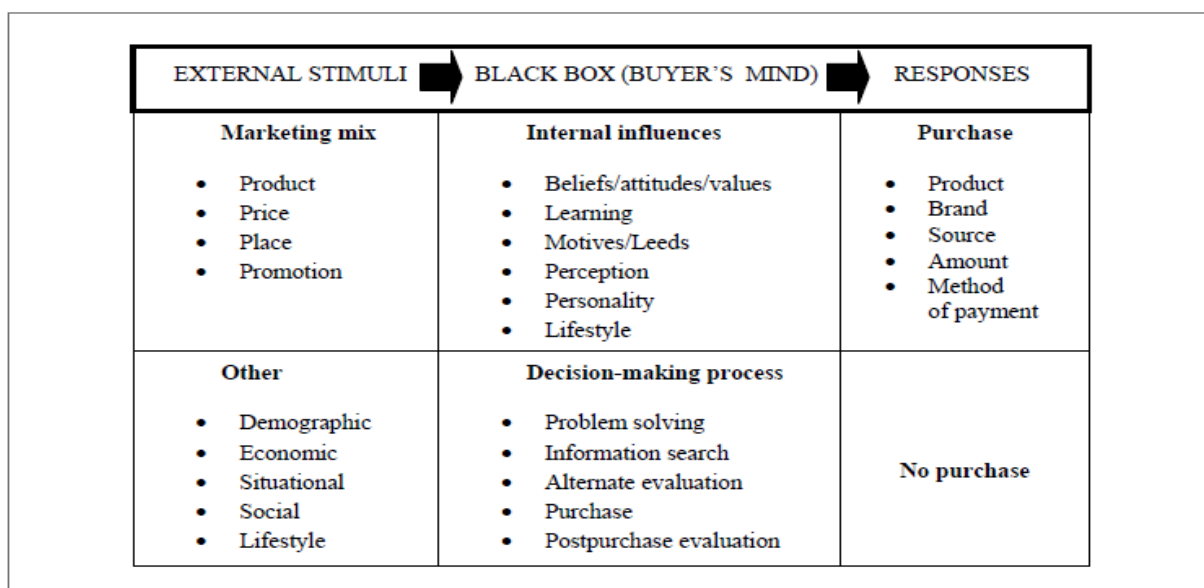


Figure 1. The Black Box Model of Consumer Behaviour. Adapted from "Marketing" by W. Keegan, S. Moriarty, T. Duncan, 1992, p. 193. Englewood Cliffs, NJ: Prentice-Hall.

In the above model, promoting and other boosts enter the client's "black box" and create certain reactions. The point of promoting administration is to find what goes on the in the brain of the client – the black box. The purchaser's attributes impact how s/he sees the boosts; the basic leadership process figures out what purchasing conduct is under-taken. The initial phase in

understanding purchaser conduct is to concentrate on the elements that decide the purchaser's qualities operating at a profit box show. Many variables impact a buyer's buying decisions and purchasing conduct. The writing groups and structures these variables in different ways (see table 1.). Regardless of these distinctions, purchaser conduct is generally impacted by factors that can be arranged into five gatherings: social components, social elements, physical elements, individual variables and the showcasing blend. A portrayal of the main consideration bunches is displayed in table 2. These elements are recognized to find the effects they have on customer conduct and help advertisers with choosing buyer focusing on procedure. Hence, these elements are utilized to section the market and target particular purchaser gatherings. The point of this paper is to comprehend the impacts of the elements that were measured in a study on acquiring conduct.

III. SORTS OF PURCHASER CONDUCT

Studies recommend that clients for the most part experience a five-arrange basic leadership process at whatever point they make a buy. This is outlined in fig. 2. The model infers that clients go through the majority of the phases in each buy. Be that as it may, in more standard buys, clients every now and again discard or switch a portion of the stages. The purchasing procedure starts with require acknowledgment. At this stage, the purchaser perceives an issue or need or reacts to a showcasing boost. Next, the shopper needs to decide how much data (assuming any) is required to settle on the choice. In the event that the need is solid and an item or administration that addresses the issue is effectively accessible, an obtaining decision is probably going to be made promptly. In the event that this isn't the situation, the data seek process starts. A client can get data from a few sources: individual sources (family, companions), business sources (publicizing, retailers, bundling), and open sources (daily papers, magazines, radio, TV, Web). The helpfulness and level of impact of each of these wellsprings of data will change by item and by customer. It is significant that advertisers today have a more prominent level of control over the data that is given (or isn't gave) to customers and the way in which this data is displayed (Kivetz and simonson).

Table 1. Factors Affecting Consumer Buying Behaviour – Literature Review

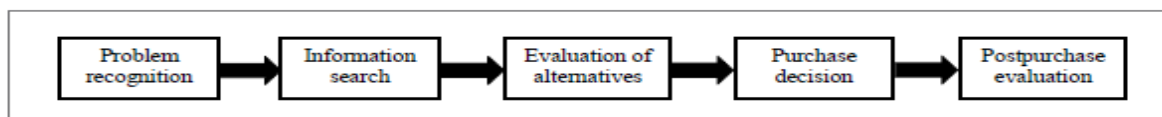
Researcher	Major factors
Enis (1974)	personal factors, social factors
Cross and Peterson (1987)	social factors, physical factors
Dibb and Etal (1991)	personal factors, social factors, physical factors
Cohen (1991)	marketing mix, physical factors
Zikmond and Amico (1993)	social factors, environmental factors, individual factors
McCarthy and Perreault (1993)	physical factors, social factors
Narayana and Raol (1993)	physical factors, social factors, cultural factors
Keegan (1995)	social factors, cultural factors, economic factors, geographic factors
Setlow (1996)	personal factors, marketing mix, environmental factors
Stanton (1997)	social factors, physical factors, attitudinal factors
Lancaster and Reynold (1998)	physical factors, social factors, cultural factors
Kotler and Armstrong (2007)	physical factors, social factors, cultural factors, personal factors
Straughan and Roberts (1999)	demographic factors, lifestyle
Pride and Ferrell (2000)	social factors, physical factors, attitudinal factors

Note: Own elaboration based on Obaidat, 1995; Stávková, Stejkal, Toufarová, 2008; Suleiman, 2000.

Table 2. Major Factors Affecting Consumer Behaviour

Major factor	Sub-factors	Description
Cultural factors	Culture	Factors refer to the set of basic values, wants and behaviours learned by a member of a society from the family and other important institutions.
	Sub-culture	Each culture contains smaller sub-cultures. Sub-culture includes nationalities, religions, racial groups and geographic regions.
	Social class	Society's relatively permanent and ordered divisions, the members of which share similar values, interests and behaviours. Social class can be determined by a combination of occupation, income, education, wealth and other variables.
Social factors	Groups	Group refers to 2 or more individuals who interact to accomplish individual or mutual goals. A person's behaviour is influenced by many small groups or reference groups. These groups involve family, religious groups, friends circle, neighbours etc.
	Family	Members can strongly influence a buyer's behaviour. Marketers are interested in the roles and influences of the husband, wife and children on the purchase of different products and services.
	Roles & status	The person's position in each group can be defined in terms of both role & status. Each role carries a status that is conferred by society.
Personal factors	Age & life cycle stage	People change their purchases over their lifetimes. Marketers define their target markets in terms of family life-cycle stage and develop appropriate plans and products for each stage.
	Occupation	A person's occupation affects the goods and services bought.
	Economic situation	A person's economic situation affects product choice. Marketers of income-sensitive goods should monitor trends in personal income, savings and interest rates.
Psychological factors	Motivation	When a consumer recognises that they have a need, the inner drive to fulfil the need is called motivation. A motivated person is ready to act.
	Perception	It is the process by which people select, organise and interpret information to form a meaningful picture of the world.
	Learning	When people act, they learn. Learning can be described as changes in an individual's behaviour arising from experience.
Marketing mix	Product	It is a tangible good or an intangible service that is mass produced or manufactured on a large scale with a specific volume of units.
	Price	The price is the amount a customer pays for the product.
	Promotion	It represents all of the communications that a marketer may use in the marketplace. Promotion has four distinct elements: advertising, public relations, personal selling and sales promotion.
	Placement	A way of getting the product to the consumer and/or how easily accessible it is to consumers.

Note: Own elaboration based on (Hasslinger, Hodzic, Obazo, 2007; Kotler and Armstrong, 2007; Stávková, Stejkal, Toufarová, 2008).

**Figure 2.** Consumer Buying Decision Process. Own elaboration based on Pride and Ferrell, 2007; Hansen, 2005

In the assessment organize, the client must pick between elective brands, items and administrations. A vital determinant of the degree of the assessment is whether the client feels "required" in the product. A purchaser's level of inclusion decides why s/he is persuaded to look for data about a specific item or brand while basically disregarding others. The inclusion level, and also different elements, influences a person's decision of one of three sorts of purchaser purchasing conduct: routine reaction conduct, limited basic leadership, and expanded basic leadership (Pride, W. M., Ferrell, O. C, 2007). Table 3 shows an examination of the conduct sorts.

A buyer utilizes routine reaction conduct when purchasing every now and again bought, minimal effort things that demand next to no inquiry and-choice exertion (e.g., drain, eggs, bread or socks). Clients invest next to no energy choosing whether to buy these things and don't ordinarily need to peruse audits or counsel with companions for their conclusions previously making routine buys. Nonetheless, when stood up to with 'moral' items, buyers regularly turn out to be more included, and this outcomes in a more broad data look (Carrigan, M., Attalla, A., 2001). These are typically little buys, on the lower end of the evaluating range. When purchasing such things, consumers may favor a specific brand yet know about a few brands in the item class and view more than one as being satisfactory. Normally, low-contribution items are purchased consequently.

Constrained basic leadership is a mix of a broad buy choice and a standard one. Consumers who take part in this sort of purchaser conduct commonly recognize what kind of item they need yet are endeavoring to choose a brand. Buying apparel is a decent case of how constrained basic leadership functions. A client who needs another match of pants goes into a store searching for pants yet examines an assortment of brands to figure out which combine is the best fit. At the point when clients take part in buys that require constrained decision making, they may look for guidance or a proposal from a companion. This kind of basic leadership requires a direct measure of time for data social affair and pondering. The pursuit isn't as exhaustive or as tedious as it is with higher evaluated things.

The most complex sort of purchasing conduct, broadened basic leadership, happens when acquiring new, expensive, or rarely obtained items (e.g., a computer, TV, auto or house). Buyers invest substantial measures of energy looking into an expansive number of potential alternatives previously they purchase. They talk with trusted companions, family, partners and deals experts and read surveys and evaluations on the web and in purchaser magazines. Buyers taking an interest in an expanded basic leadership process regularly set aside greater opportunity to settle on a last buy choice and invest more energy inquiring about their choices. Huge numbers of these buyers encounter psychological discord. Expanded basic leadership is much of the time utilized for buying high-contribution items.

Buying a specific item does not generally inspire a similar kind of critical thinking process. Most customers once in a while make buys exclusively on impulse, instead of on the premise of any of these three purchasing practices. Drive purchasing is a spontaneous choice to purchase an item or administration, made only before a buy. Such buys go from little (chocolate, treat, gum) to generously vast (garments, jewellery, craftsmanship) and here and there prompt issues, for example, budgetary troubles, family objection, or sentiments of blame or disillusionment (Business Lexicon, 2012). For more data on this theme, see (Wood, M, 2005).

Table 3. Comparison between Types of Behaviour

	Routine response behaviour	Limited decision making	Extended decision making
Level of involvement	low	low	high
Product cost	low	low to moderate	high
Brand preference	more than one is acceptable, although one may be preferred	several	varies, usually many
Search effort	little	little to moderate	extensive
Time spent	short	short to medium	long

Note: Own elaboration based on Pride and Ferrell, 2007.

IV. OBJECTIVES

The purpose of this study is to determine the factors that affect consumer preferences and behaviour in the electric appliances market in India. There are few studies related to these products, and this is the first study that has attempted to explore the growing electric appliances market in this country. In India, there are few researchers who are interested in consumer behaviour, and the studies in this area are scarce and inadequate.

V. METHODOLOGY

The aim of the survey was to obtain information regarding the influences of the above-mentioned factors (see table 2.) on consumer behaviour when consumers purchase electrical appliances. After completing the literature review, the authors of the paper decided to create a research model (fig. 3.) and implement it to understand and analyse how Indian consumers made purchase decisions in the electric appliances market.

The graphical research model can be written in mathematical form. The mathematical model of the research is stated below:

$$\text{FactorImpactOnBehaviorc,t} = \alpha + \beta_1 \text{Culturalc,t} + \beta_2 \text{Socialc,t} + \beta_3 \text{Personalc,t} + \beta_4 \text{Psychologicalc,t} + \beta_5 \text{Productc,t} + \beta_6 \text{Pricec,t} + \beta_7 \text{Promotionc,t} + \beta_8 \text{Placec,t} + \varepsilon_{c,t}$$

where:

α – constant,

ε – model error,

c – consumer,

t – making a purchase at a particular time.

The hypotheses formulated after reviewing the relevant literature are presented below:

H1: cultural factors have a strong association with consumer behaviour.

H2: social factors have a strong association with consumer behaviour.

H3: personal factors have a strong association with consumer behaviour.

H4: psychological factors have a strong association with consumer behaviour.

H5: the product factor has a strong association with consumer behaviour.

H6: the price factor has a strong association with consumer behaviour.

H7: the promotion factor has a strong association with consumer behaviour.

H8: the place factor has a strong association with consumer behaviour.

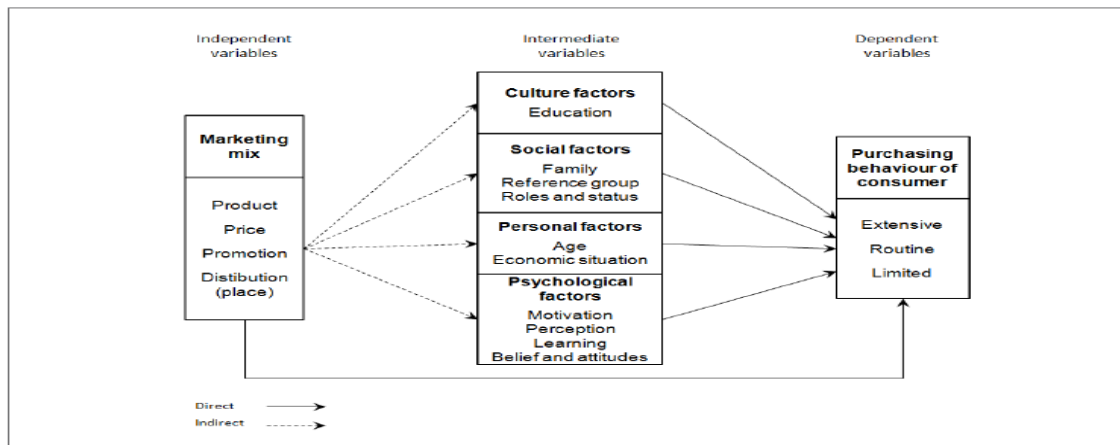


Figure 3. Research Model

VI. INSTRUMENT AND STUDY TEST

The information utilized to break down the components affecting shoppers' buy basic leadership forms were gotten through a promoting study. The instrument used to gather the essential information was a survey. The creators chose this apparatus due to its various favorable circumstances. Since every respondent gets similar inquiries and a questioner is absent, the procedure is indistinguishable for every respondent. One favorable position of utilizing a poll is that it diminishes blunders made by a questioner while recording the reactions. Polls ensure secrecy; subsequently, respondents act with no dread or humiliation. Another preferred standpoint is that the questioner, whose individual appearance, inclination or direct may impact the consequences of a meeting, is absent when the survey is being finished (Consumes, 2000, p. 566). Besides, a poll is a speedy and proficient approach to get data from countless. In any case, planning a survey is mind boggling and tedious, and the nature of the information that are gathered is controlled by the nature of the poll.

The creators expected that the poll be basic and the inquiries direct and to the point. The inquiries were partitioned into three fragments as takes after:

1. inquiries on statistic data, including attributes, for example, age, training, pay, and sexual orientation,
2. inquiries on the variables that effect buyers and customer conduct,
3. one inquiry on mark faithfulness.

The second piece of the survey contained nine areas, and each segment spoke to a variable in the examination display (the free, ward, and moderate factors). In this part reactions were measured on a 5-point Likert scale, going from one (certainly dissent) to five (unquestionably concur). The third piece of the survey contained a solitary open-finished inquiry concerning brand devotion.

Respondents in this investigation were made a request to finish the poll on a deliberate premise. Concerning sex, 56% of the respondents were male and 44% were female. Of the 176 individuals who finished our poll, 6.0% were between the ages of 18-24, 28.5% were between 25-34, 34.0% were between 35-44, 21.5% were between 45-54 and 10% were more than 55 years of age. With respect to level, the greater part of respondents had gotten advanced education (58.8%), 21.6% got auxiliary training, 12.6% got middle instruction, 5.0% got essential training and just 2.0% have no formal training.

VII. RESULTS AND DIALOG

Cranach's alpha (a measure of interior consistency or how firmly related an arrangement of things are) was utilized to evaluate the between thing unwavering quality for every factor. As revealed in table 4, Cronbach's alpha scores were more than 0.75, proposing that the things have a generally high level of inward consistency (take note of that an unwavering quality

coefficient of 0.70 or higher is viewed as "adequate" in most sociology look into (Hair, J. F., Dark, W. C., Babin, B. J., Anderson, R. E., Tatham, R. L, 2006). These alpha scores are worthy for an exploratory examination, showing that the elements inside every factor are between related.

There was a connection between each factor and kind of customer conduct. This operation was separated into two sections as takes after:

1. The creators discovered Pearson's relationship coefficients between the factors related with questions replied on the Likert scale, for example, social components, mental elements, showcasing blend and buyer conduct. As appeared in table 5, the Pearson's r for the connection between's each factor and buyer conduct was sure. This implies as one variable increments in esteem, the second factor additionally increments in esteem. Additionally, as one variable declines in esteem, the second factor likewise diminishes in esteem. The estimations of the Individual's connection coefficients in this investigation were fairly low; there isn't a solid connection between the factors. The most grounded connection was between mental elements and conduct – 0.434. The essentialness (2-followed) values were under 0.05. Consequently, we can reason that there was a measurably critical relationship between's each factor and customer conduct.

2. To discover the connection amongst social and individual variables and distinctive sorts of purchaser conduct, a restricted ANOVA was utilized. Information that spoke to these elements were partitioned into three gatherings: training (a social factor), age and month to month salary (individual components). The result of the ANOVA is displayed in table 6. The outcomes uncover that there isn't a factually noteworthy contrast between the impacts of instruction and age on buyer conduct ($p > 0.05$). Just month to month salary affects conduct, and just under routine reaction conduct. For this situation, the F proportion is the most elevated ($F = 2.664$) and the criticalness esteem was beneath 0.05 ($\text{sig.} = 0.034$).

It was discovered that there is a numerous relapse amongst conduct and all variables. The information introduced in table 7 demonstrate the consequences of the different relapse, which was utilized to take in more about the connections between the autonomous factors and the reliant variable. Testing the beforehand created theories created gave comes about that made it conceivable to alter the exploration display as takes after:

$$\text{FactorImpactOnBehaviorc,t} = \alpha_0 - \beta_1 \text{Culturalc,t} + \beta_2 \text{Socialc,t} - \beta_3 \text{Personalc,t} + \beta_4 \text{Psychologicalc,t} + \beta_5 \text{Product,t} + \beta_6 \text{Pricec,t} + \beta_7 \text{Promotionc,t} + \beta_8 \text{Placec,t} + \epsilon_{c,t}$$

These adjustments of the scientific model demonstrate that speculations 1 and 3 are rejected in light of the fact that the connections between the factors are feeble ($p > 0.05$). Alternate speculations are acknowledged in light of the solid relationship among the factors ($p < 0.05$). Mental factors firmly influenced conduct. Mental variables ($\beta = 0.43$) impacted purchaser conduct more than social components ($\beta = 0.30$ and promoting blend. The connection between individual components and purchaser conduct was immaterial, with a p-estimation of 0.08. A comparable outcome was acquired for the connection between social variables and shopper conduct ($p = 0.06$).

Table 4. Reliability Statistics

Variables	Cronbach's Alpha
Cultural factors	0.81
Social factors	0.83
Personal factors	0.89
Psychological factors	0.75
Product	0.80
Price	0.79
Promotion	0.95
Place	0.83
Routine response behaviour	0.93
Limited decision making	0.92
Extensive decision making	0.95

Table 5. Pearson's Correlation of Variables

Variables	Behaviour	
	Pearson's Correlation	Sig. (2-tailed)
Social factors	0.299	0.000
Psychological factors	0.434	0.003
Product	0.269	0.000
Price	0.293	0.000
Promotion	0.249	0.000
Place	0.206	0.000

Table 6. One-way ANOVA

Factors	Types of behaviour	SS	df	MS	F	Sig.
Education	Extensive decision making	1.916	4	0.479	0.764	0.550
	Routine response behaviour	2.309	4	0.577	1.162	0.329
	Limited decision making	17.904	4	4.476	0.750	0.559
Age	Extensive decision making	0.481	4	0.120	0.190	0.943
	Routine response behaviour	0.426	4	0.107	0.208	0.934
	Limited decision making	12.155	4	3.039	0.509	0.729
Monthly income	Extensive decision making	2.584	4	0.646	1.041	0.387
	Routine response behaviour	5.188	4	1.297	2.664	0.034
	Limited decision making	18.036	4	4.509	0.759	0.553

Note: SS – sum of squares, df – degrees of freedom, MS – mean square, F – F ratio, Sig. – significance value.

VIII. CONCLUSIONS AND FUTURE EXPLORATION

This examination adds to the comprehension of purchaser purchasing conduct in the electric machines advertise. The real discoveries of the investigation demonstrated that the general arrangement of autonomous factors was pitifully connected with the needy variable. Be that as it may, the inside and out examination found that social variables, physical factors, and showcasing blend components were unequivocally connected with the purchasing practices of Indian shoppers. These investigations make it conceivable to find shopper basic leadership rules. Also, our examination helped us to recognize a few promising bearings for future research. The essential objective of this future research will be to create methodological bases for buyer conduct examination utilizing Multi-Specialist Based Recreation (MABS) and reenactment tests utilizing the created strategy. Because of our examination, we intend to build up a PC recreation display that will enable us to explore customer conduct. The reproduction model of the electric apparatuses market will be explained with a multi-specialist approach.

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