

A STUDY ON CONSUMER BEHAVIOUR TOWARDS MILK AND DIARY PRODUCTS IN AAVIN

**Submitted in partial fulfillment of the requirements for the award of
Bachelors of Business Administration**

by

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SCHOOL OF BUSINESS ADMINISTRATION

**SATHYABAMA
INSTITUTE OF SCIENCE AND TECHNOLOGY
(DEEMED TO BE UNIVERSITY)**

**Accredited with Grade "A" by NAAC | 12B Status by UGC | Approved by AICTE
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CHENNAI - 600 119**

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BONAFIDE CERTIFICATE

This is to certify that this Project Report is the bonafide work of **KAVYA PALANI (38280053)** who carried out the project entitled "A STUDY ON CONSUMER BEHAVIOUR TOWARDS MILK AND DAIRY PRODUCT IN AAVIN " under our supervision from January 2021 to March 2021.

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Submitted for Viva voce Examination held on _____

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DECLARATION

I KAVYA .PALANI (38280053) hereby declare that the Project Report entitled “**A STUDY ON CONSUMER BEHAVIOUR ON MILK AND DAIRY PRODUCTS** ” done by me under the guidance of MS.JAYASEELY at SATHYABAMA INSTITUTE OF SCIENCE AND TECHNOLOGY, CHENNAI is submitted in partial fulfillment of the requirements for the award of Bachelor of Business Administration degree.

DATE:

PLACE:

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KAVYA PALANI

ABSTRACT

India is the worlds largest dairy producers. Indian dairy sectors has grown substantively over the years. Dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural arrears to cities. Thus, creates greater demand for dairy products ,Tamilnadu state is the one largest milk producing states in India .in the states ,major milk contributors is aavin ,a Tamilnadu –based milk producers union ,procures milk ,processes it and sells milk and milk products to consumers .this paper analyses consumer perception over the aavin special references to the shollinganallur of Tamilnadu state. the aim of the study is reveal consumer perception over aavin milk products based on their age, educational qualification and monthly income of the consumers family .it also depicts level of satisfaction about the product using structure questionnaire.

TABLE OF CONTENTS

CHAPTER NO.	TITLE	PAGE NO
	ABSTRACT	
	LIST OF TABLES	
1	INTRODUCTION	5
	1.1 Introduction	5
	1.2 Industry profile	6
2	REVIEW OF LITERATURE	7
	2.1 Introduction	7
	2.2 List of reviews	7
	2.3 Conclusion	8
3	RESEARCH METHODOLOGY	9
	3.1 Significance for Study	9
	3.2 Scope of the study	9
	3.3 Objectives of the Study	9
	3.4 Research Design	9
	3.5 Structure of Questionnaire	9
	3.6 Sampling Technique	10
	3.7 Sources of Data	10
	3.8 Period of Study	10
	3.9 Analytical Tools	10
	3.10 Limitations of the Study	10
4	DATA ANALYSIS AND INTERPRETATION	11
	4.1 Percentage analysis	11
	5.1 Findings	23
	5.2 Suggestions	23
	5.3 Conclusion	23
	REFERENCES	
	ANNEXURE (QUESTIONNAIRE)	
	BIBLIOGRAPHY	

LIST OF TABLES

TABLE NO	PARTICULARS	PAGE NO
4.1.1	Gender	
4.1.2	Martial status	
4.1.3	Age	
4.1.4	What %of fat do you prefer in aavin milk	
4.1.5	What products of aavin do you like	
4.1.6	How many days do you prefer storing aavin milk	
4.1.7	Who suggested you to buy aavin products	
4.1.8	Are you satisfied with aavin's packaging	
4.1.9	Are you satisfied with aavin's products	
4.1.10	For what reson are you buying aavin products	
4.1.11	Are you satisfied with overall quality of aavin products	
4.1.12	Do you suggest aavin products to friends and family	

CHAPTER 1

1.1 INTRODUCTION

Milk is a vital for human growth and development body maintenance and protection from diseases .cow milk generally contain between 3 and 4 g of fat /100g ,although values as high as 5.5g/100g have been reported in raw milk .dairy is a vital part of the global food system ,providing economic ,nutritional and social benefits to a large propotions of the worlds population ,with up to one billion people living on dairy farm dairying plays a major role within the economic of numerous communities, region and countries across the globe .dairy and dairy product provide livelihood to million s of homes in india villages .they supply the quality of milk and product to people of both urban and rural areas .dairying has becomes an essentials secondary sources of income for millions of rural families.it enchanced socio-economics developments during the 21st century is throwing up challenging issues like food security ,food safety ,quality and their linkages with the ntrional and international mrketsas the demands for the food is increasing.

India is the world's largest dairy product .according to the National dairy demand in 2021-2022 is estimated to be between 200to 210 million metric tons .indian dairy production needs to grow apprximately 5 percent per year in order meet NDDB's 2021-22 demand projection. Indian dairy sector is estimated to be worth rs.3.6lakh crore ,according to the department of animal husbandry ,dairy and fisheries ,ministry of agriculture ,and government of india .indian dairy sector has grown significantly over the years dairy product demand in india has increased dramatically in both rural and urban sectors .in the years 2015fluid ,milk consumption is forecast tp increases 4.8 percent to 59.75 million metric tons on populations growth and rising incomes ,which has resulted in Indian buying more nutritious food ,especially milk and dairy products .in tamil nadu ,major milk contributors is aavin ,a tamil nadu based milk producer's union produce to consumer ,now,it becomes a leading company for having most consumers in all over tamil nadu .

The consumer is the one who pays to consume goods and service produced .as such ,consumer play a vital role in the economic system of a nation .consumer behaviour is the behaviour that consumers diplays in searching for , purchasing .using evaluating and disposing of products and services that they expect will satisfy consumer needs and wants .

In competitive and saturated market ,a key to success of any business depends on knowing consumer and his consumption pattern recognizing and understanding factor influencing his descision -making for the purpose of developing an attractive offer of products , supporting services ,communication means and other marketing tools that would fit like glue to customer needs and wants

The factors affecting consumer's buying behaviour ,while buying the dairy products the variable includes packaging ,cost availability ,ingredient , products popularity ,products quality , product taste ,etc. that influence the choice of a brand of milk and milk products.

1.2 INDUSTRY PROFILE:

The dairy development was established in 1958 in tamil nadu. The admintistrative and statuarybcontrols took over all the milk cooperative in the state were transferred to the dairy development department on 1.8.1965. the commissioner for milk production and dairy development was made as the functional register under the tamilnadu cooperative societies act.with the adption of "anand pattern " in the state of tamil nadu. Tamilnadu co-operative milk producers , federation limited was registered in the state of 1st February 1981

The commercial activities of the department such as milk procurement ,chilling ,processing,packing and sale of milk to the consumer etc, hitherto dealt with by the tamilnadu dairy development cooperations limited ,were transferred to the newly registered tamilnadu co-operative milk producers federation limited ,popularly known as "aavin"

Tamilnadu co-operative milk producers federation limites was constituted on 1st februrary 1981.fedreation is procuring ,processing and marketing of milk and milk products federation has implemented the dairy development activities under operation flood programmed with a financial and technical assistance of national dairy development board .chennai metro is having four dairies .milk procurement ,processing and distribution are being attended by the district unions I the respective area .

In the wake of liberalization policy ,private diaries have also entered into the field of the honorable chief minister of tamilnadu high priority has been given for improving the performance of milk co-operatives by adopting a symmentric achievement has been made by milk producers cooperative societies ,unionand federation in the state of tamilnadu .

The cattle population in india is approximately 15% of total cattle population I the world .india stood :1 position in milk production .tamil nadu is one of the leading state in milk production .the milk production in tamil nadu perday is 145.88 lakh liters .

CHAPTER 2

2.1 INTRODUCTION:

A brief literature would be immense help to the researcher in gaining insight in to selected problem. The researcher would gain good back ground knowledge of the problem by reviewing certain study. A reference to this entire study will be related in the contest of the shaping of the current study.

2.2 REVIEW OF LITERATURE

I have conducted a research on the customer preference towards dairy products.the study made an attempt to identify the customers 's preferences towards dairy products and to know about factors which influenced the selection of different brands of dairy products .the study revealed that the company should make a survey to know the expectations of the consumers and produces that the products in the manners so as to attract more customers towards mass media to increses sales and to educate customer about the products .

1.Elangovan.N and Gomatheswarran.M focused on consumers behaviours towards various brand of milk and milk products .consumers lifestyles are influenced by number of factors like culture ,subcultures,values,demographic factors ,social status ,references groups ,householdand also the internal makeup of th consumers which are emotions ,personality motives of buying perceptions and learning the study was examining the differences in consumer's behavior with socio and economic characteristics towards brand selection .

2.Jothi mary.c conducted a study on consumer behavior of aavin .the study on consumer behaviuor of aavin .the study focused on consumer behaviour is a sunset of consumer behaviour ,which is concerned with decision that leads up to the act of purchase .it could be the influence of the variable price brand image ,quality of the products regularity of services .the study attempts to bring out the factors leading to the purchase behaviour and pereception of consumer in buying aavin milk . the consumers are satisfied with quality of aavin brands .

3.Rangasami and Dhaka (2003) undertook a comparative on marketing efficiency of dairy products for co-operative and private dairy plants in tamilnadu .their study aimed at comparing the marketing of milk and products by dairy plants of co operative and private sector in tamilnadu .it was found that the marketing cost for toned milk was same in both the dairy plants ,whereas it was higher for other milk in the co-operative dairy plants ,except for toned milk.hence,the marketing efficiency of co-operative dairy plant for all dairy plant ,except .

4.Daniel Kahnman's paper (2003) presents over three decades 'Nobel-prize winning research exploring the concept of 'blounded rationality ,-in the way in which descision diverge from those predicted by rational choice theory .it focuses largely on "cognitive economics' (it does, not for example ,consider the impact of social norms on decision -making).but provides a comprehensive summary of many of behavioral economics most well-researched phenomena

5.several more recent review of behaviour change and behavioural models exist but prof.tim

Jackson's 2005 review of consumer behaviour remains perhaps the most comprehensive and accessible, and the foundation on which the majority of the more recent reviews has largely been based. The report sets out in an accessible way the main drivers of behaviour and theoretical models that attempt to explain it and do so with consistent critique of national choice

6. Boopathi. b (1999) India is the world largest dairy producer. Indian dairy sector has grown substantively over the years, dairy products demand in India has increased dramatically in both rural and urban sectors. However, as a larger population is migrating from rural areas to cities, thus, creates greater demand for dairy products. Tamil Nadu state is one of the ten largest milk producing states in India, in the state, the major milk contributor is Aavin, a Tamil Nadu based milk producer, union, producers milk, processes it and sells milk and milk products to Aavin.

7. Navin Venkataprasanna 2003 carried out a study on customer stratification rate towards Aavin milk in Sholinganallur. The non-probability convenience sampling was adopted to draw a sample of 150 respondents. The study focused on ascertaining consumer preferences in purchase of Aavin brand of milk and analyzing the perceived differences of various brands of milk on key attributes and also identifying measures for improving customer satisfaction. Purity, taste, thickness. Attributes like availability, price and services of agents were also rated good.

8. Riyas Mohammed (2003) conducted study on comparison of Aavin, Aroky and Sakthi milk with special reference to Coimbatore city with a sample size of 150 respondents drawn on convenience sampling method. The study aimed to understand the consumer preferences of branded milk.

2.3 CONCLUSION:

Aavin milk has a good reputation among the customers so it can be extended supplying product towards the customer demand for and availability in markets must be maintained for the consumer to stay in the same Aavin brand. From various reviews the researcher has gathered a lot of information about Aavin milk's and its position in the milk industry. This gives a positive stab to further strengthen its position. It is concluded that "Aavin is the market leader in the milk industry."

CHAPTER 3

RESEARCH METHODOLOGY

Aavin dairy and dairy consumers are selected as samples of the research study. Milk and dairy products are habitue food system of the humans. The reason for selecting this topic are number of consumers available in the region and also accesses the level of consumers satisfaction of aavin milk and dairy products.

3.1 SIGNIFICANCE OF STUDY:

This study is to understand the consumer behavior towards Aavin products which includes milk and other dairy products. This study covers the all the branches of Aavin, with main focus on the shollinganallur branch. Dairy products and milk are very delicate and expire term is very short. It is very much essential in everyone's life. Thus, conducting a survey on the consumer behavior towards Aavin products is the best way to understand their responses and experience to the outlet.

3.2 SCOPE OF THE STUDY

We have started this project to know about the consumer satisfaction of Aavin located at shollinganallur. We have attained a lot of information which includes taste preferences, quantity and quality etc.... in this project we also took effects to know about their consumer behavior and the quality of the milk.

3.3 OBJECTIVES OF STUDY

- to assess the level of consumer satisfaction of aavin milk and dairy products.
- to know reasons for consumption of aavin milk and dairy products in shollinganallur
- to understand the factor influencing consumers behavior

3.4 RESEARCH DESIGN:

A research design purely and simply a basic frame work or plan for study that guide the collection of data and analysis of the data. In this study we have adopted the descriptive research design in collection and analyzing data.

- Type of research: Descriptive

Descriptive research is study designed to depict the participants in an accurate way. More simply put, descriptive research is all about describing people who take part in the study.

- Sampling area: shollinganallur, Chennai.
- Sample Size: 151

3.5 STRUCTURE OF QUESTIONNAIRE

Questionnaire was divided into two sections. First part to know the general and basic information about the customer, and the second part is to enquire about their satisfaction on products provided by Aavin, sholinganallur.

3.6 SAMPLING TECHNIQUE:

Convenience sampling method

A convenience sample is one of the main types of non-probability sampling methods. A convenience sample is made up of people who are easy to reach.

3.7 SOURCES OF DATA:

- Primary data: Collected directly from the respondent with the help of a questionnaire
- Secondary data: The secondary information gathered-, through Internet, magazine, Journals, Text Book and Company Website.

3.8 ANALYTICAL TOOLS:

After collecting the data from the aavin dairy center the researches classified and grouped all the collected data in a meaniful way be presenting it in tables .they are percentage tables,per diagram and graphical respresentation .it is used to study the consumer behaviour in shollinganallur Chennai Percentage analysis, bar chart, pie chart etc.

3.9 PERIOD OF STUDY:

The duration of study is from January 2021 to march 2021 which is three months of study.

3.10 LIMITATIONS OF THE STUDY:

The data as collected from the company. The figure takes for analysis were as revealed in the annual report of the company.

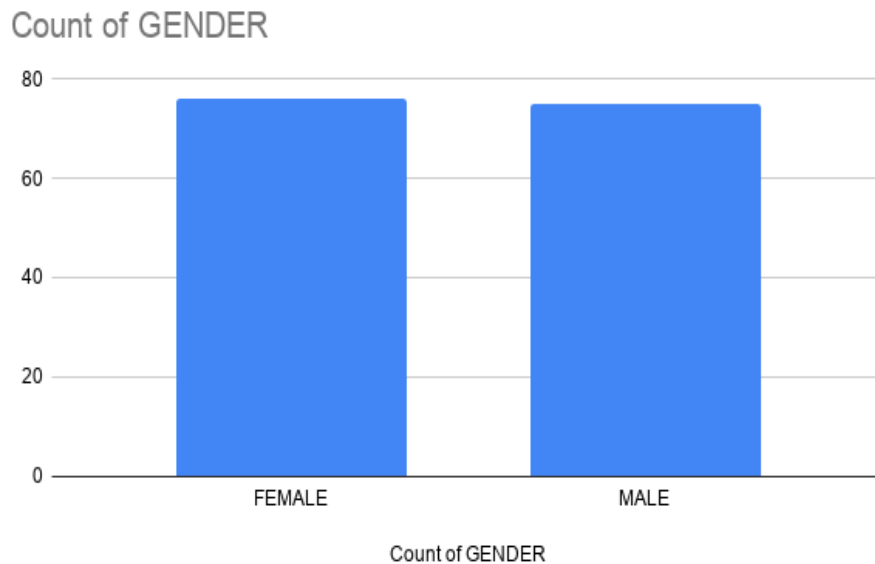
CHAPTER 4

DATA ANALYSIS AND INTERPRETATION

4.1 Percentage analysis:

4.1.1 Gender

GENDER	
FEMALE	76
MALE	75



Interpretation:

From the above data it is interpretation that 50.3% of the responses are male and 49.7% of the responses are female.

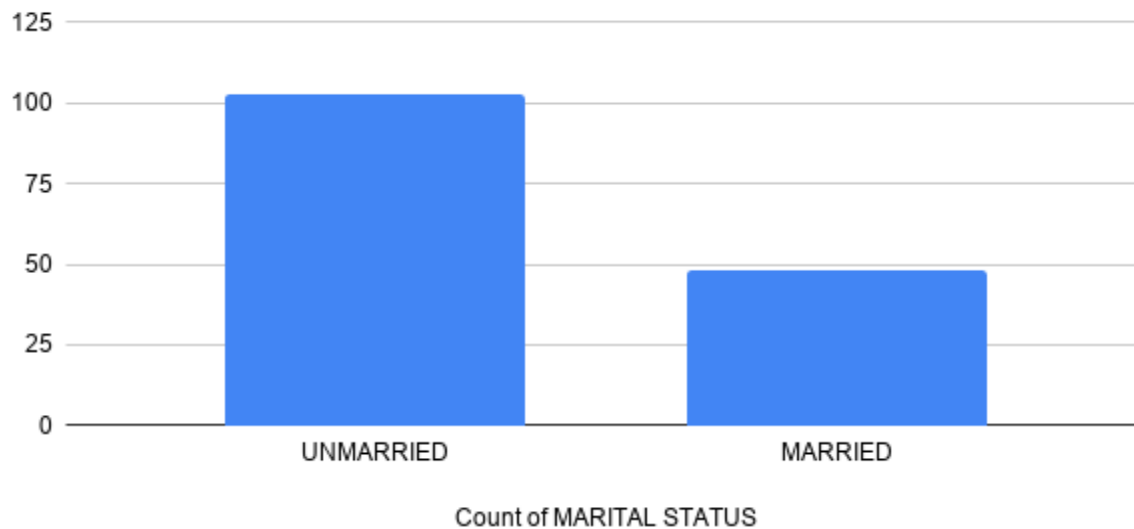
Inference:

Majority (50.3%) of the respondents are male.

4.1.2 MARITAL STATUS

MARITAL STATUS	MARITAL STATUS
UNMARRIED	103
MARRIED	48

Count of MARITAL STATUS



Interpretation:

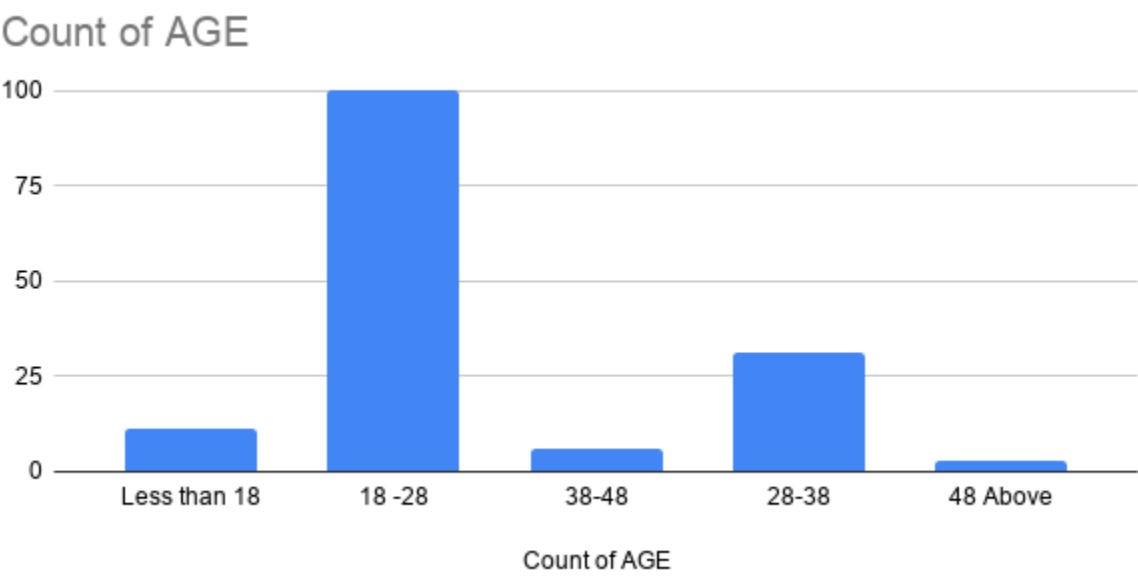
From the above table it is interpreted that 68.2% of the respondents are married, 31.8% of the respondents are unmarried.

Inference:

Majority (68.2%) of the respondents are married.

4.1.3 AGE

AGE	AGE
Less than 18	11
18 -28	100
38-48	6
28-38	31
48 Above	3



Interpretation:

From the above table it is interpreted that 66.2% of the respondents are of the ages 18-28 years old, 20.5% are 28-38 years old, 7.3% are less than 18, 4% are 38-48 years old, 2% are 48 and above

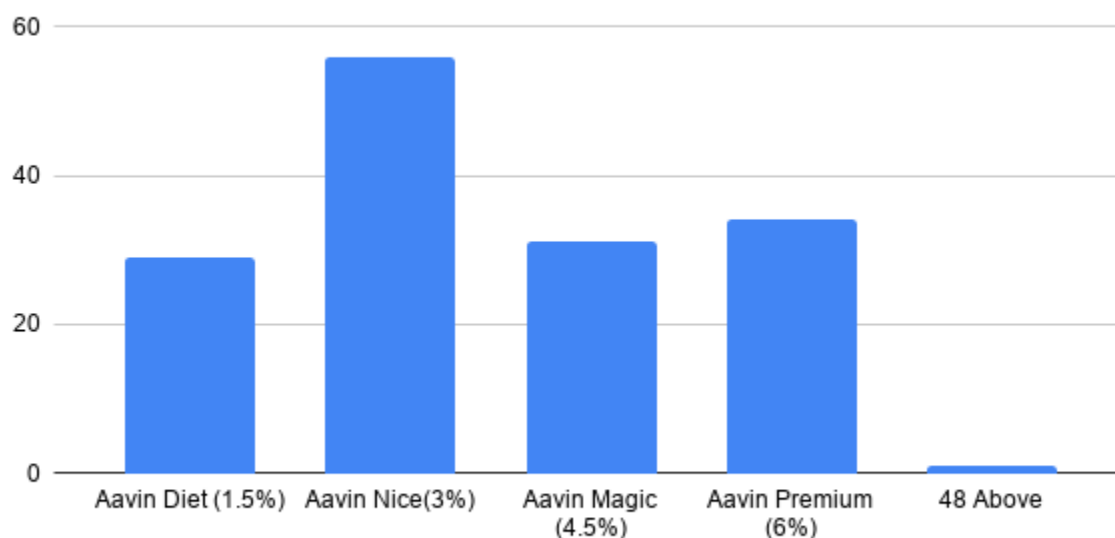
Inference:

Majority (66.2%) of the respondents are under the age of 18-28.

4.1.4 WHAT % OF FAT DO YOU PREFER IN AAVIN MILK ?

1.What is % of Fat you prefer in Aavin milk?	1.What is % of Fat you prefer in Aavin milk?
Aavin Diet (1.5%)	29
Aavin Nice(3%)	56
Aavin Magic(4.5%)	31
Aavin Premium(6%)	34
48 Above	1

Count of 1.What is % of Fat you prefer in Aavin milk?



Count of 1.What is % of Fat you prefer in Aavin milk?

Interpretation:

From the above table it is interpreted that 37.1 % of the respondents prefer Aavin nice(3%), 22.5% prefer aavin premium(6%), 20.5% prefer Aavin magic(4.5%) and 19.2% prefer aavin diet(1.5%).

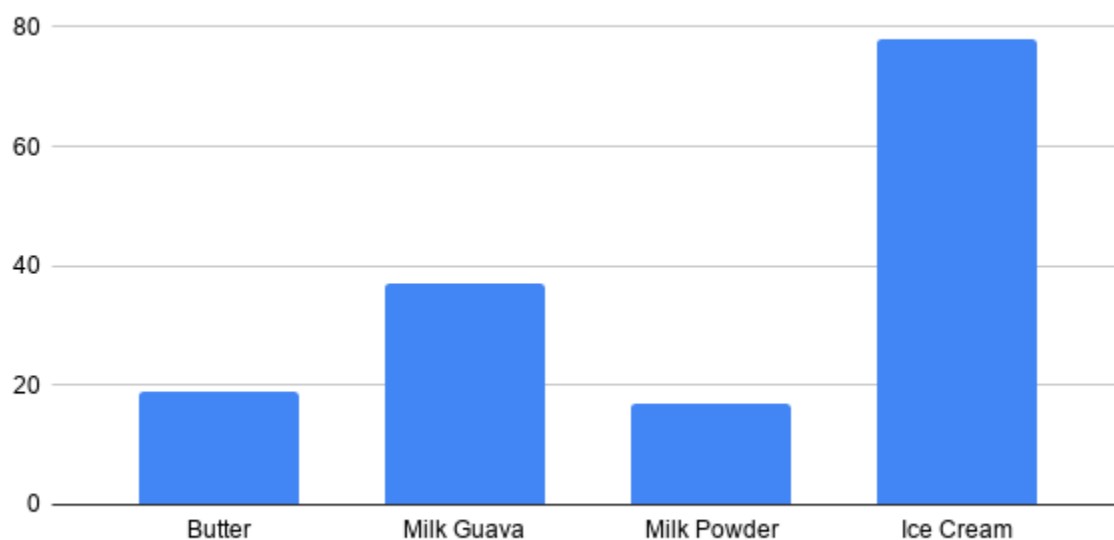
Inference:

Majority (37.1%) of the respondents prefer Aavin Nice(3%) fat in their milk.

4.1.5 WHAT PRODUCTS OF AAVIN DO YOU LIKE?

2.What are the products of Aavin do you like?	2.What are the products of Aavin do you like?
Butter	19
Milk Guava	37
Milk Powder	17
Ice Cream	78

Count of 2.What are the products of Aavin do you like?



Count of 2.What are the products of Aavin do you like?

Interpretation:

From the above table it is interpreted that 51.7% of the respondents like ice cream, 24.5% of them like milk guava, 12.6% of them like butter and 11.3% of them like milk powder.

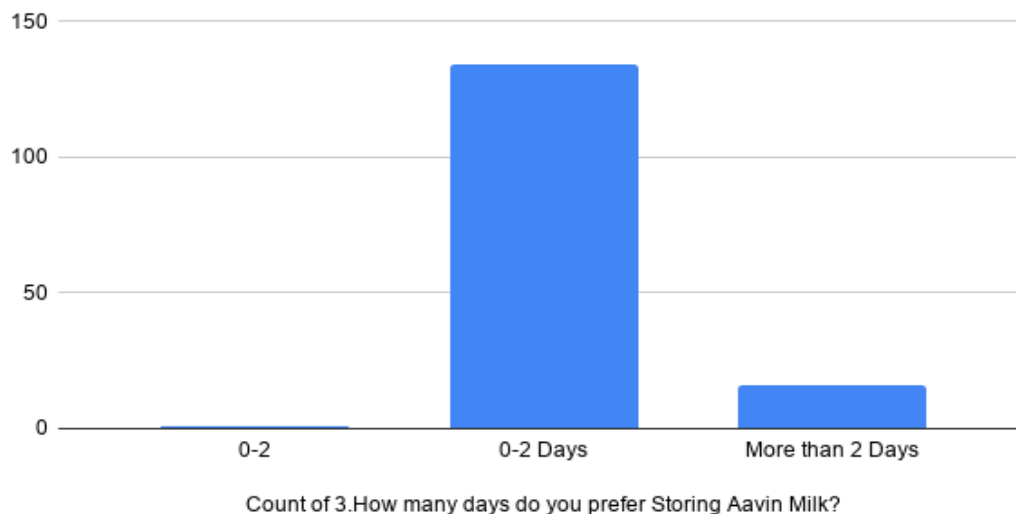
Inference:

majority (51.7%) of the respondents like ice cream from aavin.

4.1.6 HOW MANY DAYS DO YOU PREFER STORING AAVIN MILK?

3.How many days do you prefer Storing Aavin Milk?	3.How many days do you prefer Storing Aavin Milk?
0-2	1
0-2 Days	134
More than 2 Days	16

Count of 3.How many days do you prefer Storing Aavin Milk?



Interpretation:

from the above table it is interpreted that 88.7% of the respondents would like to store their milk for 0-2 days and only 10.6% of them would store more than 2 days.

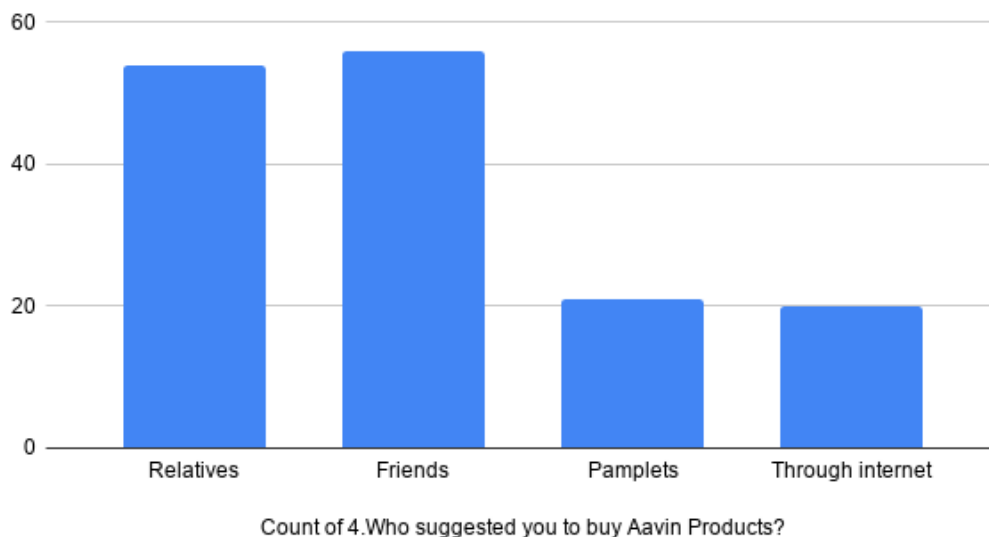
Inference:

majority (88.7%) of the respondents like to store their milk for 0-2 days.

4.1.7 WHO SUGGESTED YOU TO BUY AAVIN PRODUCTS?

4.Who suggested you to buy Aavin Products?	4.Who suggested you to buy Aavin Products?
Relatives	54
Friends	56
Pamphlets	21
Through internet	20

Count of 4.Who suggested you to buy Aavin Products?



INTERPRETATION:

From the above table it is interpreted that 37.1% are referred by friends, 35.8% by relatives, 13.2% by through internet and 13.9% from internet.

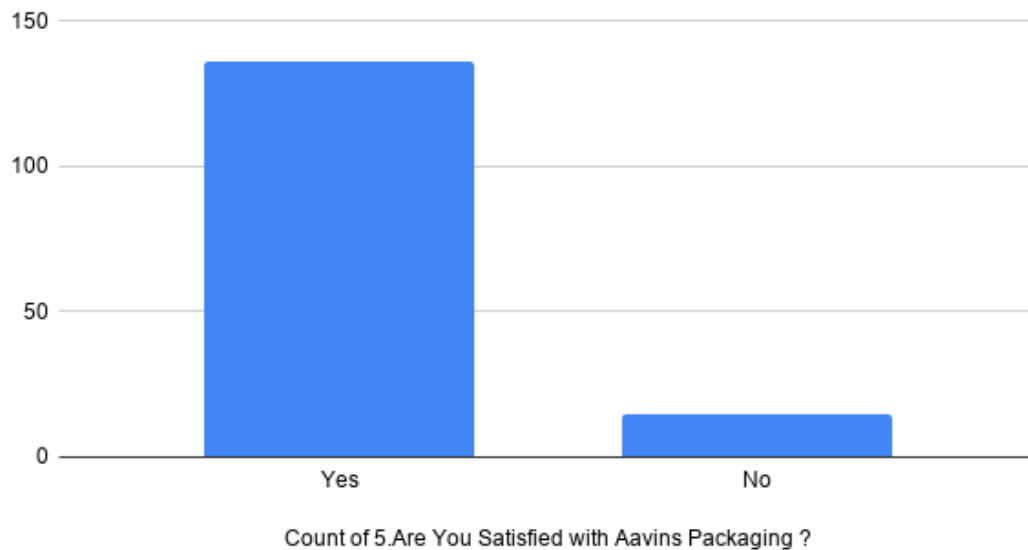
INFERENCE:

majority (88.7%) of the respondents like to store their milk for 0-2 days.

4.1.8 ARE YOU SATISFIED WITH AAVINS PACKAGING?

5.Are You Satisfied with Aavins Packaging ?	5.Are You Satisfied with Aavins Packaging ?
Yes	136
No	15

Count of 5.Are You Satisfied with Aavins Packaging ?



INTERPRETATION :

From the above table it is interpreted that 90.1% of respondents are satisfied with packaging and only 9.9% of respondents are not satisfied.

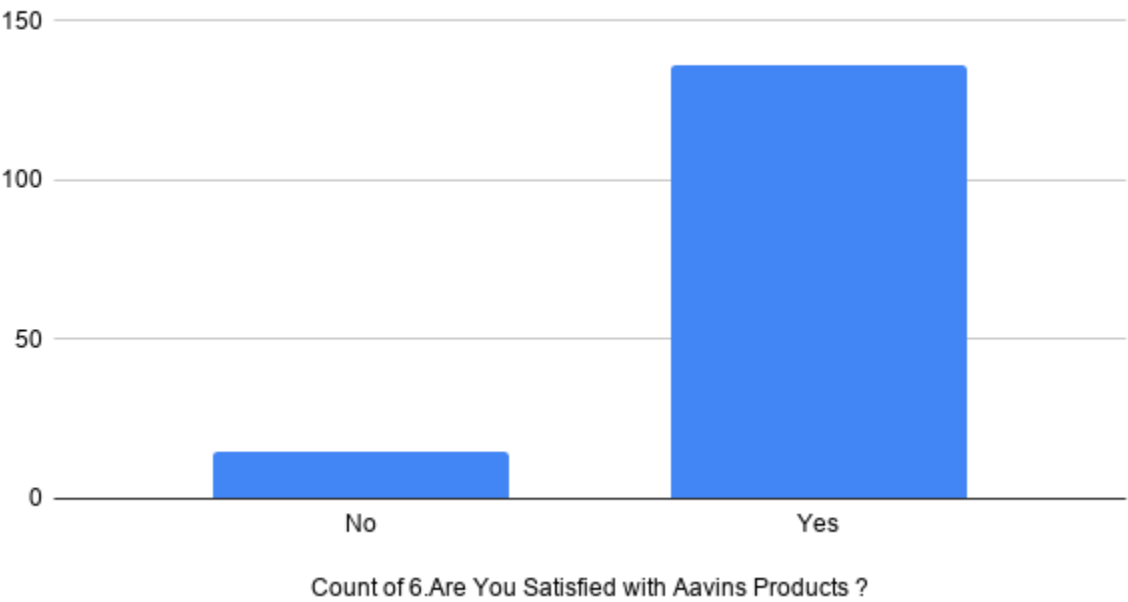
INFERENCE :

Majority 90.1% of respondents are satisfied with aavin packaging.

4.1.9 ARE YOU SATISFIED WITH AAVIN’S PRODUCTS?

6.Are You Satisfied with Aavins Products ?	6.Are You Satisfied with Aavins Products ?
No	15
Yes	136

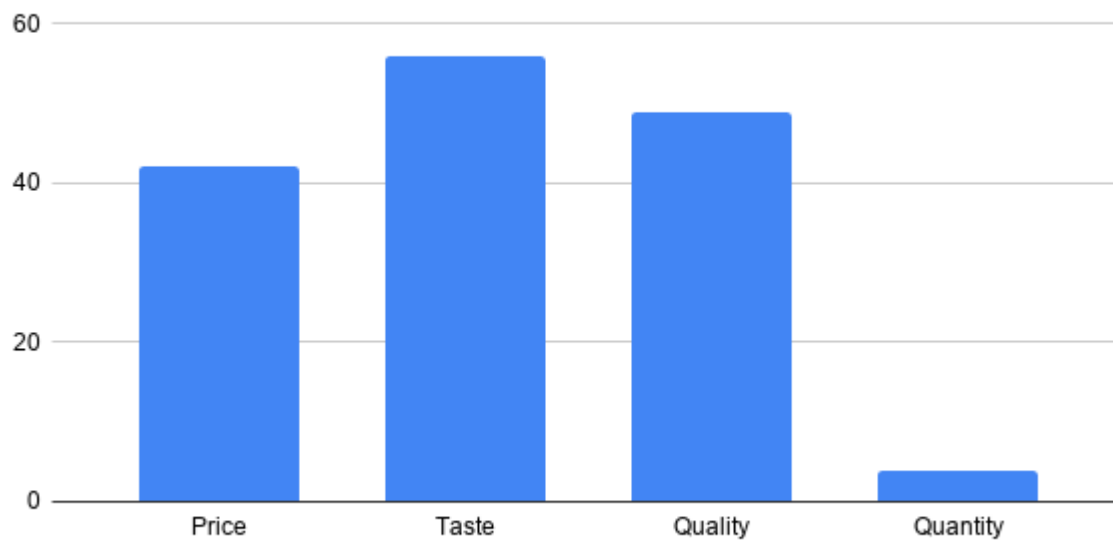
Count of 6.Are You Satisfied with Aavins Products ?



4.1.10 FOR WHAT REASON ARE YOU BUYING AAVIN PRODUCTS ?

7.For what reason are you buying Aavin products ?	
Price	42
Taste	56
Quality	49
Quantity	4

Count of 7.For what reason are you buying Aavin products ?



Count of 7.For what reason are you buying Aavin products ?

INTERPRETATION :

From the above table it is interpreted with 37.1% of taste ,32.5%of price ,27.8%of quality and rest with quantity .

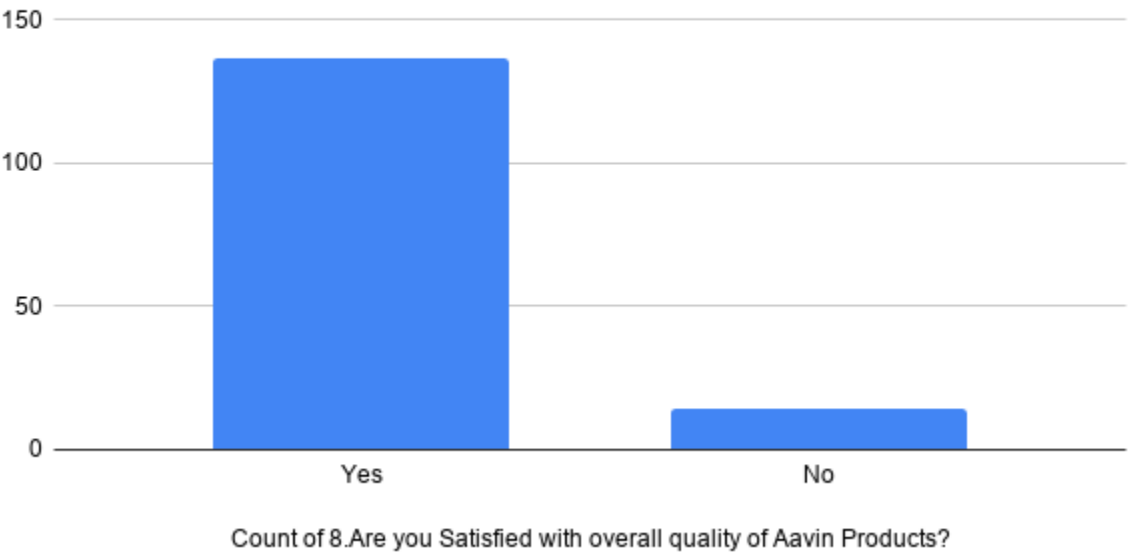
INFERENCE:

Majority (37.1%) of the buy Aavin products for its taste.

4.1.11 Are you Satisfied with overall quality of Aavin Products?

8.Are you Satisfied with overall quality of Aavin Products?	8.Are you Satisfied with overall quality of Aavin Products?
Yes	
No	

Count of 8.Are you Satisfied with overall quality of Aavin Products?



INTERPRETATION :

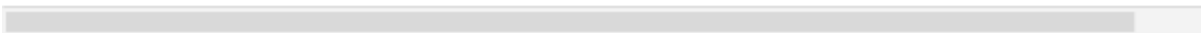
From the above table it is interpreted with 90.7% of respondents are satisfied with overall aavin products with yes and 9.3% of respondent with no.

INFERENCES:

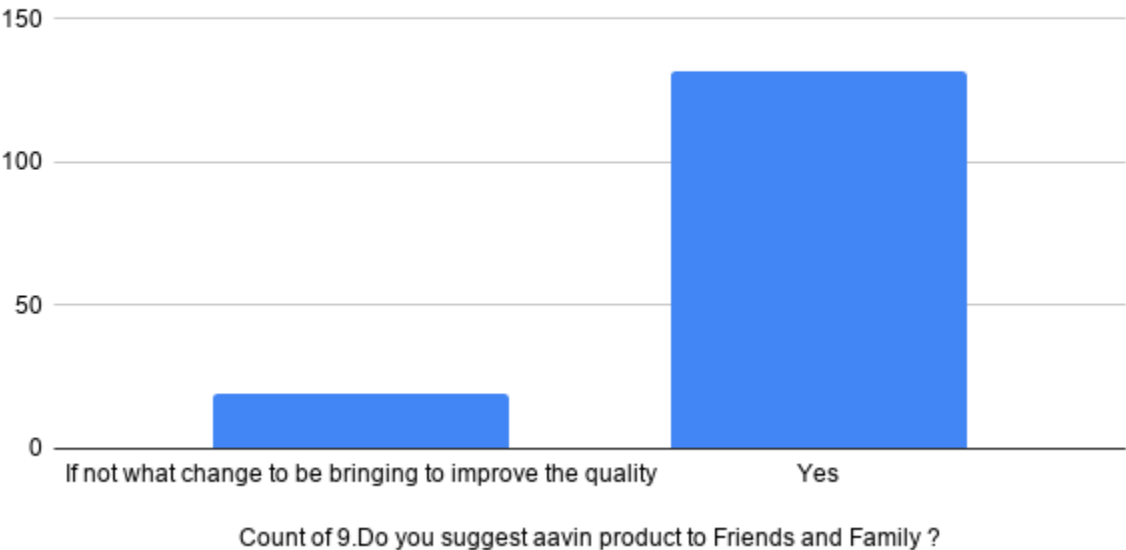
Majority of 90.7% of consumers are satisfied with overall quality of aavin products.

4.1.12 Do you suggest aavin product to Friends and Family ?

9.Do you suggest aavin product to Friends and Family ?	9.Do you suggest aavin product to Friends and Fa
If not what change to be bringing to improve the quality	
Yes	



Count of 9.Do you suggest aavin product to Friends and Family ?



INTERPRETATION:

From the above table, it is interpreted 87.4% of respondense have been suggested aavin products to friends and family

INFERENCES:

Majority of 87.4% of people suggested aavin products to friends and family.

CHAPTER -5

5.1 FINDINGS

- Majority (50.3%) of the respondents are male.
- Majority (68.2%) of the respondents are married.
- Majority (66.2%) of the respondents are under the age of 18-28.
- Majority (37.1%) of the respondents prefer Aavin Nice(3%) fat in their milk.
- Majority (51.7%) of the respondents like ice cream from aavin.
- Majority (88.7%) of the respondents like to store their milk for 0-2 days.
- Majority 90.1% of respondents are satisfied with aavin packaging.
- Majority of 90.9% of respondents are satisfied with the aavin products .
- Majority (37.1%) of the buy Aavin products for its taste.
- Majority of 90.7% of consumers are satisfied with overall quality of aavin products.
- Majority of 87.4% of people suggested aavin products to friends and family.

5.2 SUGGESTIONS

- *Home delivery of aavin products can have its own app to deliver its wide range of products can be introduced
- *Plastic free packaging can be introduced and they can start with reusable glass bottles for packaging
- *Contact less purchase of aavin products through vending machines.
- *Wide range of products in different flavours and textures.

5.3 CONCLUSIONS

Aavin milk has a good reputation among the customers so it can be extended supplying products towards the customer demand for availability in markets must maintained for the consumers to stay in the same aavin brand. from various respondents the researcher has gathered lot of informations about aavin milk and position in milk industry .this gives a positive stand to further strengthen its positions .i conclude that “aavin in the market leader in milk industry.”

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