
Repulsive Buying Behaviour: A Perceptual Study

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Abstract

Better understanding of repulsive buying behaviour has positive contribution to the country's economic state and also towards the quality of product and services. In the recent years the consumer is showing a kind of revulsion in its buying behaviour. Repulsive buying behaviour in consumer is repugnance for product i.e. a strong feeling of distaste for the product. The product is repelled by the consumer if it doesn't match the social status of the consumer, in case celebrity endorsing the product is not followed or admired by the consumer, adding to this are unresolved issues and complaints of customers which deteriorate the image of the marketer. The products are overloaded with wasteful features or are against the culture and religion of consumer or maybe are not according to the planning of consumer are not entertained by the consumer. It also proves that once customer has faced dissatisfaction by the usage of product or has no knowledge about the usage of product it turns off the consumer from the product.

Keywords: Repulsive Buying Behaviour, Repulsion Effect

Introduction

The repulsive buying behaviour as the name evinced is arousing intense distaste or revolt in the buying behaviour for the product. Shane Frederick and Leonard Lee (2008) in their research paper "Attraction and Compromise Effects Revisited: The Role of Attribute Characteristics and Representation in Context Effects" enunciated about the repulsion effect, the first paper, by Frederick and Lee, defined the role of attribute representation in the extent and direction of the attraction effect. Their study divulges that the attraction effect disappears, if the same information is presented in a perceptual manner, the attraction effect disappears or even reverses, the phenomena they named the repulsion effect.

The repulsive buying behaviour is when the product is repelled by the consumer, the attraction effect created by the marketer through promotion and other tools do not effect the consumer positively but the attraction affect is reversed to the repulsion which leads to the refusal in buying of product. For an instance Tata Nano was failure for all the marketers the car was presented as a symbol of social liberty and equality, but it was a proven blunder as the product did not match the social status of the consumer (Neelamkalla, 2015).

The study is immensely noteworthy in view of retail context of Indian market and also aids in expanding the horizon of the knowledge of marketer. The intriguing and significant phenomenon of repulsive buying entails to develop refined understanding as the liberalised Indian retail is flourishing with an elevated pace and there are different opportunities to reap profits in. With a paucity of literature on repulsive buying behaviour in the Indian context, the findings of the study could stimulate related attempt in other geographical areas of this huge country.

Literature Review

In present digital era the business organisations are looking for to enter in market space but they do not know how to enter in E-Marketing. It is universally acknowledged fact that good research cannot be made without critically studying what already exists in relationship to it in the form of general literature and specific work done by the researchers. The review of related literature, therefore, is considered as a perquisite to actual planning and execution of research work. Hence for proper understanding of the research work, sincere efforts have been made to review the related literature.

Yakup Durmaz (2014) surveyed 1400 people in Ukraine to explore the effect of culture on consumer buying behaviour found that 60% of the respondent believed that belief, culture and tradition are the most important factor affecting the consumer buying behaviour. Norazah et al. (2015) examined Muslim and non-Muslim consumers on their green food consumption and found that Muslim consumers follow a strict diet and act in accordance of religious dietary laws. Isabel J. Grant et al. (2005) while examining teenage girls found that this stage is highly fashion sensitive and is strongly influenced by brand name and its association's respondents were ready to pay high prices for branded clothing.

Malia Triantafillidou et al. (2014) found that long-lasting experiences gives satisfaction to the consumers prefer to repeat in the future. Anna Hellberg et al. (2016) found that brand is avoided by the consumer due to experience-related factors such as poor performance, store environment, and product attributes. Khongkok et al. (2013) found that while choosing appropriate celebrity as endorsee risks are associated such as darkening the brand image as a result of negative publicity associated with the endorser. Maria Saaksjarvi (2016) explored about advertisements featuring attractive and unattractive celebrities may reduce or enhance consumers' self-esteem as in comparison to attractive celebrities, unattractive celebrities sometimes seem to do a better job as product endorsers than attractive celebrities. Lina Pileliene et al. (2017) analysed famous female celebrity has a considerable influence on FMCG advertising effectiveness.

Seung Hwan (2015) found that luxury goods give rise to social affinity in consumer for the self than for the other, people judged they high in social affinity when they brought a prestigious wine to a party compared to when they brought a cheaper generic wine. James E. Fisher et al. (1999) analysed dissatisfied consumers who complain to the Better Business Bureau. Companies cannot ignore the complaints raised by dissatisfied consumers because when they raise their complain to better business bureau companies face major financial risk due to the highly negative word-of-mouth communication of these intensely dissatisfied consumers.

Byung-Suh Kang (2007) explored that negative word of mouth and negative image affects the customer intention to switch the product. Dissatisfied customers spread their bad experiences about the services to neighbours, this will worsen potential customer basement, affecting company's future success and performance. Bill Bramwell (1998) showed in tourism to increase the attraction of user's survey should be conducted so as to measure their satisfaction and use the findings of survey to develop a product. Without appropriate product development, dissatisfied users of tourism products in a city are likely to seek alternative products from other suppliers, possibly in other places.

Diehl and Poyner (2010) found that large assortments affects negatively as the customer feels over loaded. Ilgim Dara Benoit Elizabeth G Miller, (2017) found that negative

effect of large assortment can be reduced by holistic thinking. Manfred Hammerl et al. (2016) observed that reference groups and self-brand connection may alter the beliefs of a customer about the brand. Maria Kumpel et al. (2013) explored the peer influence in adolescents attached with snacks found that snack purchase and consumption in adolescents was significantly affected by peer group.

David R. et al. (2014) field experiment was conducted on buffet price and observed that lower the price of buffet less satisfaction it provided to customers. Hussain et al. (2016) measured the impact of pricing strategies on consumer psychology and found that consumer is more willing to purchase items with suitable prices. Long-Yi et al (2006) explored the influence of product knowledge on consumer purchase decision and observed that product knowledge have a significantly positive effect on consumer purchase decision.

Teresa et al. (2011) analysed the consumer responses towards gift promotion found that when the brand promoted have high equity gift promotion is favourable. Purchase intentions are positively affected by using a high equity brands and offering a gift that fit with it. While studying the effect of short duration coupons, Rebecca K. Trump, (2016) found that price promotions with overly restrictive requirements negatively affect the consumer purchasing decisions. Ebastian et al. (2015) opined product purchase intentions are damaged by negative customer review. Robert East et al. (2008) with role-play experiments and survey methods found that negative word of mouth have lesser affect than positive word of mouth.

Nelson Oly et al. (2006) while exploring about family structure and joint purchase decisions found that family structure is the most important factor affecting the purchase decisions. Joint purchase decisions are made by strongly cohesive families than weak cohesive families. Norzieiriani Ahma et al. (2007) found that the online businesses will be able to predict prospective online shoppers' intention to repurchase more easily by identifying lifestyle factors and the relationship between lifestyle factors.

Domen Malc et al. (2016) conducted an experiment design about price fairness, study confirms that price fairness impact the intention to buy and sometimes forms of negative behaviours that directly harm the seller, e.g., negative word of mouth, complaints, and leaving the seller. Rauf Nisel, (2001) showed if there is repetition of purchase of consumers, increased then the motive of buying decision will change. The quality is no longer the buying motive (Maria et al., 2014). They revealed that Mexican customers perceive their brand and the different competitors to compare what they can do to influence their buying behaviour.

Rakhi Thakur et al. (2012) studied the usage of mobile commerce and found that easy usage and social influence are found to be important aspect to use mobile commerce while facilitating conditions were not found to be significant. Icek Ajzen (2015) theory of planned behaviour

helps to project and explain consumer buying behaviour. Elfriede Penz et al. (2011) studied mixed consumers emotional responses to the retail store, the approach avoidance affects the consumer buying intention.

Rationale of the Study

The summary of literature shows that there is very little comprehensive study on repulsive buying behaviour and the factors responsible for such kind of behaviour of the consumer. Thus considering the above discussion detailed survey regarding the repulsive buying behaviour and the factors affecting it is very important. To recover the relationship a hypothesis has been developed as all the variables have no significant relation with the repulsive buying behaviour. The results will be useful for the marketer to understand the repulsive behaviour of the consumer more conscientiously, so that the marketer could develop the product according to the latest need of the consumer and reap a considerable profit out of his efforts in understanding the behaviour of consumer.

Study Method and Analysis

As discussed there is need for exploring more about the repulsive buying behaviour to cater the needs of the consumer and deliver value to him. In order to explore factors that affect the repulsive buying behaviour in consumer a boarder horizon of the research is to be applied. Both qualitative and quantitative research has been adopted but quantitative result was emphasized more. To develop the understanding for the repulsive buying behaviour in the consumer the qualitative research was used.

In the present survey data collection was conducted by an instrument (questionnaire) through convenience

sampling to record respondent's opinions. All items in the questionnaire were measured on a five-point Likert scale ranging from 'strongly disagree' (1) to 'strongly agree' (5), based on the construct. The instrument was pre-tested to remove unclear, leading and confusing statements. The mode of contact with respondents was face-to-face, of the 310 distributed 298 were received while screening the responses 6 were found uncomplete 292 completed the questionnaire with a 97.9% response rate. A series of statistical techniques and procedures were conducted using Statistical Package for the Social Sciences (SPSS) version 16 to evaluate the latent variables involved in the study.

Repulsive Buying Behaviour of Consumer

The repellent behaviour of the consumer i.e. the off putting from the product, to gather more information about the behaviour and the determinants which affects the behaviour the research problem can be stated a structural model of repulsive buying behaviour.

Development of Scale: A scale was developed to investigate about the repulsive buying behaviour. The literature was thoroughly studied and reviewed, as shown in the review of literature. In the light of the literature and with the help of discussion with professional in the discipline of marketing, 20 variables were chosen in order to explore the factor affecting the repulsive buying behaviour in consumer.

Refinement of Scale: In order to build up the correct scale the each item was subjected to reliability analysis. Table 1 shows the inter-item correlation and Cronbach's alpha statistics was used to ensure the scale reliability.

Table 1: Scale Reliability Analysis (Repulsive Buying Behaviour)

Variables	Initial	Extraction	Corrected item-total correlation	Cronbach's Alpha if item deleted	Mean	Std. deviation
Culture and religion	1.000	.704	.517	.834	2.94	1.54
Value perceived against price	1.000	.694	.509	.839	3.12	1.45
Conflict in motives	1.000	.761	.525	.843	2.96	1.47
Inner urge of customer	1.000	.762	.719	.824	2.78	1.46
Brand association and experience	1.000	.758	.662	.827	3.04	1.45
Online review of the product	1.000	.613	.564	.832	2.62	1.52
Accessibility and usage of product	1.000	.751	.562	.841	3.06	1.33
Unresolved issues and complaints	1.000	.776	.540	.834	2.50	1.31
Social status	1.000	.816	.583	.832	2.54	1.34
Celebrity endorsement	1.000	.744	.532	.834	2.42	1.27
Perception about the brand	1.000	.656	.618	.843	2.78	1.47
Consumer dissatisfaction	1.000	.835	.558	.841	3.42	1.24

Environment and reference groups	1.000	.833	.502	.840	3.52	1.11
Price	1.000	.723	.538	.846	3.18	1.30
Family	1.000	.498	.501	.852	3.12	1.45
Lifestyle	1.000	.604	.533	.838	2.92	1.41
Product knowledge	1.000	.674	.510	.843	3.26	1.41
Customer feels overloaded	1.000	.627	.535	.842	2.84	1.29
Purchase planning	1.000	.593	.539	.838	2.80	1.34
Promotional scheme	1.000	.498	.545	.842	2.40	1.12
Item mean: Mean =2.91, Minimum=2.40, Maximum= 3.52, Range= 1.12 , Max/Min=1.467, N=20						

Factor analysis was performed with varimax rotated, Principal Component Analysis. The analysis extracted four factor namely; *psychological, usage, lifestyle and opinion, product* shown in Table 3.

value must exceed .50 overall tests and each individual variable for research in social science (Hair et al., 2009). The value of Bartlett tests of sphericity is $X^2=719.203, DF=190$ shown in (Table 3).

To prove the application of factor analysis, results related to the Kaiser–Meyer–Olkin (KMO) the tests of sampling adequacy and Bartlett tests of sphericity were observed. Kaiser- Meyer-Olkin (KMO) Measure of Sampling Adequacy (MSA) value of .789 is adequate for validating factor analysis results. Measures of Sampling Adequacy

To justify the reliability of the scale Cronbach’s Alpha was calculated, the value of Cronbach Alpha is .845 (Table3) indicating good reliability of the scale. The range of Cronbach’s alpha reliability coefficient is between 0 and 1 (Gliem&Gilem, 2003).

Table 2: Correlation Matrix of Repulsive Buying Behaviour Variables

	SW1	SW2	SW3	SW4	SW5	SW6	SW7	SW8	SW9	SW10	SW11	SW12	SW13	SW14	SW15	SW16	SW17	SW18	SW19	SW20
SW1	1																			
SW2	.09	1																		
SW3	.36	.11	1																	
SW4	.13	.50	.05	1																
SW5	.10	.32	.10	.10	1															
SW6	.06	.10	.01	.01	.01	1														
SW7	.19	.35	.28	.10	.67	.01	1													
SW8	.10	.44	.11	.35	.07	.20	.08	1												
SW9	.04	.31	.06	.21	.53	.09	.49	.10	1											
SW10	.08	.20	.19	.12	.45	.17	.68	.02	.48	1										
SW11	.72	.11	.59	.05	.25	.15	.18	.06	.41	.09	1									
SW12	.10	.15	.06	.12	.23	.50	.17	.27	.45	.15	.13	1								
SW13	.32	.18	.19	.12	.67	.19	.35	.17	.51	.53	.31	.19	1							
SW14	.03	.26	.06	.23	.18	.49	.13	.42	.42	.17	.17	.87	.18	1						
SW15	.70	.02	.52	.09	.21	.49	.25	.38	.58	.08	.85	.05	.44	.04	1					
SW16	.08	.41	.01	.55	.07	.14	.10	.33	.24	.08	.08	.09	.11	.16	.18	1				
SW17	.11	.36	.01	.25	.55	.11	.51	.32	.65	.60	.12	.41	.75	.49	.15	.24	1			
SW18	.17	.09	.05	.01	.051	.69	.06	.29	.10	.28	.02	.65	.19	.69	.04	.03	.18	1		
SW19	.56	.31	.23	.27	.22	.05	.12	.11	.24	.03	.44	.05	.32	.69	.44	.50	.32	.13	1	
SW20	.16	.12	.02	.06	.04	.66	.01	.24	.39	.22	.16	.71	.30	.67	.15	.02	.41	.64	.09	1

Extraction of factors

There are four factors (*psychological, usage, lifestyle and opinion, product*) extracted using the factor analysis

shown in (Table 3). Factors having loading more than 0.5 are significant and loading range from 0.56 to 0.91. The Eigen values of the four factors ranges from 2.084 to 5.491. Results are shown in (table 3)

Table 3: Varimax-Rotated Results and Scale Reliability (Repulsive Buying Behaviour)

Variables	Factors			
	Psychological	Usage	Lifestyle and opinion	Product
Culture and religion	0.82			
Value perceived against price	0.80			
Conflict in motives	0.80			
Inner urge of customer	0.77			
Brand association and experience	0.75			

Online review of the product	0.72			
Accessibility and usage of product		0.86		
Unresolved issues and complaints		0.85		
Social status		0.84		
Celebrity endorsement		0.82		
Perception about the brand		0.80		
Consumer dissatisfaction				
Environment and reference groups			0.91	
Price			0.90	
Family			0.84	
lifestyle			0.69	
Product knowledge			0.56	0.81
Customer feels overloaded				0.79
Purchase planning				0.71
Promotional scheme				0.60
Eigen value	5.491	3.524	2.822	2.084
%Variance	19.299	19.191	17.752	13.359

Psychological: The first factor named as psychological is embraced of six variables, i.e. *culture and religion, value perceived against price, conflict in motives, inner urge of customer, brand association and experience, online review of product*. Factor explains 19% of the total variance in the factor analysis solution. The result indicates while studying the repulsive buying behaviour “*psychology*” of customer should be taken care. The study reveals that customer purchase intention can be negative for a product as the value perceived about the product may be less as compared to its price, the bad brand experience and negative online review of the customers may affect the image about the brand adversely. The site of product opposing the consumer cultural and religious value may be repelled by the customer. The conflicts in the buying motive of the purchaser hinder in understanding their inner urge and thus create a state of confusion in their minds. The factor loading ranges from 0.72 to 0.82. the inter-item correlation ranges from .003 to .681 and item to total correlation ranges from .525 to .719. It covers 5.491 of the Eigen value. Marketers need to critique individually the intrinsic and extrinsic environment influencing the repulsive purchase behaviour consumer.

Usage: The second factor labeled as *usage* comprises of five variables i.e. *accessibility and usage of the product, unresolved issues and complaints, social status, celebrity endorsement, perception about the brand*. The results show that factor explains 19.19% of the total variance of the factor analysis solution. The factor explains about difficulty in usage of product and complaints aroused against the marketer from the previous purchase, affecting inversely the perception of purchaser about the brand. A product which disappoints the social need of the consumer are usually rejected as product is attached to the social affinity of the consumer. The factor loading ranges between .656 and .816 and it

covers 3.524 of the Eigen values. The inter item correlation ranges from .404 to .875 with a total to item correlation range of .532 to .618. The managers should engage proper channels to attend the complaints of customer patiently and resolve the complaints by the earliest

Lifestyle and opinion: the third factor, lifestyle and opinion has been extracted from five variables i.e. *consumer dissatisfaction, environment and reference groups, family, lifestyle, price*. The factor explains 17.752% of the total variance of the factor analysis solution. The factor explains the consumer dissatisfaction or any kind of discontent faced by the consumer himself, his family or by any influencer of his purchase. i.e. his environment or reference group to which he belong to leads to repulsive buying. The factor also explains the lifestyle of consumer and the price of the products as other two determinant of the same behaviour. The factor loading ranges between 0.56 and 0.91. It covers 2.88 of the Eigen values. The inter –item correlation is .233 to .856 and item to total correlation ranges from .502 to .558. The prevent the repulsive buying managers should try to apprehend each and every influencer which encompass the purchase intention of the consumer.

Product: The fourth factor i.e. *product* extracted from another four variables i.e. *product knowledge, customer feels over-loaded, purchase planning and promotional schemes*. The result reveals that consumer lacks proper knowledge about the product due to which he could not plan the purchase and also feels overloaded with the variety features of the product. It unhides the truth about the excess promotion which is leading to deteriorate the interest of the consumer. It covers 2.084 of the Eigen values. The factor explains 13.359% of the total variance of the factor analysis solution. The factor loading ranges from and the inter item correlation ranges from .332 to .557. The item to total correlation ranges from .510 to

.545. Managers and marketers are suggested to update the knowledge of consumer time to time.

Result's Validation

The marketer needs to think beyond the buying behaviour, he needs to understand the force under influence of which the consumer tends to move away from the product. Repulsive buying behaviour is basically a negative buying

in which consumer don't buy the product or lessen the quantity of purchase.

The extracted factors determining the repulsive buying behaviour are validated in Table 4 by calculating "correlation between summated scales" and correlation between representative of factors and summated scales". The factor are independent of each other as the scores of the correlation between the factors for repulsive buying behaviour was <.291, which prove that multicollinearity does not exist.

Table 4: Result validation

Table 4(a): Correlation Between Summated Scales

Factors	Psychological	Usage	Lifestyle and opinion	Product
Psychological	1			
Usage	.291	1		
Lifestyle and opinion	.121	.030	1	
Product	.286	.196	.161	1

Table 4(b): Correlation Between Representative Factors and Summated Scales

Variable/factors	Psychological	usage	Lifestyle and opinion	product
Cultural value	.809	.117	.226	.171
Accessibility and usage of product	.183	.854	.101	.113
Dissatisfaction	.116	.059	.877	.098
Product knowledge	.167	.020	.228	.777

Table 4(b) explains the association of the representative factor with the latent variable. The values are more than .777 which reflects the high association within them and low than .228 among other the summated scales

Future Research Directions

The study discuss the factor which affects the repulsive buying behaviour as a whole, the future research may focus on the individual effect of each factor on repulsive buying behaviour. The sample size selected was relatively small for large cities Amrtisar and Ludhiana in state of Punjab. A larger sample would certainly improve the generalisability of the population. The study was conducted in the urban area, implies that there could be considerable distinctiveness in terms of behavioural model if the study is replicated in metro cities or rural areas. The future research could be more focussed on metro cities and cross-country or can also use online context to identify factors affecting the repulsive buying behaviour.

Conclusion

The study reveals that repulsive buying behaviour is repugnance for the product. The factors affecting the repulsive buying behaviour are mainly psychological, usage, lifestyle and opinion and product. The study explains that consumer repel if it don't match the social status of the consumer, in case celebrity endorsing the product is not followed or admired by the consumer,

adding to this are unresolved issues and complaints of customers which deteriorate the image of the marketer in the eye of consumer. The product are overloaded with wasteful features or are against the culture and religion of consumer or may be are not according to the planning of consumer are not entertained by the consumer.

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