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**PURCHASE AND REPURCHASE THE PRODUCT TO ENHANCE  
REPURCHASING BEHAVIOUR”**  
**----AN EMPIRICAL STUDY WITH SPECIAL REFERENCE  
OF PACKAGED MILK IN CHENNAI**

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**ABSTRACT**

*This paper studies relationships between consumer, purchase behaviour, with empirical data on repurchasing behaviour. The analysis reveals a strong relationship between customer behaviour and repurchase behaviour. Hence forth, the researcher have taken the packaged milk in Chennai for the study. Every person has many cognitions (beliefs or opinions) about himself or herself, other people. Any two cognitions can be either related or unrelated. The thrust of cognitive dissonance theory is that dissonance is likely to occur after a choice has been made, and will reflect a natural occurrence because the choice has been made (Gilbert, 2003: 60). In this study 1100 samples have been selected and administered the statistical tools such as t test, f test, ANOVA and Karl pearson correlation are taken for data analysis*

**KEYWORDS:** *Consumer; purchase behaviour; repurchase behaviour.*

## I INTRODUCTION

In the event of postpurchase processes, it is the total amount of dissonance that we experience that is important. The more dissonant cognitions we have about the decision, and the more important these are to us, the higher our dissonance will be; and since dissonance produces unpleasant feelings. Unsatisfactory evaluations may produce complaints by those consumers. The firm may reverse the initial dissatisfaction among those who complained and the result of all these processes is a final level of satisfaction, which in turn can result in a loyal, committed customer: one who is willing to repurchase, or a customer who switches brands or discontinues using the product category (Singh, 2003: 4).

### Scope of the Study

In this competitive world and recent technology, many new brands have been introduced in the market every year. A lot of brands of milk are available in the market. But the consumers prefer a particular brand which is much affordable to them. The study aims to understand the consumers' repurchasing behaviour towards variable milk brands from the respondents of in Chennai area. The researchers have taken the packaged milk brands of Aavin, Arokyia, Cavin's, Jersey, Thirumala, Heritage, Hatsun for the research.

## RESEARCH OBJECTIVES

- To study the causes of postpurchase behaviour amongst consumers
- To determine how consumers feel with postpurchase behaviour.
- To know what consumers believe when it comes to repurchase behaviour.
- To attain loyalty in repurchasing behaviour

## CHAPTER OUTLINE

The report on this study is made up of five sections. The section covers

### 1: INTRODUCTION

This chapter introduces the study and provides an overview of the research objectives, and the research methodology and limitations thereof.

### 2: LITERATURE REVIEW

The literature review gives an overview of repurchase behaviour.

### **3: RESEARCH METHODOLOGY**

The research methodology chapter shows how the research has been collected and gathered. It provides insight into the sampling methods used, the questionnaire, and various other techniques used to analyse the results. It also contains a review of the validity and reliability of the research investigation, indicating areas where errors might have occurred.

### **4: ANALYSIS AND RESULTS**

The purpose of this chapter is to present the statistical analyses of the data obtained through the questionnaires. The data have been processed into meaningful results that the reader is able to interpret and understand.

### **5: CONCLUSIONS AND RECOMMENDATIONS**

This final chapter of the journal contains the conclusions that are drawn from the findings in chapter four and also from chapter two. Recommendations and suggestions for further research in the field are made.

## **LITERATURE REVIEW**

- According to Strydom et al. (2000)<sup>1</sup>, after purchasing the product, the buyer will experience some level of satisfaction or dissatisfaction. The marketer's job does not end when the product is bought but continues into the postpurchase period. Marketers must monitor postpurchase satisfaction, postpurchase actions and cognitive dissonance. The buyer's satisfaction or dissatisfaction will influence future behaviour. A satisfied buyer will purchase the product again and recommend it to others. Dissatisfied buyers will respond differently. They may stop using the product, return it, or take some form of public action.
- In support, Lamb et al. (2004)<sup>2</sup> state that when buying products, consumers expect certain outcomes or benefits to accrue from the purchase. How well these expectations are met determines whether the consumer is satisfied or dissatisfied with the purchase.
- Hasty and Reardon (1997)<sup>3</sup> believe that when people recognize inconsistency between their values or opinions and their behaviour, they tend to feel an inner tension or anxiety called cognitive dissonance (postpurchase doubt). For example, suppose a consumer spends half his monthly salary on a new high-tech stereo system. If he stops to think how much he has spent, he will probably feel dissonance.

- Weitz et al. (2001)<sup>4</sup> point out that customers like to believe they have chosen intelligently when they make a decision. After important decisions, they may feel a little insecure about whether the sacrifice is worth it. Such feelings are called buyer's remorse or postpurchase dissonance
- After buying a product, consumers formally or informally evaluate the outcome of the purchase. In particular, they consider whether they are satisfied with the experience of making the purchase and with the good or service they bought. A consumer who repeatedly has favourable experiences may develop loyalty to the brand purchased. Also, consumers may tell their family, friends, and acquaintances about their experiences with buying and using products. Cognitive dissonance/postpurchase dissonance may result because of the difficulty or even impossibility of fully considering every possible alternative course of action (Gilbert et al. 1997)<sup>5</sup>.
- Moreover, Schiffman and Kanuk (2004)<sup>6</sup> show that as consumers use a product, particularly during a trial purchase, they evaluate its performance in light of their own expectations. There are three possible outcomes of these evaluations as actual performance matches expectations, leading to a neutral feeling; performance exceeds expectations, causing what is known as positive disconfirmation of expectations (which leads to satisfaction); and performance is below expectations, causing negative disconfirmation of expectations and dissatisfaction. For each of these three outcomes, consumers' expectations and satisfaction are closely linked; that is, consumers tend to judge their experience against their expectations when performing a postpurchase evaluation.
- Post-buying assessment involves a customer's evaluation of the performance of the product or service, in relation to the criteria, once it has been bought, i.e. it is the customer's perception of the outcome of the consumption process. The post-buying phase involves different forms of psychological processes that customers can experience after buying something. After buying something, the customer discovers something about a product or service, stores this new knowledge in long-term memory, modifies relevant attitudes, and is ready for the next decision process with an improved base of knowledge (Cant et al. 2002)<sup>7</sup>
- Kurtz and Clow (1998)<sup>8</sup> point out that an important component of postpurchase evaluation is the reduction of any uncertainty or doubt that the consumer might have had about the selection. As part of their postpurchase analysis, consumers try to

reassure themselves that their choice was a wise one; that is they attempt to reduce postpurchase cognitive dissonance.

- Peter and Donnelly (2004)<sup>9</sup> believe that the degree of postpurchase analysis that consumers undertake depends on the importance of the product decision and the experience acquired in using the product. When the product lives up to expectations, they probably will buy it again. When the product's performance is disappointing or does not meet expectations, however, they will search for more suitable alternatives. Thus, the consumer's postpurchase evaluation "feeds back" as experience to the consumer's psychological field and serves to influence future related decisions.
- According to Arens (2004)<sup>10</sup>, the customer's decision process does not end with the purchase. Rather, the experience of buying and using the product provides information that the customer will use in future decision making. In some cases, the customer will be pleased with the experience and will buy the same product from the same supplier again. In other cases, the customer will be disappointed and may even return or exchange the product. In general, the postpurchase process includes four steps: decision confirmation, experience evaluation, satisfaction or dissatisfaction, and future response
- According to Arens (2004)<sup>11</sup>, a key feature of the postpurchase evaluation is cognitive dissonance. During the postpurchase period, the consumer may enjoy the satisfaction of the purchase and thereby receive reinforcement for the decision. Or the purchase may turn out to be unsatisfactory for some reason. In either case, feedback from the postpurchase evaluation updates the consumer's mental files, affecting perceptions of the brand and similar purchase decisions in the future.
- Lamb et al. (2000)<sup>12</sup> highlight that almost all major purchases result in cognitive dissonance, or discomfort caused by postpurchase conflict. After the purchase, consumers are satisfied with the benefits of the chosen brand and are glad to avoid the drawbacks of the brands not bought. However, every purchase involves compromise. Consumers feel uneasy about acquiring the drawbacks of the chosen brand and about losing the benefits of the brands not purchased. Thus, consumers feel at least some postpurchase dissonance for every purchase.

### **III RESEARCH METHODOLOGY**

The questionnaire was designed in a manner that made it easy to read and understand. Through convenient random sampling method Statistical tools such as one-way ANOVA and two way ANOVA have been used to analyse the data and to measure the consumer repurchase behaviour towards brand preferences. The results were analysed through the Statistical Package for Social Science (SPSS version – 18)

#### **STUDY NATURE**

Primary data were collected which were of a quantitative nature and the interview method was utilized. A questionnaire was designed and pre-tested in order to obtain the necessary information.

#### **SAMPLING FRAME**

A sampling frame, therefore, is as complete a list as possible of all the elements in the population from which the sample is drawn (Blumberg et al. 2005: 211). In the case of this study, the sampling frame was consumers residing in Chennai alone.

#### **SAMPLE SIZE**

A pre tested questionnaire was designed and distributed to one thousand and four hundred consumers in Chennai, out of which one thousand and one hundred consumers responded.

#### **QUESTIONNAIRE DESIGN**

The questionnaire was in the form of closed-ended (or structured) questions in which respondents were asked to make one or more choices from a list of possible responses and also a rating scale where the, Likert scale was used to structure some of the questions and the other questions were in the form of multiple choices. Secondary information was gathered from books, journals, and the Internet before the questionnaire was designed, and also to determine what questions needed to be asked.

## **VALIDITY**

According to Aaker et al. (2003: 327), the purpose of a pre-test is to ensure that the questionnaire meets the researcher's expectations in terms of the information that will be obtained.

## **RELIABILITY**

According to Hair et al. (2003: 681) reliability is the extent to which the measurements taken with a particular instrument are repeatable. Reliability of data refers to data structures that are consistent across observations or interviews. In order to increase the reliability of the findings, the sample was taken as a very high number with one thousand one hundred respondents participating.. To prevent inconsistency in coding, all questionnaires were pre-coded. Each respondent was presented with an introduction to the research and the questionnaire thereafter. The same order of questions was used for each respondent

## **IV DATA ANALYSIS AND INTREPRETATION**

In this chapter some analysis like mean and standard deviation are taken, Inferential analysis like t test and f test ,ANOVA, Karl Pearson Correlation Coefficient correlation are also studied.

**Table 4.1 Mean and SD of Repurchasing behaviour towards Packaged Milk**

<b>Consumer Behaviour</b>	<b>Mean</b>	<b>SD</b>
Repurchase Behaviour	49.95	8.08

From the above Table 4.1, the dependent variable, the repurchase behaviour(49.95) showed a mean score of 49.95 and standard deviation is 8.08 indicating consumers have high repurchasing ability towards packaged milk.

## **HYPOTHESIS TESTING FOR THE STUDY**

- There is no significant difference between Male and Female with respect to Repurchase behavior of Packaged Milk.
- There is no significant difference between Married and Unmarried with respect to

factors of Consumer Behaviour of Packaged Milk.

- There is no significant difference between Joint and Nuclear families with respect to factors of Consumer Behaviour of Packaged Milk.
- There is no significant difference between Vegetarian and Non-Vegetarian with respect to Factors of Consumer Behaviour of Packaged Milk.
- There is no significant difference among Age Group with respect to factors of Consumer Behaviour of Packaged Milk.
- There is no significant difference among Educational Qualifications with respect to factors of Consumer Behaviour of Packaged Milk.
- There is no significant difference among Occupation with respect to factors of Consumer Behaviour of Packaged Milk.

## HYPOTHESIS I

**Null Hypothesis:** There is no significant difference between Male and Female with respect to Repurchase behavior of Packaged Milk

**Tables 4.1 t test for significant difference between Male and Female with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Gender				t value	P value
	Male		Female			
	Mean	SD	Mean	SD		
Repurchase Behaviour	48.38	8.68	50.55	7.76	4.105	<0.001**

Note: 1. \*\* denotes significant at 1% level

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with regard to Repurchase behaviour, Hence there is a significance difference between male and female consumers with respect to Repurchase behaviour of packaged milk. Based on mean scores with regard to the opinion of packaged milk females respondents have better decision making capacity than males respondents. Females are more satisfied, are very loyal and also have the behaviour of repurchasing the same type of milk, which they have consumed in their houses for a very long period of time.

## HYPOTHESIS II

**Null Hypothesis:** There is no significant difference between Married and Unmarried with respect to Factors of Consumer Behaviour of Packaged Milk

**Tables 4.2 t test for significant difference between Married and Unmarried with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Marital Status				t value	P value
	Married		Unmarried			
	Mean	SD	Mean	SD		
Repurchase Behaviour	50.33	8.05	48.95	8.07	2.600	0.009**

Note: 1. \*\* denotes significant at 1% level

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with regard to Repurchase behaviour, Hence there is a significance difference between married and unmarried respondents with respect to, Repurchase behaviour of packaged milk. Based on mean scores with regard to the opinion of packaged milk married consumers wanted a brand image for the product they buy and also have a mentality to repurchase than unmarried consumers. Both married and unmarried consumers are aware of the factors on consumer behaviour and take their right decision in purchasing packaged milk.

## HYPOTHESIS III

**Null Hypothesis:** There is no significant difference between Joint and Nuclear families with respect to factors of Consumer Behaviour of Packaged Milk

**Table 4.3 t test for significant difference between Joint and Nuclear families with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Type of family				t value	P value
	Joint		Nuclear			
	Mean	SD	Mean	SD		
Repurchase Behaviour	50.25	8.26	49.84	8.01	0.783	0.434

There is no significant difference between joint family members and nuclear family consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null

hypothesis is accepted at 5% level of significance with regard to repurchase behaviour. Both Joint and Nuclear family consumers give more importance to the above factors of consumer behaviour in deciding to purchase packaged milk.

#### HYPOTHESIS IV

**Null Hypothesis:** There is no significant difference between Vegetarian and Non-Vegetarian with respect to Factors of Consumer Behaviour of Packaged Milk

**Tables 4.4 t test for significant difference between Vegetarian and Non-Vegetarian with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Type of food habit				t value	P value
	Vegetarian		Non-Vegetarian			
	Mean	SD	Mean	SD		
Repurchase Behaviour	49.64	9.08	50.04	7.77	0.708	0.479

There is no significant difference between vegetarian and non-vegetarian consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null hypothesis is accepted at 5% level of significance with regard to repurchase behaviour, Vegetarian type of food habits consumers give more importance to the above factors of consumer behaviour in deciding to purchase packaged milk.

#### HYPOTHESIS V

**Null Hypothesis:** There is no significant difference among Age Group with respect to Factors of Consumer Behaviour of Packaged Milk

**Tables 4.5 ANOVA for significant difference among Age Group with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Age Group in years				F value	P value
	Below 30	31-40	41-50	Above 50		
Repurchase Behaviour	49.10 <sup>a</sup> (7.88)	51.08 <sup>b</sup> (8.13)	49.79 <sup>ab</sup> (8.16)	49.61 <sup>a</sup> (8.07)	3.867	0.009**

Note: 1. The value within bracket refers to SD

2. \*\* denotes significant at 1% level

3. Different alphabet among Age Groups denotes significant at 5% level using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.01 the null hypothesis is rejected at 1% level with regard to Repurchase behaviour. Hence there is a significance difference among the Age group of consumers with regard to, repurchase behaviour of consumers towards packaged milk. Based on Duncan Multiple Range Test (DMRT) below 30 years and above 50 years is significantly differed with 30-40 years at 5 % level but there is no significance between below 30 years and 40-50 years and also 30-40 years and 40-50 years and also 40-50 years and above 50 years in repurchase behaviour related to age group of consumers. Majority of the respondents are above the age group of 30 years and they are all interested in repurchasing packaged milk.

## HYPOTHESIS VI

**Null Hypothesis:** There is no significant difference among Educational Qualifications with respect to Factors of Consumer Behaviour of Packaged Milk

**Tables 4.6 ANOVA for significant difference among Educational Qualifications with respect to Repurchase behavior of Packaged Milk**

Consumer Behaviour	Educational Qualification				F value	P value
	Upto HSc	UG	PG	Professional		
Repurchase Behaviour	50.14 <sup>b</sup> (7.90)	50.71 <sup>b</sup> (7.71)	49.54 <sup>ab</sup> (8.24)	48.52 <sup>a</sup> (8.76)	3.444	0.016*

Note: 1. The value within bracket refers to SD

2. \* denotes significant at 5% level
3. Different alphabet among Educational Qualifications denotes significant at 5% level Using Duncan Multiple Range Test (DMRT)

Since P value is less than 0.05 the null hypothesis is rejected at 5% level with regard to repurchase behaviour. Hence there is significant difference among Educational qualifications of consumers with respect to repurchase behaviour. Based on Duncan Multiple Range Test (DMRT) Professional is significantly differed with UptoHSc and UG at 5 % level but there is no significance difference between PG with any other groups in Repurchase behaviour in educational qualifications among consumers.

## HYPOTHESIS VII

**Null Hypothesis:** There is no significant difference among Occupation with respect to Factors of Consumer Behaviour of Packaged Milk

**Tables 4.7 ANOVA for significant difference among Occupation with Respect to Repurchase behaviour of Packaged Milk**

Consumer Behaviour	Occupation				F value	P value
	Business	Government Employee	Private Employee	Others		
Repurchase Behaviour	50.48 (8.39)	50.48 (8.46)	50.10 (8.12)	49.45 (7.80)	0.944	0.419

Note: 1. The value within bracket refers to SD.

2. Different alphabet among Occupation denotes significant at 5% level

Using Duncan Multiple Range Test (DMRT).

There is no significant difference between Occupation of consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null hypothesis is accepted at 5% level of significance in repurchase behaviour.

**Table 4.8 Karl Pearson Correlation Coefficient of Repurchase Behaviour**

Factors	Correlation Co-efficient
Customer Satisfaction and Repurchase Behaviour	0.602**
Brand Loyalty and Repurchase Behaviour	0.728**

Note: \*\* Denotes significant at 1% level

There is no significant difference between Occupation of consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null hypothesis is accepted at 5% level of significance in repurchase behaviour.

### V RESEARCH FINDINGS AND CONCLUSION

According to Etzel et al. (2001:100), cognitive dissonance is a state of anxiety brought on by the difficulty of choosing from among alternatives. The results of the analysis revealed as follows:

- The dependent variable, repurchase behaviour showed a mean score of 49.95 and standard deviation is 8.08 indicating consumers have high repurchasing ability towards packaged milk.
- There is a significance difference between male and female consumers with respect to Repurchase behaviour of packaged milk. Based on mean scores with regard to the opinion of packaged milk females respondents have better decision making capacity than males respondents. Females are more satisfied,

are very loyal and also have the behaviour of repurchasing the same type of milk, which they have consumed in their houses for a very long period of time.

- There is a significance difference between married and unmarried respondents with respect to, Repurchase behaviour of packaged milk. Based on mean scores with regard to the opinion of packaged milk married consumers wanted a brand image for the product they buy and also have a mentality to repurchase than unmarried consumers. Both married and unmarried consumers are aware of the factors on consumer behaviour and take their right decision in purchasing packaged milk.
- There is no significant difference between joint family members and nuclear family consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null hypothesis is accepted at 5% level of significance with regard to repurchase behaviour. Both Joint and Nuclear family consumers give more importance to the above factors of consumer behaviour in deciding to purchase packaged milk.
- There is a significance difference among the Age group of consumers with regard to, repurchase behaviour of consumers towards packaged milk. Based on Duncan Multiple Range Test (DMRT) below 30 years and above 50 years is significantly differed with 30-40 years at 5 % level but there is no significance between below 30 years and 40-50 years and also 30-40 years and 40-50 years and also 40-50 years and above 50 years in repurchase behaviour related to age group of consumers. Majority of the respondents are above the age group of 30 years and they are all interested in repurchasing packaged milk
- Since P value is less than 0.05 the null hypothesis is rejected at 5% level with regard to repurchase behaviour. Hence there is significant difference among Educational qualifications of consumers with respect to repurchase behaviour. Based on Duncan Multiple Range Test (DMRT) Professional is significantly differed with UptoHScand UG at 5 % level but there is no significance difference between PG with any other groups in Repurchase behaviour in educational qualifications among consumers.
- There is no significant difference between Occupation of consumers with regard to repurchase behaviour, since P value is greater than 0.05. Hence null hypothesis is accepted at 5% level of significance in repurchase behavior

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### **LIMITATIONS OF THE STUDY**

- This research and its results are only applicable to the respondents of Chennai and are not applicable to any other places. It is not generalized, the results are subject to change according to the perception and opinion of the respondents, and some of the respondents were hesitant to give responses.
- Some individuals refused to respond to the research questionnaire, as they were unwilling to participate.
- It was not appropriate to generalise the findings of the study to the total population.
- The researcher had also time constraint in filling the questionnaire.

### **SUGGESTIONS OF THE STUDY**

The results of the research can be suggested that packaged milk needs to bring out some major changes to enhance customer attraction and brand loyalty by applying this research outputs. Milk Brands should improve their quality and taste and should concentrate on more advertising strategies in all Medias. The packaged milk brand manufacturers have to ensure the availability of more 250 ml and 500 ml packages because of its overwhelming demand.

### **Conclusion**

Understanding the customer mind is important for the survival and growth of the company by way of attracting and selling the products to them. Competition is inevitable for dairy products -especially packaged milk. Branded milk like Aavin needs to maintain its existing quality and type of distribution channels. Arokya milk brand needs to correct its pricing strategies by compare with other milk. Packaged milk brand needs to improve their distribution strategies and advertising methods. An important component of postpurchase evaluation is the reduction of any uncertainty or doubt that the consumer might have had about the selection. As part of their postpurchase analyses, consumers try to reassure themselves that their choice was a wise one; that is, they attempt to reduce postpurchase cognitive dissonance (Schiffman and Kanuk, 2000: 457).

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