

A STUDY ON THE ROLE OF PERSONALITY VARY IN A CONSUMER BUYING DECISIONS WITH SPECIAL REFERENCE TO CHENNAI

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ABSTRACT:

Consumer buying decisions encompass a wide array of choices, ranging from routine purchases to significant investments. These decisions are influenced by multifaceted factors such as personal preferences, economic considerations, social influences, cultural norms, and psychological triggers. The study has been conducted using the empirical research method. The samples have been collected using the simple random sampling method. A total of 202 samples have been collected for the study. The independent variables are age, gender, marital status, qualification, occupation, annual income and the dependent variables are aware of consumer decisions, factors influencing buying decisions and factors affecting consumer satisfaction. This process typically involves several stages, including problem recognition, information search, evaluation of alternatives, purchase decision, and post-purchase evaluation.

KEYWORD:

Social, economic, income, development, consumer

INTRODUCTION:

Consumer buying decisions are intricate processes influenced by a multitude of factors, ranging from economic considerations to social influences. Among these factors, an individual's personality emerges as a critical element that can significantly shape and diversify the choices made in the marketplace. Personality, encompassing a person's distinctive patterns of thoughts, emotions, and behaviours, has been recognized as a vital determinant in consumer behaviour research. By analysing how different personality traits interact with the decision-making process, both marketers and policymakers can glean insights that facilitate more effective communication strategies, targeted initiatives, and informed policy design. The evolution of consumer buying decisions has been a dynamic journey shaped by changes in technology, societal values, economic conditions, and marketing strategies. Over the years, consumer behaviour and decision-making processes have transformed significantly, reflecting the evolving preferences and expectations of individuals in the marketplace. Perception of Government, People's personality traits can influence their general perception of government and authority. Those with higher levels of trust in government might be more open to participating in government initiatives, while those with more scepticism might require more

convincing. Consumer buying decisions are influenced by a wide array of factors that collectively shape an individual's choices and behaviours in the marketplace. These factors can be categorised into internal and external influences, each playing a significant role in guiding purchasing decisions. Economic conditions and income levels play a significant role in shaping consumer behaviour. In developed countries, consumers might have more disposable income, leading to higher spending on luxury goods and experiences. In contrast, in developing countries, consumers might prioritise essential goods and value-based purchases.

OBJECTIVES:

- To study the role of personality varies in a consumer buying decision.
- To analyse and examine the product development.

REVIEW OF LITERATURE:

Ahemad Hosaini(2020) had designed the Making Process and Factors Affecting Consumers' Purchasing Decisions. Consumer Buying Behavior refers to the buying behaviour of the ultimate consumer. Many factors, specificities and characteristics influence the individual in what he is and the consumer in his decision-making process, shopping habits, purchasing behaviour, the brands he buys or the retailers he goes to. A consumer's decision-making process includes five stages that the consumer goes through before the actual purchase. During these stages the consumer recognizes the need, gathers information, evaluates alternatives and makes the purchase decision. **Salakattin Onur Karlikar(2020)** has designed the Relationship Between Personality Traits and Consumer Decision-Making Styles. customers they can attract, the more competitive advantage they will have. At this point, understanding consumer behaviour is crucial. Since behaviour is directly related to an individual's personality, analysing personality traits can be an indicator of behaviour consumers will display. Marketing managers who establish a relationship between personality traits and consumer behaviour and recommend sales promotions according to this relationship will always be one step ahead of their competitors. **Kuldeep Chand Rajhe(2020)** has designed the Review Paper on Factors Influencing Consumer Behaviour. Organisations for acquiring their commercial success, it is significant that managers know consumers behaviour, the relationship among the consumer behaviour and marketing course of actions is emphasised because the success of organisations' marketing course of actions depends upon managers' recognizing' of the consumer behaviour (knowing of the behaviour that consumer display is particularly. **Kava Bampari(2016)** has designed the Consumer Behavior Research: A Synthesis of Recent Literature. This categorization can be explained through Wright's (2006) perspective in that the variety of human internal factors, external environment, and problem-solving processes should be identified when trying to understand consumer behaviour. Accordingly, the Internal category covers topics associated with consumers' individual and psychological factors, whereas the topics are categorised. **Adunola Oke(2016)** has designed the Consumer Behavior towards Decision Making and Loyalty to Particular Brands. consumers pay more attention to their health. there is a growing awareness of the health benefits of healthy drinks such as green tea. Green tea is a popular healthy drink that helps prevent many deadly diseases. There are increasing numbers of green tea manufacturers around the world, especially in Thailand. This industry has overwhelmingly expanded due to high consumer demand and purchases. Previous studies show that the market of green tea beverages in Thailand is worth nearly 9000 million baht. **Ram Komal Prasad and Manoj.K.Jha(2014)** have designed the Consumer buying decisions models. The marketers may improve their marketing strategies by understanding issues which are most common in the different consumer decision models developed by earlier researchers and scholars of marketing management. In the present study we have tried to identify the major cues for purchase decision making and we have also explained various buying

decision models which are most valuable in marketing literature like consumer psychology. **Sheikh Qazzafi(2019)** has designed the consumer decision making process towards products. The term consumer behaviour is broadly wide. Consumer behaviour is always an interesting topic among researchers or scholars. In this paper, the study is only about the consumer buying process, but further study can be done on other related topics of consumer behaviour such as factors behind the influence of consumer buying behaviour. **Pappu Rajan and J. Micheal Sammansu(2021)** has designed the Consumer buying behaviour. Customer satisfaction is a key area for improving business performance of the company. The company needs to change their plan and strategy for attracting the consumer based on the needs, preference and buying pattern. Customer satisfaction, a business term, is a measure of how products and services supplied by a company meet or surpass customer expectations. The challenge of identifying consumer satisfaction is key elements in their company performance in terms of profit and loss. **Jyoti Rawat and Bikram Mann(2016)** have designed the Role of consumer personality and involvement in understanding customer experience. customer experience which is a construct made up of experiential elements created by the organisation such as product, servicescape, and brand and that of consumer's personal values and preferences. When the experiential element interacts with the consumer construct, it starts an involvement process that makes the consumer evaluate the product on hedonic and utilitarian dimensions. The product/brand, when used, elicits emotions that lead to purchase intention behaviour which is presented in the structural model. **Kamran Siddiqui(2012)** has designed the Personality influences on customer satisfaction. personality traits and consumer decision-making was targeted at the study of products not services. In contrast, the current study was aimed at 'customer satisfaction' rather than 'buying' behaviour; and building the conceptual framework on services rather than products. Using two services, credit card services and mobile phone services, consistent support was found for the effects of personality traits on customer satisfaction patterns among mobile phone and credit card users. **Anees Ahmed and K.S.Thiyagaraj(2015)** had designed the Influence of Brand Personality on Consumer Behavior. A consumer can thereby identify himself in relationship to a brand based on the congruency between his own personality and the personality characteristics attributed to the brand. Personality is an important factor in the consumer's choices of brands. The brands chosen by consumers are generally in congruence with their own personalities. **Zehra Bozboy and Erdem Ozkan(2016)** have designed the Mediating Role of Self-Expressive Value of Brand. Brand personality has emerged as one of the most important concepts for marketing over decades. It has found that it encourages self-expression and association whereas it helps to differentiate brands. By the way, brand personality plays a major role in brand preference of consumers. Despite strong interest in the subject, the combined effect of brand personality and brand image on brand preference has not received much attention. **Sudha Ravindra Nair and Maram(2014)** have designed the Consumer Behaviour in choice of food and branding. consumer behaviour in general and their food consumption behaviour are discussed drawn from studying various research implications. A number of research studies signifying the influence of the interplay of diverse fields on the consumer behaviour in the choice of food and in adding to customer value through branding were identified. **Muhammad Ehsan Malik et.al(2013)** have designed the Impact of brand image and advertisement on consumer buying behaviour. Brand image and advertisement play a crucial role to boost up any business performance as brand image is an implied tool which can positively change people's buying behaviours and advertisement is behaving as a driving force for any business as it's an effective source to convey your message and stay in customer's mind. **Irran Christaniya Devi and Jordy Hartono(2019)** have designed The impact of advertising towards brand image. Trading activities conducted on the internet is now more common in society and has changed the mindset of people about the business establishment. Peoplenow do not need to make an attempt at real stores, because they can create an online store which does not need a lot of money. It certainly gives a good impact on the pattern of human life, including interaction patterns in trading, buying and selling related to business transactions. **Pearl Bansah et.al(2015)** had designed the The Effect of Branding on Consumer Buying Behaviour among Textile Ghana Fabric Users in the Ho Municipality of Ghana. the study that loyal textile brand consumers will buy the same brand given another opportunity and will recommend the brands to family and friends or the social group they belong to, the needs of consumers are constantly changing and what satisfies a consumer today may not have the same effect. **Vishal Soodan and Akhilesh Chandra**

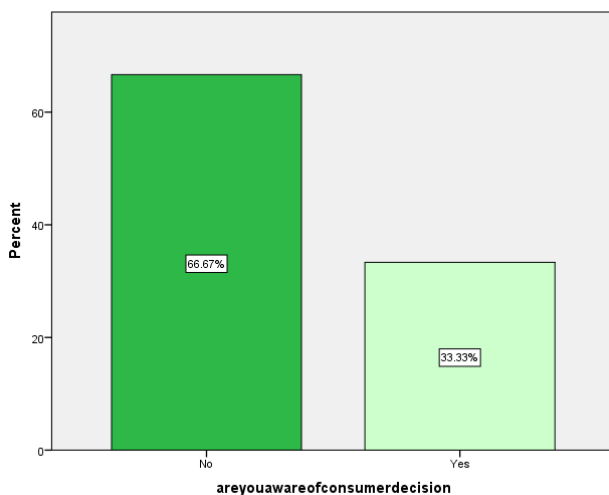
Pandey(2016) have designed the Influence of emotions on consumer buying behaviour. Most people believe that the purchasing choices they make result from a rational analysis of available alternatives. In reality, however, emotions greatly influence and in many cases, even determine our buying decisions. Emotional reactions are 3,000 times quicker than rational thought. **Marcus Garvey Oriji(2017)** has designed the personality factors on consumer buying behaviour towards the textile industry. Considering the social character of the people in this region, marketers should target their strategies on convincing the social influencers within any age grade, as their purchase decisions will go a long way in commanding the brand acceptance of each product. Marketers of textile materials in this region should consider the use of celebrities to promote their products, especially during festivals by designing textile materials that will add glamour to such festivals. **Riteish Amarshila(2018)** has designed a Research Study on Consumer Behavior towards E-Buying. knowledge of factors affecting consumer buying behaviour can help retailers develop their marketing strategies to convert their potential consumers into active ones. In this study four dimensions of online buying as perceived by consumers in India are identified and the different demographic factors are also studied which are the primary basis of market segmentation for retailers. **Emarc Oekham and Salkia Eken Inan(2018)** had designed a research on consumer behaviour. People who are marketing, to be able to identify the target market, to develop marketing strategies suitable to the target market, to predict the future of the market and in the name of giving the right decisions about marketing combination, need to know the needs and behaviours of consumers' desires . Consumer behaviours are situations that end up with purchasing or not, as the result of forming the individuals and society's desire and needs by insight or outside factors.

METHODOLOGY:

Methodology used is descriptive and the data collected through a survey. The sampling method used is convenient. The sample size is 202. The sample was collected from the general population. Independent variables used in the research are gender, age, qualification, place of residence and income of the respondents. The dependent variables are government initiatives, awareness of possession of customer decisions and the factors influencing customer decisions. The tools for analysis used are bar graphs.

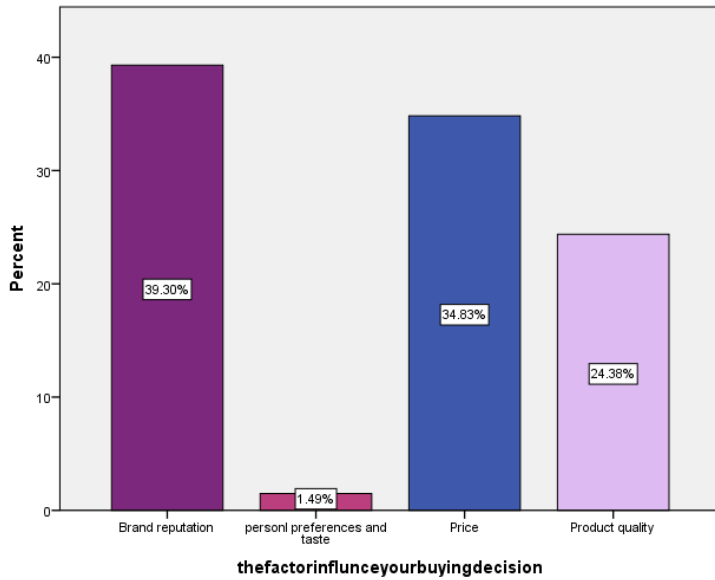
ANALYSIS:

FIG:1



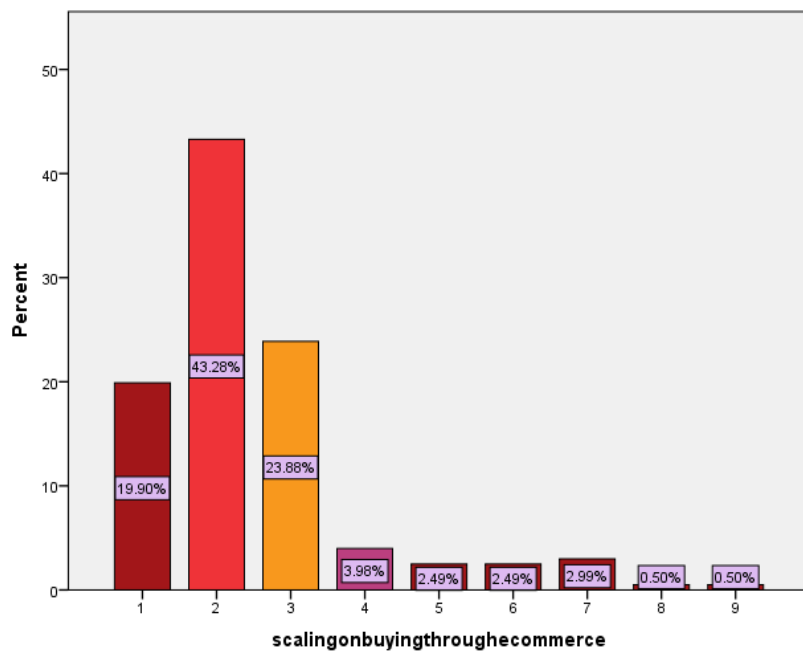
LEGEND: figure no:1 represents the distribution of are you aware of consumer decisions.

FIG:2



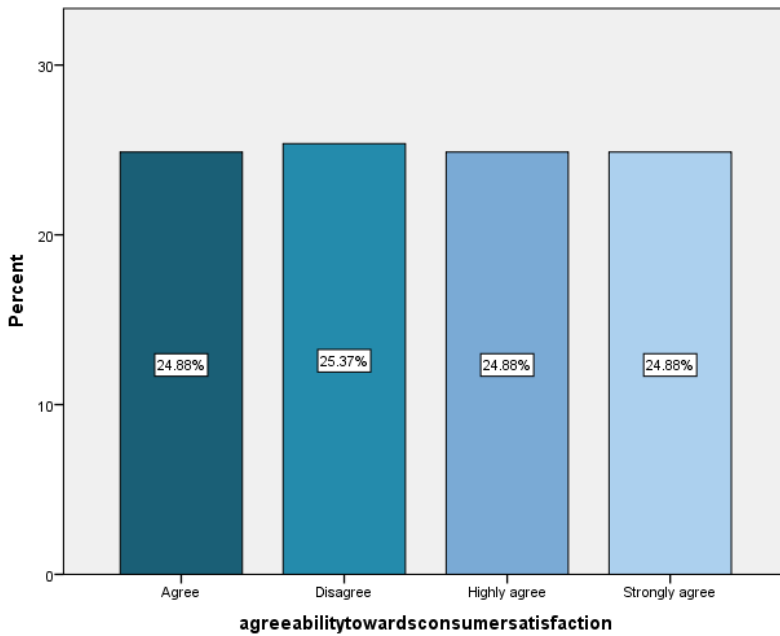
LEGEND: figure no:2 represents the distribution of factors that influence the buying decision.

FIG:3



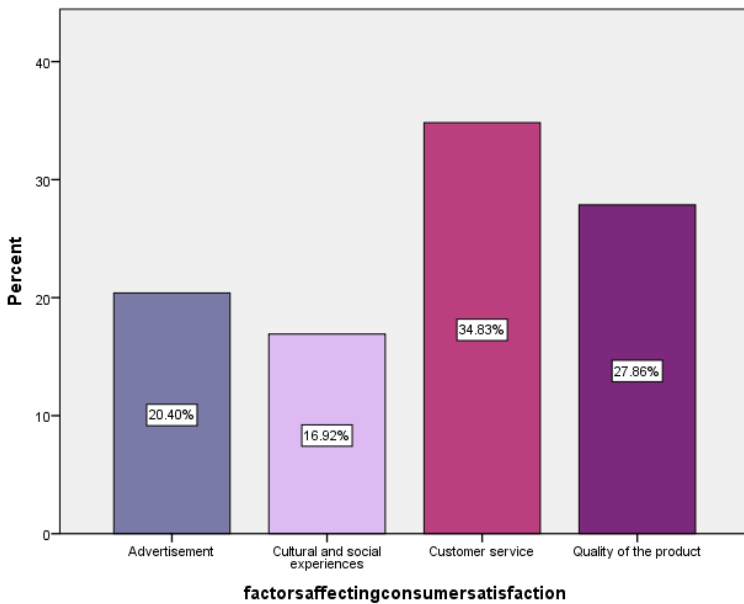
LEGEND: figure no:3 represents the distribution of rating scaling on buying through e-commerce by the opinion of the respondents.

FIG:4



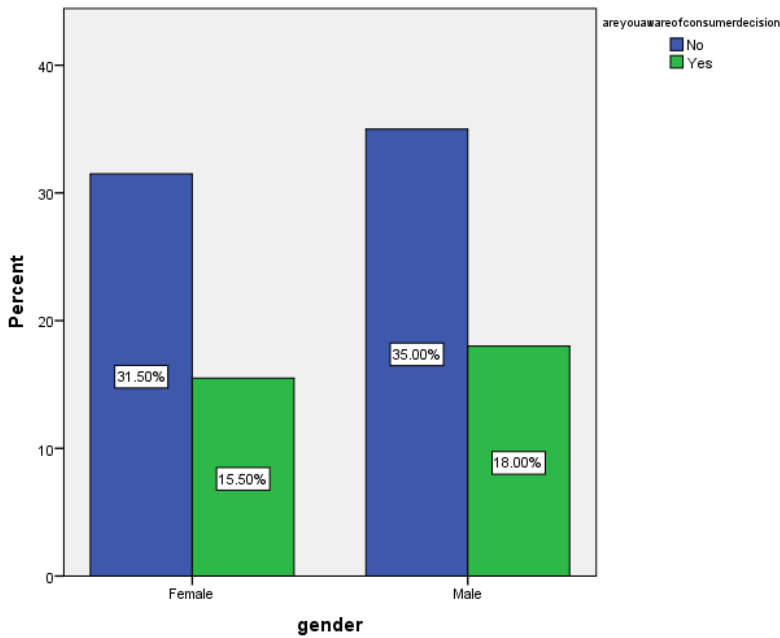
LEGEND: figure no:4 Shows the distribution of agreeability towards consumer satisfaction.

FIG:5



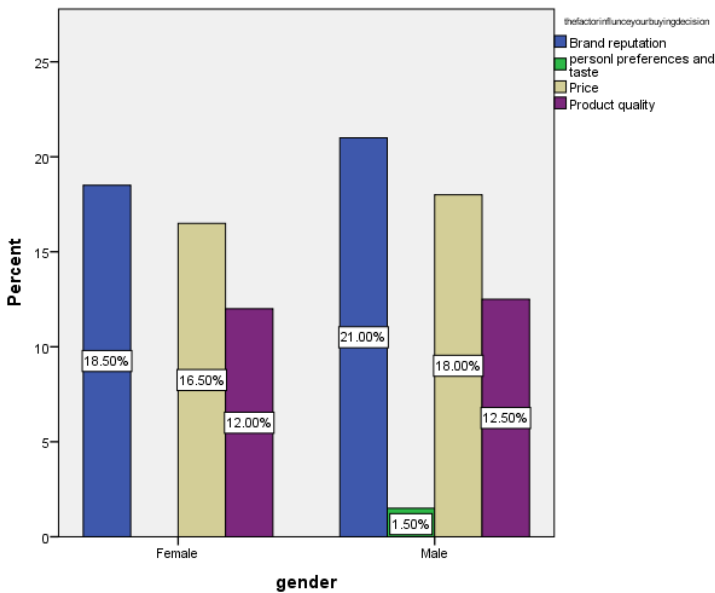
LEGEND: figure no:5 Shows the distribution of factors affecting consumer satisfaction by the opinions of the respondents.

FIG:6



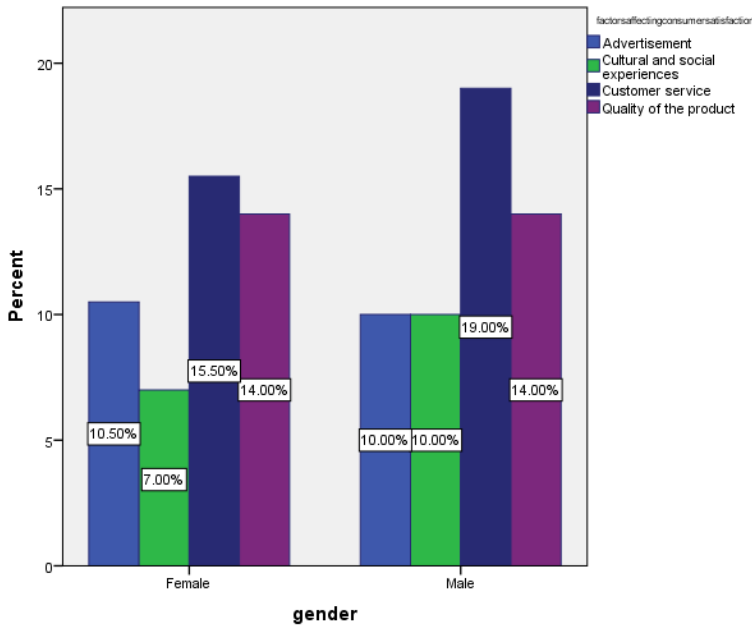
LEGEND: figure no:6 Shows the distribution of gender and aware of consumer decision.

FIG:7



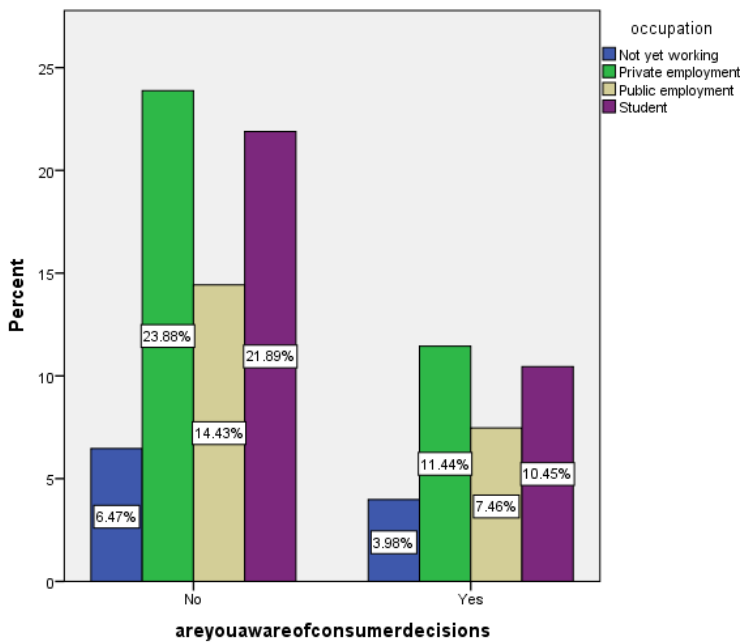
LEGEND: figure no:7 Shows the distribution of gender and the factor influencing buying decision.

FIG:8



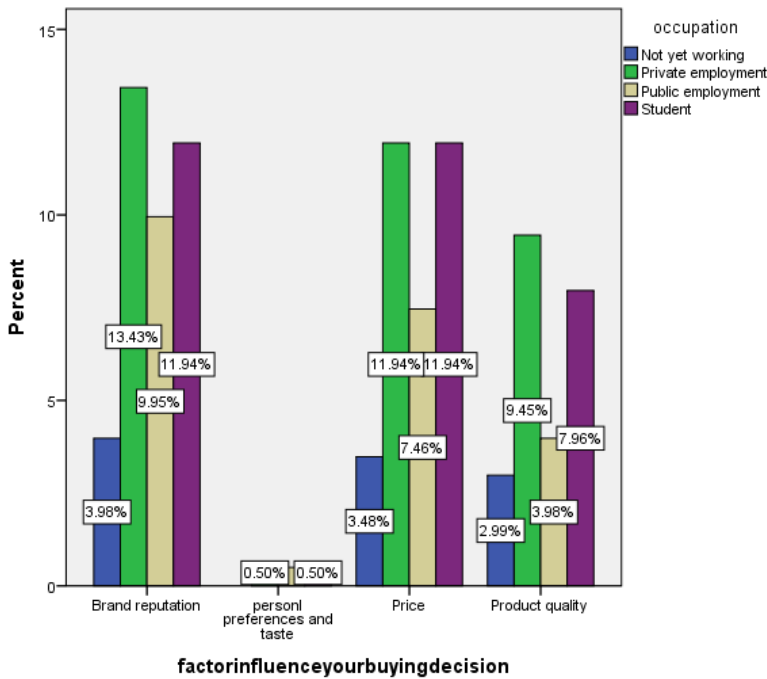
LEGEND: figure:8 Shows the distribution of gender and factors influencing consumer satisfaction.

FIG:9



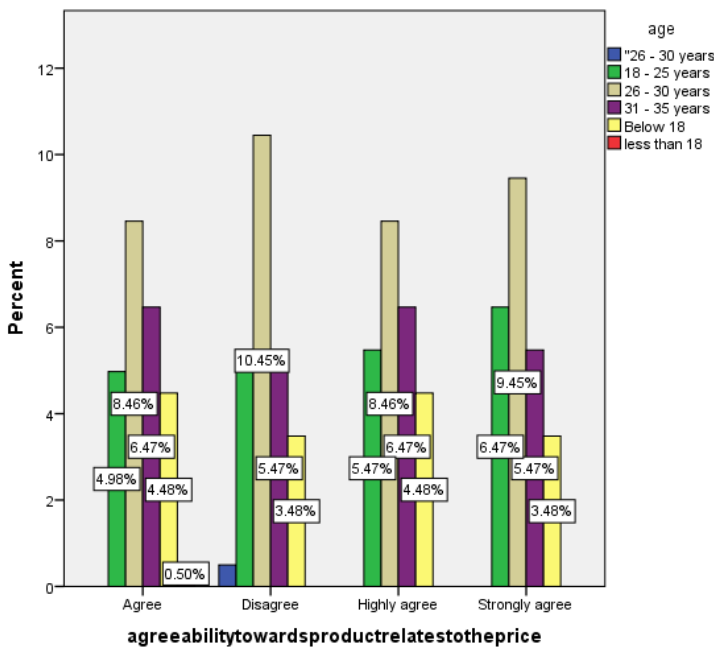
LEGEND: figure no:9 Shows the distribution of are you aware of consumer decisions and occupation of the sample respondents.

FIG:10



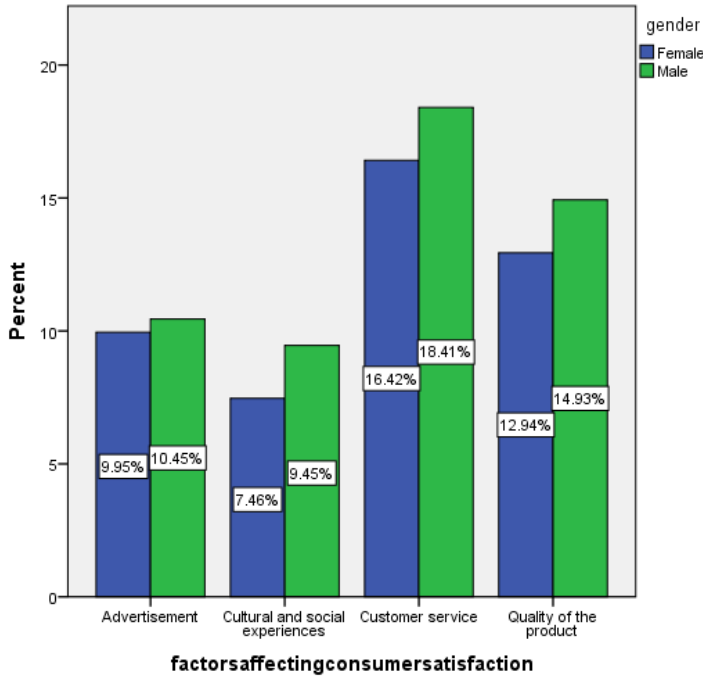
LEGEND: figure no:10 Shows the distribution of factors influences the buying decision and occupation of the sample respondents.

FIG:11



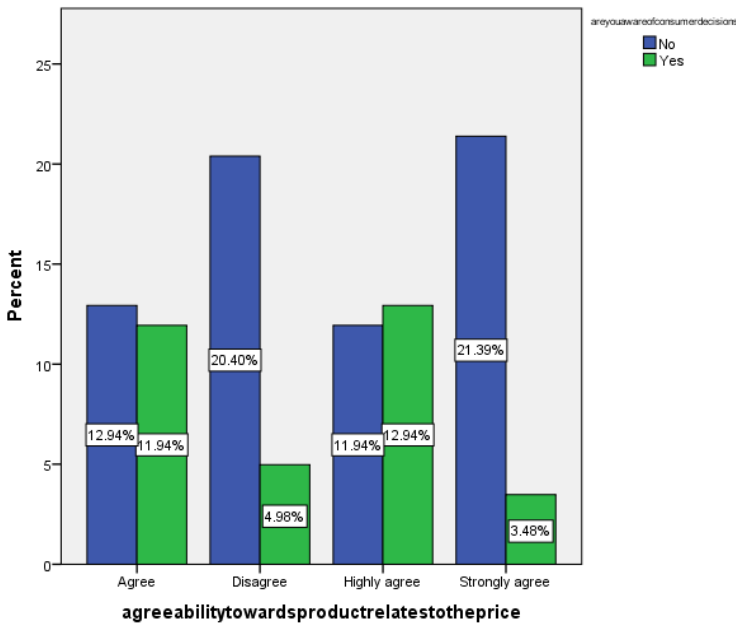
LEGEND: figure no:11 Shows the distribution of agreeability towards products relate to the price and age of the sample respondents.

FIG:12



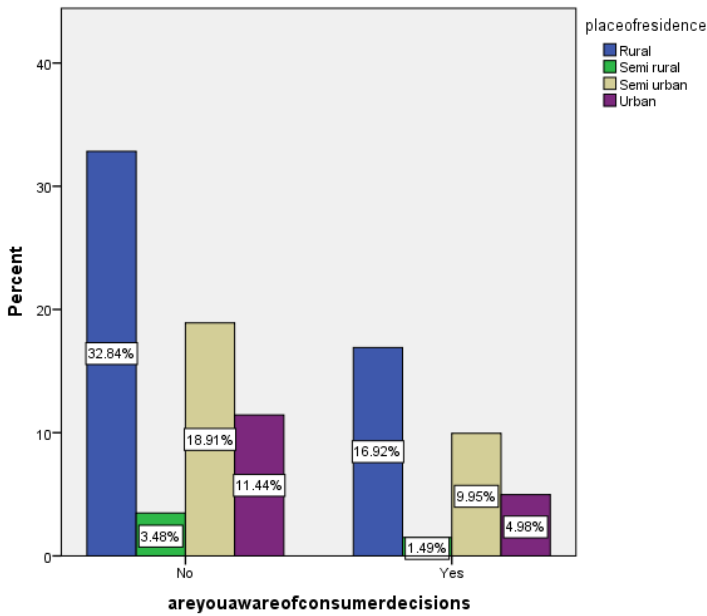
LEGEND: figure no:12 Shows the distribution of factor affecting consumer satisfaction and gender of the sample respondents.

FIG:13



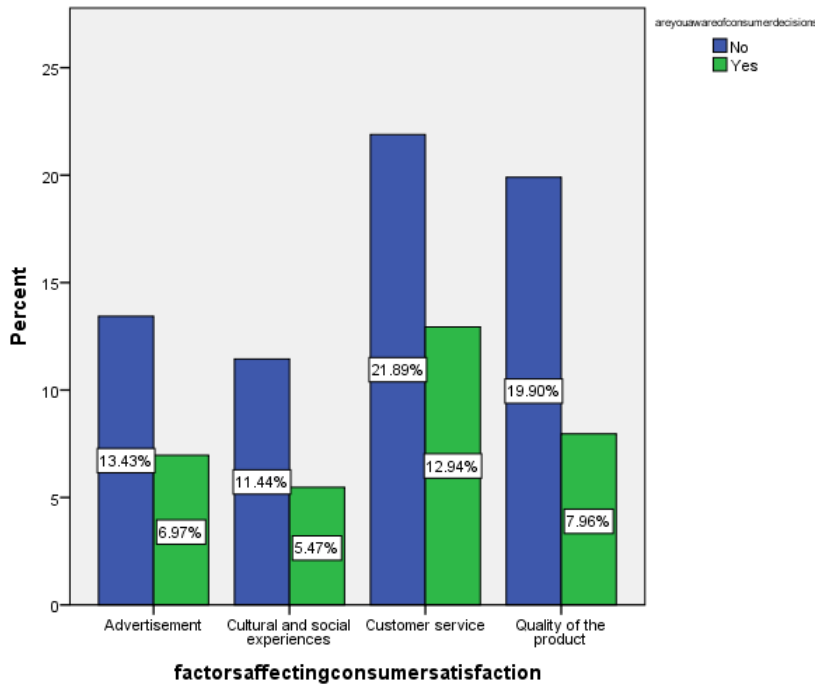
LEGEND: figure no:13 represents the distribution of agreeability towards the product related to price and are you aware of consumer decisions.

FIG:14



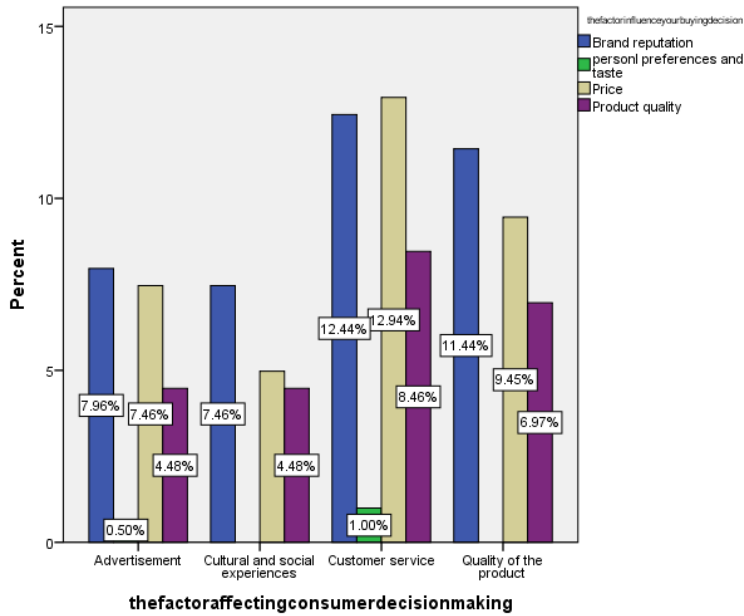
LEGEND: figure no:14 Shows the distribution of are you aware of consumer decision and place of residence of the sample respondents.

FIG:15



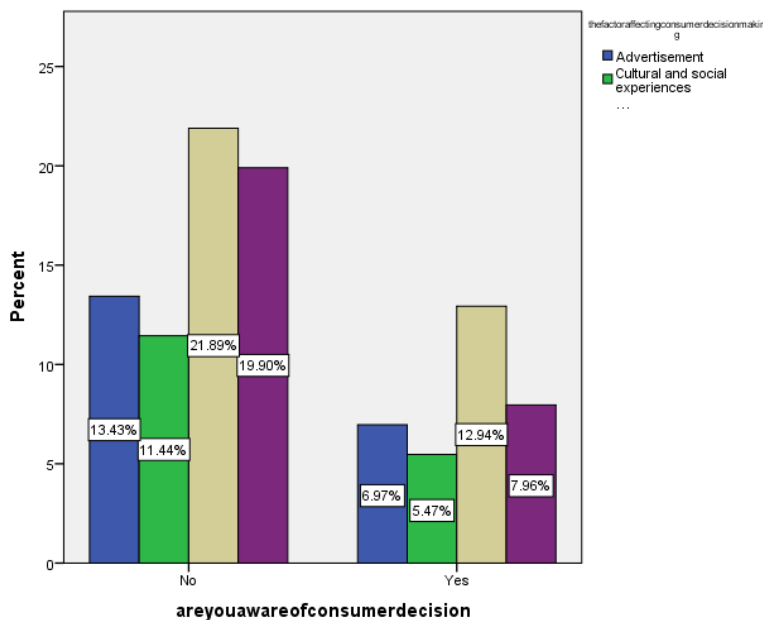
LEGEND: figure no:15 Shows the distribution of factors affecting consumer decision and are you aware of consumer decision.

FIG:16



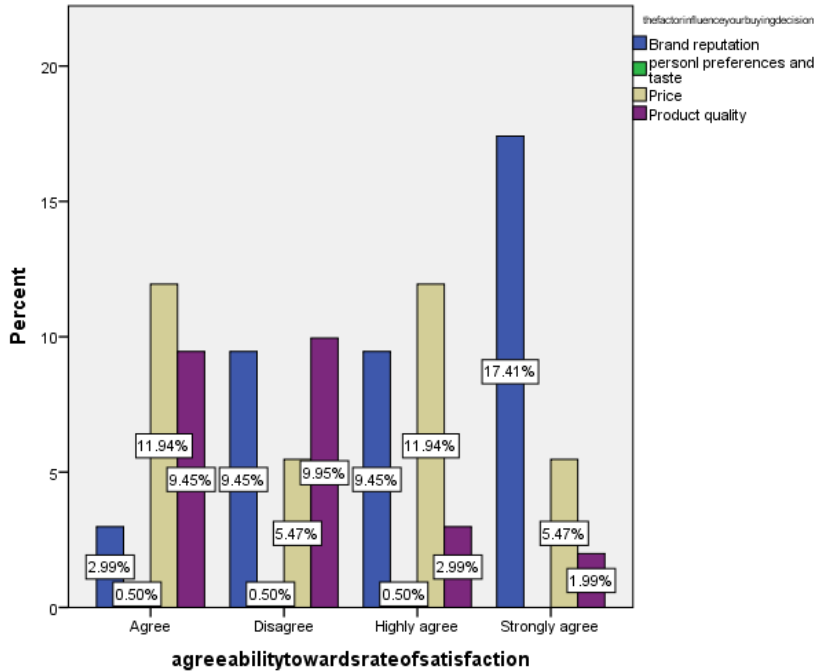
LEGEND: figure no:16 Shows the distribution of the factor affecting consumer decision making and factor affecting buying decision.

FIG:17



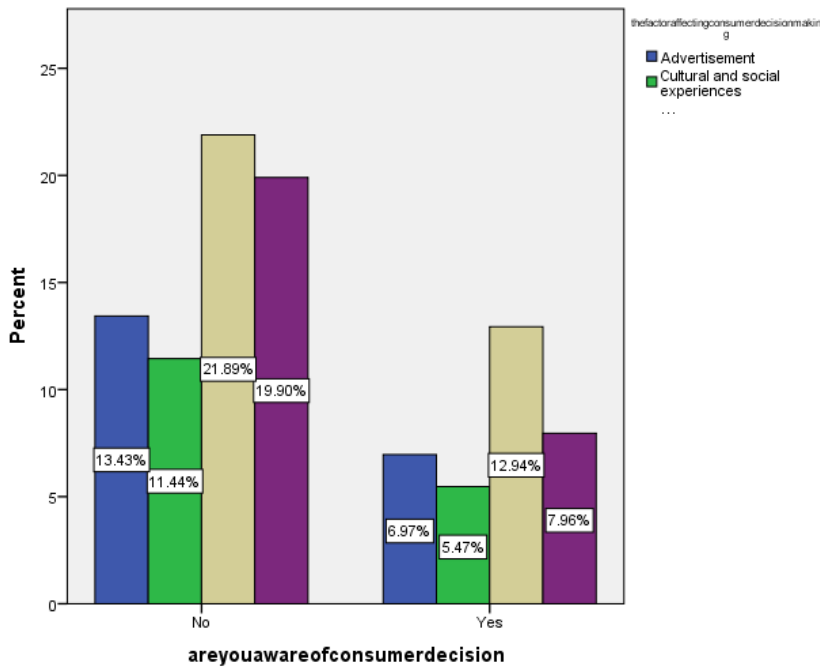
LEGEND: figure no:17 Shows the distribution of are you aware of consumer decision and factor influencing consumer decision making.

FIG:18



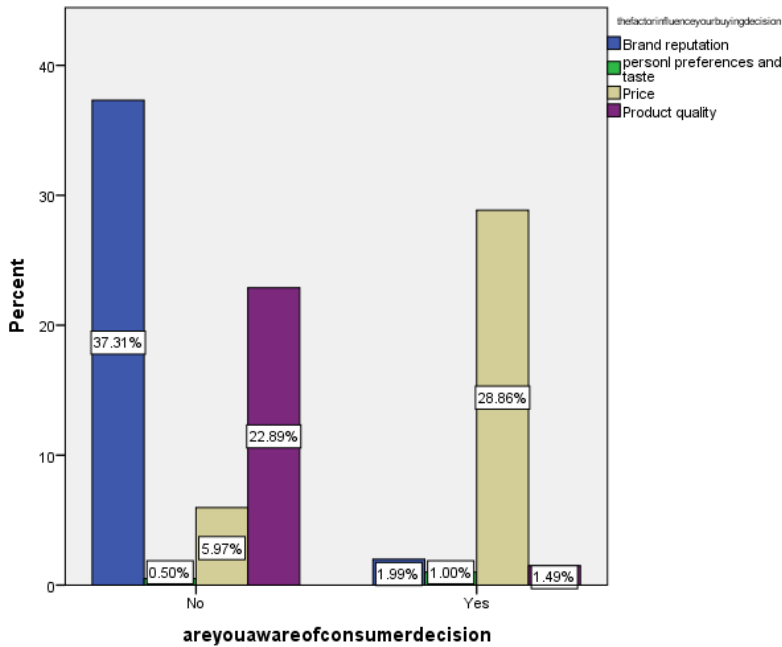
LEGEND: figure no:18 Shows the distribution of agreeability towards rate of satisfaction and the factors influencing the consumer decision.

FIG:19



LEGEND: figure no:19 Shows the distribution of are you aware of consumer decision and the factors affecting consumer decision making.

FIG:20



LEGEND: figure no:20 Shows the distribution of are you aware of consumer decision and the factor influencing buying decision.

RESULT:

The graph shows the distribution are you aware of consumer decisions. Most of the respondents said no of about 66.37% and yes of about 33.33% (figure:1). The graph shows the distribution of the factors that influence the buying decision. Most of the respondents are said to have a brand reputation of about 39.30%, price preference and state is 1.49%, price is 34.83%, product quality is about 24.38%.(figure:2). The graph shows the distribution of rating scale of buying through e-commerce. Most of the respondents are told 2 of the rating scale of about 43.23%, rating scale of 1 is 19.90%, rating scale of 3 is 23.88%., rating scale of 4 is 3.98% (figure:3). The graph shows the distribution of agreed ability towards consumer satisfaction. Most of the respondents are said to disagree with about 25.37%, agree of 24.88%, highly agree of 24.88%, strongly agree of 24.88% (figure:4). The graph shows the factors affecting consumer satisfaction. Most of the respondents said customer service is about 34.83%, advertisement is 20.40%, cultural and experiences is 16.92%, quality of the product is 27.86% (figure:5). The graph shows the distribution of are you aware of customer satisfaction and gender of the respondents. Most of the respondents said No from male category of 35.00%, female of no was 31.50%, respondents from the male said yes is 18.00% and 15.50 % is yes from the female respondents (figure:6). The graph shows the distribution of gender and the factor influencing buying decision. Most of the respondents said brand reputation of 21.00% of male, female 18.50% of brand reputation, price 18.00% on the male side (figure:7). The graph Shows the distribution of gender and factors influencing consumer satisfaction. Advertisement is 10.50% in male side, 7.00% is cultural and social on the male side, and customer service is 15.50%, the quality of the product is 14.00% (figure:8). The graph shows the distribution is of gender and factors influencing consumers satisfaction. The most of the respondents send in the mall, male category of customer service of a 19.00 % and from the the Male is of 15.05 % cultural and 10.00% is quality of the product is 14.00% and 10.504, film Amma, female 10.00% from the male category of from the female (figure:9). The graph shows the distribution of occupation and factors, including five decision decision buying most of the respondents from the private employment of a random Asian is of 13.4 and from the price 57.94 % and the product quality is 9.45 % and the public employment is of 9.95%, repetition and 7.46 from the price and also from the price product quality 3.98

percentage (**figure:10**). The graph shows the distribution of Products are led to the price and age of the sample respondents. Most of the respondents from the age of 26 to 30 years or or ability of a product related to the price and the 31 to 25 years, respondents, or highly agree that the product of product price, equitable to them (**figure:11**). The graph shows the representation of satisfaction and gender of the respondents from the female category or said that the customer service and the most of the people of male respondents said that the customer service is of 18.41 % and from the quality of the price of evil respondents said that at 5.94% consumers satisfaction is India is 12.9% is satisfied by the consumers (**figure:12**). The graph represents the distribution of product and the product and or aware of the consumer decision. Most of the respondents said that I strongly agree and they not that much to words the her 21.99 and 3.48 % and 320.40% for 4.98 percentage (**figure:13**). The graph represents the distribution of place of residence and are you aware of consumer decision most of the respondents sender or in the rural areas know a percentage 32.84 % and from these area they have been sent 3.48 % has been not aware of consumer decisions and India area 11.44 % as been nought and consumer decision (**figure:14**). Graph shows the distribution of factors affecting consumer satisfaction, and are you aware of consumers decisions. Most of the respondents said no from consumer service of 21.89% and the 12.94% quality of the product. The respondents said no is 90.90 percentage and S or 7.96% advertisement of no is of 13.43 % and yes, the sofa 6.97% cultural and social experience is noise of 11.41% and yes it is 5.47 % (**figure:15**). The graph shows the distribution of factors affecting decision-making and factors influencing buying decisions of the respondents or said consumer service of a price 12.94 % and brand reputation is 12.4 % from the 8.46% from the product quality of customer service quality of the product. Most of the respondents send 11.4% and product qualities of mass 6.97% and the price of 9.0 545 % (**figure:16**). The graph represents the distribution of Arya aware of consumer decisions and factors in buying decisions. Most of the respondents said no of 21.889% from the year price 19.90 from my product, quality (**figure:17**). The graph represents the distribution of satisfaction and buying decision. The most of the respondents said strongly agree from grand petition is of 17.41% and from the price of respondents said 11.94,% and a hyena made of Asian is of 9.45%. (**Figure:18**). The graph represents the distribution of a decision and factors influencing buying decision. Most of the respondents said no offer 21.89 % from the price 19.90 of brand reputation and personal 11.44 percentage product qualities of 21.89% (**figure:19**). The graph represents the distribution of. Are you aware of consumer decisions and practicing? influencing buying decisions. Most of the respondents said the price was 28.86%. No yes and no the brand reputation as of 37.31% and 22.89,884 and 5.97 is of no (**figure:20**).

DISCUSSION:

It is revealed that the bar chart represents the distribution of are you aware of most of the respondents said no of 66.67% because the respondents are not aware of consumer decision (**figure:1**). it is revealed that the body factors influencing buying decision. The most of the respondents said brand reputation of 39.30% because the brand most value in buying the product according to their consumer satisfaction and their choice of selection (**figure:2**). It is revealed that the bar chart of scaling on buying through e-commerce. Most of the respondents said that the 43.28 % rating scale of 2 is because e-commerce is not satisfied by the consumers (**figure:3**). It is revealed that the bar chart represents the distribution of agreeable to what is consumer satisfaction. Most of the respondents were satisfied with e-commerce at 25.37% (**figure:4**). It is revealed that the porch out represents the factors affecting consumer satisfaction. Most of the respondents said customer service is 34.83% because the customer service or submission is satisfied by the consumer while purchasing their products of their own choice (**figure:5**). It is revealed that the bar chart represents the comparison of gender and are you aware of consumers' decisions. Most of the respondents said no of 35.00% from the male and 31.50% from the female. because the app of consumer decision is not not in the same manner because the consumer decision may change in a dynamic manner whenever they want new products or old products (**figure:6**). It is revealed that the bar chart represents the comparison of gender and factor influencing by the most of the respondents from the male said the brand reputation of 21.00 % because the brand reputation of

the major role in the consumer buying decision because the brand reputation use the familiar idea, product or not (**figure:7**). It is revealed that the bar chart represents the comparison of gender and consumer satisfaction . Most of the respondents from the mail set 19.00% of advertisement because the advertisement plays a major role to promote the product into the customer for easy buying (**figure:8**). It is revealed that the bar chart represents the distribution of male and occupation of the sample respondent. Most of the respondents or from private employment send no is of 23.8% because the people who are working may not get time for deciding to buy a product (**figure:9**). It is revealed that the porch comparison of you is on and off location of the sample report and most of the respondents or from the private employment brand reputation of 13.13% because the people working will have the brand reputation to buy a product for their satisfaction and for your gentle look (**figure:10**). it is revealed that the part of what is product related to the price and the age of the most of the respondents from the age of 26 to 30 years said that the product related to the price because right of the product is not satisfied by one me granted looking the people made by your product, but not satisfied according to the price of the product (**figure:11**). It is revealed that the bar chart represents the comparison of factors influencing consumer satisfaction and gender of the respondent. Most of the respondents' family members said that customer service is betting on consumer satisfaction because of the customer service quotation of a patient to buy a product from the company when the customer service is not properly managed by the company. The people who buy the product are unaware of the choices they make to buy the product (**figure:12**). it is revealed that the body of what is the product related to the price and are you aware of consumer decisions. Most of the respondents strongly agree to what is the price and from the market because the product is related to the price or may not be well so that awareness may be given to advertise on paper newspapers to make a reputed company. (**figure:13**). it is revealed that the party and place of residence of the most of respondents from the rural side or consumer decision of a 32.84% while product from the reputed company. According to their choice the awareness of the consumers may buy products according to the willingness to their choice (**figure:14**). It is revealed that the potshot represents the fattest faction and all the most of the respondents said a consumer survey of 21.89% and not on how to promote their brand to a higher Brand (**figure:15**). It is revealed that the bar chart compare and factor reflecting find that most of the respondents said customer service is of 12.91% and according to the price because the cast of or making is more important for buying a product one to purchase the product according to their own choice (**figure:16**). It is revealed that the bar chart number and part of the most of the respondents said no 21.89% from the price because the consumer awareness is not so the company makes you aware so that the customers can buy more from their brand (**figure:17**). it is revealed that the party what is the rate of satisfaction and strongly agree or grant limitations on 17.41% because of the brand reputation of being more responsible for a betterment of choice and the satisfaction given to the customer (**figure:18**). The graph represents the distribution of a decision and factors influencing buying decision. Most of the respondents said no offer 21.89 % from the price 19.90 of brand reputation and personal 11.44 percentage product qualities of 21.89 percentage (**figure:19**). The graph represents the distribution of. Are you aware of consumer decision and practising to Vsel influencing buying decision. Most of the respondents said the price of 28.86%. No yes and no the brand reputation as of 37.31% and 22.89,884 and 5.97 is of no (**figure:20**).

CONCLUSION:

In conclusion, the role of personality in consumer buying decisions is far from a one-size-fits-all scenario. It is a multi-faceted phenomenon that requires a nuanced understanding of how various personality traits interact with different factors to shape purchasing choices. Businesses can leverage this understanding to craft more effective marketing strategies and connect with consumers on a deeper level. From the research is that the role of personality significantly varies in consumer buying decisions. Throughout the study, it became evident that personality traits play a crucial but complex role in influencing how consumers make purchasing choices.

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