

## **Does Cultural Motivation Influences the Handicrafts Buying Behaviour?**

**Debasis Pani,**

Assistant Professor,  
Centre for Management Studies,  
Gandhi Institute of Advanced Computer and  
Research, Rayagada, India.

**Dr. Sunil Kumar Pradhan,**

Assistant Professor,  
P.G. Department of Business  
Administration, Berhampur University,  
Bhanja Bihar, Berhampur, Odisha, India.

### **ABSTRACT**

*Consumers are very sensitive and emotionally imbibed to their respective culture and culture has a significant role to play in shaping their consumption behaviour. The motive for buying behaviour is greatly shaped by the various attributes of culture, which is exhibited in the buying behaviour of the consumer. This becomes imperative in case of cultural products like tribal handicrafts because the tribal handicrafts are not just a product to be enjoyed or cherished. It beholds image of a great heritage of tribal culture. So a pertinent question need to be asked, as the various aspects of cultural which helps to develop buying motives are analysed cognitively, emotionally or both by the handicraft buying consumers?*

*The thrust of this research lies in knowing how the various evolving motives developed due to the interaction of cultural aspects is analysed by the consumer and do they have any significant relation with the buying behaviour in the context of tribal handicraft products. In justifying the research work, the researcher has developed a concept of cultural motivation which incorporates some attributes of both planned buying behaviour and impulse buying behaviour influenced by emotion.*

**Keywords:** Cultural Motivation, Theory of Planned Behaviour (TPB), Impulse buying behaviour.

### **INTRODUCTION:**

The decision to buy a cultural product like tribal handicrafts is completely different from buying product of any kind as because it not only depict an artistic expression and creativity of tribal artisan, but also exhibits a deep rooted aboriginal culture of locality. So the decision to buy tribal handicrafts products is bestowed with rational components and emotional components of decision making. Which is contrary to planned buying, where behaviour is followed with prior development of buying intention (Piorn, 1993). Most of the buying behaviour has been formed through “consumer decision making process which includes need recognition, information search, evaluation of alternative, purchase and post purchase behaviour” (Engel et al., 1978).

### **DISCUSSION:**

The researcher has proposed the discussion with a very pertinent question as the buying behaviour towards tribal handicrafts is influenced by rational components supported by planned behaviour or emotional components, which is supported by impulse behaviour.

### **Planned Buying Behaviour:**

The decision to buy a product depends upon the evaluating the cost to be incurred on the product and expected benefit from the product with an intention to get maximum satisfaction. According to Engel, Kollatt, and Blackwell (EKB) model the consumer's evaluation process of product is greatly influence by the beliefs, evaluation criteria, attitudes, and intention (Engel et al., 1993).

Theory of planned behaviour is the important model which guides the consumer's buying action. The theory of planned behaviour (TPB) is an extension of Theory of Reasoned Action (TRA) which proposes, the buying intention is the main predictor of actual buying behaviour, and is influenced by three important independent factors like attitude towards behaviour, perceived social norms, and perceived behavioural control.

The application of the theory of planned behaviour (TPB) is very much helpful for predicting the non-volition behaviour of human being (Ajzen, 1985, Ajzen & Fishbein, 2005). The strength of TPB model is its successful application in studying the various buying behaviour like ethical consumer behaviour (Shaw et al., 2007).

### **Impulse Buying Behaviour:**

In the contrary impulse buying is known as "an unplanned purchase" which is having the characteristics of "(1) relatively rapid decision-making, and (2) a subjective bias in favour of immediate possession" (Rook & Gardner, 1993). According to (Rook and Fisher, 1995), "Impulse buying occurs when an individual feels a sudden, often powerful and persistent desire to make an unintended, unreflective, and immediate purchase after being exposed to certain stimuli". The impulse buying is happened suddenly and gives less space for consumer evaluation because impulse buying is greatly influenced by emotional drives.

The study conducted by (Thompson et al., 1990; Hoch & Loewenstein, 1991) found that highly impulse buying behaviour is driven by emotional forces attached with the object and with the desire for immediate gratification. Some studies have revealed that a number of hedonic desires are fulfilled by impulse buying (Rook and Fisher, 1995). The study conducted by Beatty and Ferrell's (1998) stated that impulse buying behaviour are significantly associated with hedonic consumption and sensory stimulation. To (Levy and Weitz, 2009) Satisfying the hedonic needs of the consumer may leads to develop recreational and emotional experience.

Several studies conducted in Great Britain and United States has shown that consumer's mood and emotional state greatly influences the impulse buying behaviour (Donovan et.al 1994; Rook & Gardner, 1992)

The study of Cobb and Hoyer, (1986) found that impulse buying includes those products which are low in price are brought frequently requires less product knowledge. The study conducted by Donovan and Rossiter (1982) found situational factors like social environment, ambience and design has significant influence on consumers impulse buying behaviour.

### **Handicraft Buying Behaviour is Planned or Impulse Behaviour ?**

Handicraft buying behaviour is completely different from other buying behaviour on consumer's perspective because it not only a tangible symbol but also carries an intangible image, a memory of cultural and a hedonic experience. (Gordon,1986) (Littrell et al., 1994). Handicrafts are purchased for their symbolic consumption, remembrance and for its intangible values (Oh et al., 2004; Swanson, 2004). Buying handicrafts can also be analysed with social psychological perspective, as buying handicrafts can develop self-identity in the society and can be used for gift-giving as a way of supporting social relationship with others (Park, 2000; Kim and Littrell, 2001; Reisinger and Turner, 2002;).

Handicrafts buying behaviour is more concerned with ethnic buying behaviour, which is greatly influenced by the cultural factors. Sometime the cultural factors may too lead to impulse buying. Study conducted by (Maheswaran & Shavitt, 2000), revealed that the cultural factors significantly influences the consumer's impulse buying behaviour in context with cultural differences across the globe. The study conducted by (Rook & Fisher, 1995) stated that the cultural forces along with the moods and emotional states of the consumer are greatly shaping the normative behaviour, which motivates the consumer to purchase the product.

Buying behaviour is the outcome of combined interaction of planned behaviour and impulse behaviour which is driven by emotional forces (Fang M. & Yingjiao X., 2012) (Baron & wass, 1966). The study conducted by (Babin et al., 1994) stated that the consumers mainly seek two different value from buying one is utilitarian shopping value which is cognitive in nature and task oriented where as another is hedonic shopping value which is emotionally connected with shopping. Burroughs (1996) advocated for "cognitive perspective of impulse buying", to him the impulse buying behaviour of the consumer are frequently attached with the fulfilment of emotional needs. The study conducted by Donoval et al.(1994) revealed that there exist an significant relation between pleasure feeling experienced by the consumer in shopping environment with the impulse buying behaviour.

The discussion has helped to reach a consensus with the support of literature that, the handicraft buying behaviour is an integration of planned behaviour and impulse buying behaviour which is greatly influenced by the emotional forces. ( Schacter & Daniel L.,2011) The study conducted by Oliver (1997) revealed that emotional forces has a significant influence in various rational judgments by the consumer.

That motivates the researcher to develop a construct cultural motivation which would incorporate the cognitive and emotional aspects of cultural forces in decision making.

## **CULTURAL MOTIVATION:**

The decision to buy a handicraft has to be perceived cognitively as well as an emotionally. In contrary, the theory of planned behaviour is giving more emphasis on the control aspects of information processing by the consumer and neglecting the uncontrollable aspects of influence which is perceived. Buying behaviour towards handicrafts is greatly influenced by the uncontrollable aspects of motives. As because the handicraft products exhibit a deep-rooted cultural heritage of the locality, which always emotionally imbibes someone who gets nearer to it and motivates him or her to purchase the product. Motivation refers to inner drive which compels someone to do action. According to Maslow's (1943) need of hierarchy the handicraft buying behaviour can be related to social needs, or self esteem need.

Culture in a general sense can be defined as "A complex set of values, ideas, beliefs, attitudes and other meaningful symbols, created by human beings to shape human behaviour and the artefacts of that behaviour as they are transmitted from one generation to another." Culture shapes the human behaviour, which always motivates a consumer to behave in a particular way. An important is played by the culture in influencing the consumer behaviour (Dameyasani and Abraham, 2013). The study conducted by (Venkatesh, 1995) found that culture not only influences the preference, attitude and behaviour but also gives a shape to the need and wants of the consumer. In a general sense motive refers to strong internal drives that forces someone to do certain activity. So motivation is need directed behaviour, its arousals causes tensions because they are connected with the fulfilment of need and want of an individual (Alderfer. C.P,1989). ( Uysal & Jurowski, 1994) emphasised on the pull and push factors of motivation, and both the pull factors and push factors immensely influences motivates the consumer to perform, in the context of cultural marketing. According to (Yoon & Uysal, 2005), "Push factors are more related to internal or emotional aspects, such as the desire for escape, rest and relaxation, adventure, or social interaction". Dasgupta. A, & Chandra. B, (2016) in his study, evolving motives for fair trade consumption has clearly stated that emotions, motives and values plays a significant role in guiding, shaping the consumption behaviour towards handicraft product. These factors are significantly influenced by the culture.

Study conducted by (Maheswaran & Shavitt, 2000), revealed that the cultural factors significantly influences the consumer's impulse buying behaviour in context with cultural differences across the globe. The study conducted by (Rook & Fisher, 1995) stated that the cultural forces along with the moods and emotional states of the consumer are greatly shaping the normative behaviour, which motivates the consumer to buy the product.

Though handicraft buying behaviour is greatly influenced by culture, which supports the consumers approach behaviour rather than avoidance behaviour, the final outcome of this approach behaviour may lead to purchase or not to purchase. The cultural influence along with the positive emotional forces of the consumer towards culture and cultural product like handicraft would result in a greater approachable behaviour.

The above cited literature and discussion motivates the researcher to propose a concept called "Cultural Motivation" which encompasses the attributes of cultural influences along with positive emotion on the motivation to buy a cultural product handicraft.

According to (Tourism Trends for Europe, 2006), "Cultural motivation is a set of cultural motives which motivates the consumer to fulfil a more general interest in culture, rather than fulfilling very specific cultural goals". Likewise a consumer of handicrafts when he buys a handicrafts, he does not have any cultural specific goals but culture influence certain motives which ultimately shape the buying behaviour, which is not conscious instrumental behaviour rather a kind of intuitive behaviour influenced by cultural, situation intuition and emotional forces.

(Yoon & Uysal, 2005) Cultural motivation elements are very much internal which inspires someone to be persistent on certain objects or attributes. (Tomaz, K. & Vensa, Z. 2010) "cultural motivation as a cluster of interrelated, intellectually-based interests in culture, history and heritage" . From the above discussion it is concluded that cultural motivation includes a set of activities which are not related to each other like someone's hobby, someone's affinity towards cultural heritage may include intellectual interest like gaining knowledge about a culture and history.

To (Crompton& McKay, 1997), "There are three major reasons for identifying and understanding the cultural consumer motivation. First, motives play a major role in designing and offering suitable products for consumers, who seek to satisfy a variety of divergent needs. Second, motives are a way to monitor satisfaction and finally, identifying and prioritizing motives are a key element in understanding a consumer's decision process".

Study conducted by (Rook & Fisher, 1995) stated that the cultural forces along with the moods and emotional responses of the consumer are greatly shaping the normative behaviour, which motivates the consumer to buy the product. Westbrook (1987) emphasised on unipolar approach to measure the emotional responses of the consumers buying behaviour.

A recent review study conducted by Maria. M, Alexandros. B, Nikolaos. T,(2015) to identity the important motives

that influence the cultural consumption and to explore theories justifying the behaviour has identified 13 different factors, which greatly influence the motives of cultural consumers. They are Socialisation, Family togetherness, Escape, Novelty, Learning, Relaxation, Excitement, Entertainment, Festival attributes, Cultural exploration, Self esteem enhancement, Aesthetic and Curiosity. The study conducted by Swanson et al.(2008), revealed that, there exist significant positive correlation between cultural consumer motivation and buying behaviour.

The above cited literature and discussion concluded that handicraft buying behaviour is greatly shaped by intrinsic motivational aspects of cultural along with the forces of positive emotion. So that has been an implication for further development of variables for measuring the constructs cultural motivation. The researcher in his present work has added some important attributes of positive emotion along with the attributes of cultural motivation. Before this was done, a focused intensive study was done by the researcher himself and discussion with experts helped in incorporating vital suggestion. The following dimensions measuring the cultural motivation have been taken in this study by reviewing the various earlier research studies.

**Table 1: Dimenstions for Measuring Constructs**

Components	Author	Dimensions of Cultural Motivation
Rational Components	Gnoth, (1997)	Relax mentally, Discover new things
	Chhabra et al. (2003)	Increase my knowledge
	Tomaz, K. & Vensa, Z (2010)	Visit cultural attractions,
	Valance.L.S,(1996)	Heritage, History
Emotional Components	Vadhanasindhu & Yoopetch, (2006)	Situational Influence on purchasing decision of handicrafts
	Swanson et al.(2008)	Religious motivation
	Naidu et. Al., (2014)	Cultural uniqueness
Author		Dimensions for Buying behaviour
Hightower et al., (2002); Baker et al.(2002);		Willingness to purchase, Willingness to recommend others and Willingness to purchase more in the future
Lee, K. (2008)		Prefer to buy, buying behaviour

Whereas buying behaviour refers to overt act of buying. It further includes to all the behaviour that a consumer shows while selecting, organising, evaluating, using and disposing a product with a intention to satisfy its need. (Schiffman & Kanuk ,2010).

### **PROPOSED HYPOTHESIS:**

H01 There is no significant relation between the rational components of cultural motivation with the buying behaviour of tribal handicrafts consumer.

H02 There is no significant relation between the emotional components of cultural motivation with the buying behaviour of tribal handicrafts consumer.

H03 There is no significant relation between the rational components of cultural motivation with the emotional components of cultural motivation.

### **RESEARCH METHODOLOGY:**

The present study is mainly based upon primary data collected from the district of Rayagada, which is popular known as the land of Saura and Kandha, a kind of tribal people. The Rayagada district is known as heaven of trial culture, which is reflected in the handicrafts made by the tribal artisans. The sample of the study consists of 177 respondents. The sample consists of the consumers of tribal handicrafts, who were selected from the previous sales data of tribal handicraft store and during tribal exhibition. The response from the respondents was collected by a structured questionnaire. Further the responses of the sample were measured in a five point likert scale representing strongly disagree (1) to strongly agree(5).

Though, the objective of the study was to know the impact of cultural motivation on buying behaviour. So accordingly the questionnaire was developed in justifying the rational components, emotional components of cultural motivation and buying behaviour. to understand the various underlying factors, first the exploratory factor analysis was conducted, then confirmative factor analysis was applied to know the specification of the developed constructs. The data analysis in the present study was done with the help of software application statistical package for social science (SPSS) version 21.0 and Analysis of Moments Structure (AMOS) version 21.0.

### Exploratory Factor Analysis (EFA):

The underlying factors constitute the major part of the study is well identified through EFA, in estimating the EFA the KMO statistics is important estimate as because it gives an idea about the sample adequacy for each variable and overall variable (Dziuban & Shirkey, 1974; Cerny and Kaiser 1977). The KMO value greater than 0.8 is considered as a good in our analysis the KMO value is 0.826. The Bartlett's test of sphericity checks whether there is any certain redundancy between the variables that we can summarize with a few number of factors. in our estimation we found the Bartlett's test of sphericity as (.000) which is significant because it is lower than  $p < 0.005$ , which indicates that is appropriate to apply EFA for our study.

The EFA was done with deciding criterion as eigen value should be greater than 1.00 and with varimax rotation we got three variable that explained approx 58.026 % of the matrix variance. In our analysis the decision criteria for selection of a variable is its communalities value should more than 0.5 and individual factor loading have to more than 0.4.

**Table 2: Rotated Component Matrix**

Constructs	items	Component		
		1	2	3
Rational Components of Cultural Motivation (RCCM)	I buy handicrafts because it is a cultural product.	.814		
	I prefer to buy handicraft products because it represents uniqueness of that locality.	.812		
	Tribal handicraft products reflects great heritage of tribal culture	.738		
	Buying handicraft products gives me mental satisfaction.	.731		
Emotional Components of Cultural Motivation (ECCM)	The overall architecture of the handicraft store motivates me.		.810	
	Buying tribal handicrafts gives me a hedonic experience.		.802	
	I am emotionally attached when to purchase a tribal handicraft product.		.780	
Buying Behaviour	I am willing to buy the tribal handicraft products again in near future.			.761
	I often prefer to buy tribal handicraft products.			.757
	I will recommend to my friends to buy tribal handicraft products.			.702

From the above analysis the variables “Buying tribal handicrafts gives me a unique religious experience” and “I think while buying tribal handicraft products i am connected with ancient society.” were deleted from further studies as because their communalities value is less than 0.5 shows greater cross loading so these variables need to be deleted from further studies and “Buying handicraft products increases my knowledge” and “I motivate to share my experience with buying tribal handicraft product with others”, were removed due to having factor loading less than 0.4. The first construct is known as rational components of cultural motivation which include four variables and 25.86% of total variance. The second construct is emotional components of cultural motivation which contains three variables and explains 21.13% of total variance. The third construct is buying behaviour which contains three variables which explains 18.04% of total variance. All these construct together explains 65.024% of the total variance.

### Confirmative Factor Analysis (CFA):

Validity talks about the precision level of the instrument and the reliability talks about the consistency of the instrument. In our study to check reliability Cronbach's alpha value is considered. The validity are of two types as convergent validity and discriminate validity. To know the convergent validity of research work Average Variance Extracted (AVE) and Composite Reliability (CR) is considered. The estimates of Maximum shared variance (MSV) and Average Shared Variance (ASV) is considered to examine discriminate validity.

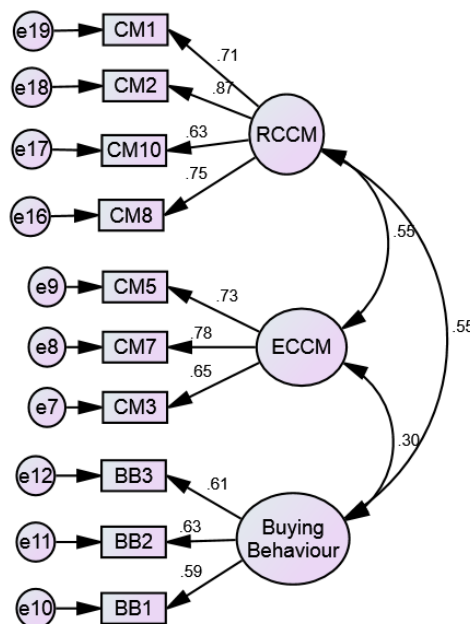
**Table 3: Validity and Reliability Estimates of the Constructs**

Relation with Constructs			Beta	Cronbach's alpha	Average Variance Extraction (AVE)	Composite Reliability (CR)	Maximum shared variance (MSV)	Average shared variance (ASV)
CM3	<---	ECCM	.649	.761	.520	.764	.302	.298
CM7	<---	ECCM	.780					

Relation with Constructs			Beta	Cronbach's alpha	Average Variance Extraction (AVE)	Composite Reliability (CR)	Maximum shared variance (MSV)	Average shared variance (ASV)
CM5	<---	ECCM	.729					
BB1	<---	Buying Behaviour	.585	.638	.372	0.640	.302	0.179
BB2	<---	Buying Behaviour	.633					
BB3	<---	Buying Behaviour	.611					
CM8	<---	RCCM	.752	.825	.558	.833	.302	.298
CM10	<---	RCCM	.633					
CM2	<---	RCCM	.872					
CM1	<---	RCCM	.712					

Decision rule for Reliability analysis is if Cronbach's alpha value should be greater than 0.6 is considered good (Robinson and Shaver, 1973) reliability among the variables. For Convergent validity the Average Variance Extraction (AVE) should be greater than 0.5 and Composite Reliability (CR) should be greater than 0.7 (Fornell and Larcker, 1981) and CR should be greater than AVE. In the above analysis only the buying behaviour is not satisfying the criteria for convergent validity. But it should be included in further study due to its strong theoretical support and empirical findings, which is already cited in literature. To Straub,D.W.(1989)“the basic concentration is the, that confirmatory empirical findings will be strengthened, when instrumental validation precedes both internal and statistical conclusion validity.” For a good composite reliability the factor loading should be greater than 0.7, however factor loading ranges between 0.6 to 0.7 should be included if other variables in the constructs are good (Hair et al., 2006).

For discriminate validity the Maximum shared variance (MSV) should be greater than the Average shared variance (ASV). Average Variance Extraction (AVE) should be greater than Maximum shared variance (MSV) and Average shared variance (ASV). In our analysis all the three construct satisfy the discriminate validity condition.



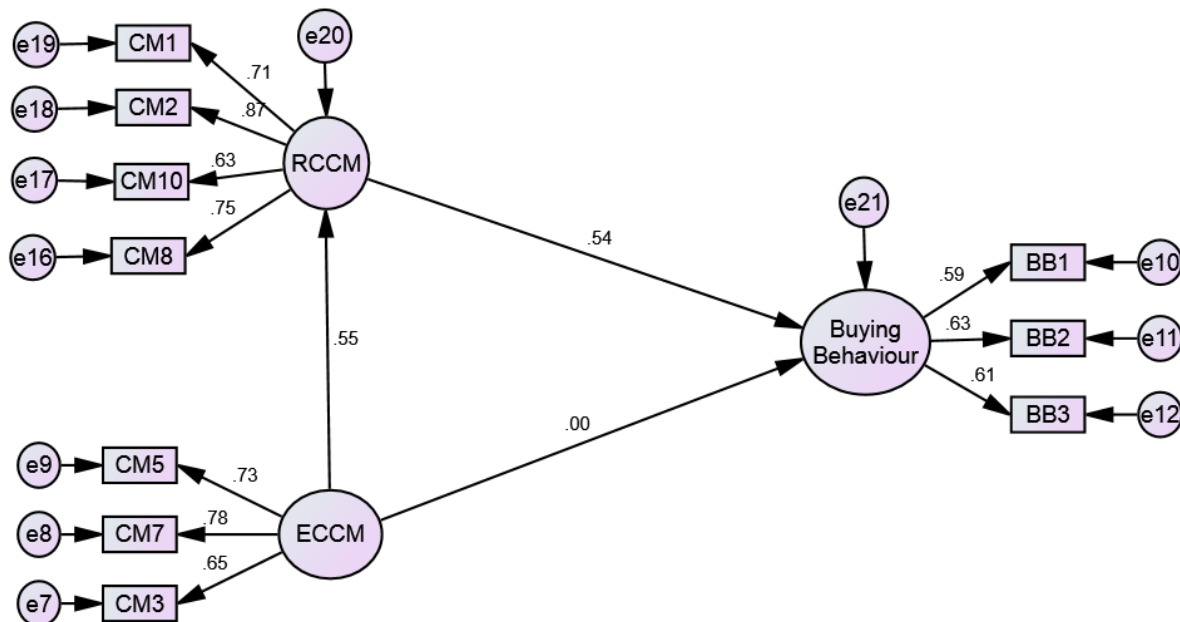
To have a good model fit (Gerpott et al., 2001; Hair et al., 2006) “the value of the root mean square of approximation (RMSEA) should be less than 0.08 and the values of goodness of fit index (GFI), adjusted goodness of fit index (AGFI), normed fit index (NFI) and comparative fit index (CFI) all should be more than 0.9. The ratio between chi square ( $\chi^2$ ) and degrees of freedom (df) that means  $\chi^2/df$  should be less than 2.5.”

The value we got from the measurement model is  $\chi^2$  significance, p value is = 0.006 which is less than  $p < 0.05$ ,  $\chi^2/df$  is 1.738 which is less than the required value  $< 5$ , the estimates of GFI = 0.947 which is  $> 0.9$ , AGFI = 0.909 which is  $> 0.9$ , NFI = 0.905 which is  $> 0.9$ , RFI = 0.866 which is  $< 0.9$ , CFI = 0.956 which is  $> 0.9$ , TLI = 0.939 which is  $> 0.9$ , RMSEA = 0.065 which is  $< 0.08$ .

All the estimates in the above analysis are more than the required threshold. Except RFI =0.866 which is < 0.9 should be >0.9. Therefore from this confirmative factor analysis, we conclude that the model is adequate, and all the hypothesized constructs in the model can be used further for establishing structural relationships. (Teo,2011)

#### Structural Equation Modelling (SEM):

Structural Equation Modelling (SEM) is a multivariate data analysis technique, which is useful in estimating structural relationship among constructs simultaneously. As per the conceptual framework relationship is established among the constructs like Rational component of cultural motivation (RCCM), emotional components of buying behaviour (ECCM) and buying behaviour. Which is depicted in the below structural diagram.



**Table 4: Model Summary of Structural Model**

CMIN					
Model	NPAR	CMIN	DF	P	CMIN/DF
Default model	23	55.620	32	.006	1.738
Saturated model	55	.000	0		
Independence model	10	585.603	45	.000	13.013
RMR, GFI					
Model	RMR	GFI	AGFI	PGFI	
Default model	.055	.947	.909	.551	
Saturated model	.000	1.000			
Independence model	.332	.494	.381	.404	
Baseline Comparisons					
Model	NFI Delta1	RFI rho1	IFI Delta2	TLI rho2	CFI
Default model	.905	.866	.957	.939	.956
Saturated model	1.000		1.000		1.000
Independence model	.000	.000	.000	.000	.000
RMSEA					
Model	RMSEA	LO 90	HI 90	PCLOSE	
Default model	.065	.035	.093	.182	
Independence model	.263	.244	.282	.000	

The value we got from the measurement model is  $\chi^2$  significance, p value is = 0.006 which is less than  $p < 0.05$ ,  $\chi^2/df$  is 1.738 which is less than the required value <5, the estimates of GFI =0.947 which is >0.9, AGFI=0.909 which is >0.9, NFI= 0.905 which is >0.9, RFI =0.866 which is < 0.9, CFI = 0.956 which is >0.9, TLI =0.939 which is >0.9, RMSEA = 0.065 which is <0.08. All the estimates in the above analysis are more than the

required threshold. Except RFI =0.866 which is < 0.9 should be >0.9.

So from the above all the goodness fit indicator are showing more than the required estimates hence the default structural equation model is considered as good model fit.

**Table 5: Regression Weights of the Structured Model**

			Estimate	S.E.	C.R.	P
RCCM	<---	ECCM	.630	.123	5.136	***
Buying Behaviour	<---	RCCM	.582	.153	3.791	***
Buying Behaviour	<---	ECCM	.005	.156	.030	.976
CM3	<---	ECCM	1.000			
CM7	<---	ECCM	1.325	.183	7.231	***
CM5	<---	ECCM	1.057	.148	7.129	***
BB1	<---	Buying Behaviour	1.000			
BB2	<---	Buying Behaviour	.975	.196	4.978	***
BB3	<---	Buying Behaviour	.919	.186	4.938	***
CM8	<---	RCCM	1.000			
CM10	<---	RCCM	.983	.123	7.992	***
CM2	<---	RCCM	1.170	.110	10.638	***
CM1	<---	RCCM	.941	.104	9.019	***

\*\*\* Significant at the 0.001 level (2-tailed)

From the above analysis it is clearly evident that

1. There is significant relation between the rational components of cultural motivation with the buying behaviour of tribal handicrafts consumer.
2. There is no significant relation between the emotional components of cultural motivation with the buying behaviour of tribal handicrafts consumer.
3. There is significant relation between the rational components of cultural motivation with the emotional components of cultural motivation.

## CONCLUSION:

The study finds that the buying behaviour of tribal handicrafts products is greatly influenced by the rational components of the cultural motivation and the emotional components of cultural motivation is not influencing the buying behaviour of tribal handicraft consumer. However there exist a significant relation among the rational components and emotional components of cultural motivation in the buying behaviour, this connotes that emotion exists alongside various cognitive judgments in Consumer decision making process. To conclude consumer needs two different values from buying tribal handicrafts products, one is utilitarian has to be analysed rationally and another is hedonic, which are emotionally connected (Babin et al.,19994). The findings of the present study also advocates for “cognitive perspective of impulse buying” (Burroughs,1996) which connotes that impulse buying behaviour of the consumer are frequently associated with satisfaction of emotional needs. The finding of the study is greatly influenced by the attitude of the consumer which may limit its generalisation as it the study is micro by nature.

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