Chapter - II

LITERATURE REVIEW
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The study of literature and its review is an important background material for research analysis. Very less attempt has been made on cosmetics and Ayurvedic cosmetics till now. Their relevance in respect of Ayurveda, Cosmetics and Ayurvedic cosmetics is further enhanced due to the non-availability of adequate literature. Many of these extinct treatises are available in the form of manuscripts in different libraries as well as in internet. There are certain research reports available in many regional languages and efforts are in progress to make them available in the form of Sanskrit/English editions.

It is true that Ayurveda is such a kind of discipline which ensures sound health and longevity to one who practices it. It is a tough task but if one gets used to Ayurvedic systems of food habits and exercises, he prefers to continue the same system. By and large it is felt that it takes a long time to experience the favorable of Ayurveda but these results are long lasting. Ayurveda literature has not become very familiar among common people. Yet, people use many Ayurveda based items in their day to life without, perhaps, realizing their significance or impact. In this research study an attempt is made to vindicate how use of cosmetics, more particularly Ayurvedic cosmetics can contribute to enhancement of beauty, appearance, appeal and hygiene among users. There are many books and research studies to highlight these aspects. Several articles have been published in leading national and international journals stating that use of Ayurveda based products is gaining popularity all the world over and Ayurvedic cosmetics are also becoming popular. The researcher here makes an attempt to make a review of these publications in order to find out how the subject chosen for research study is very relevant.
Dr. Verma in his book “Ayurveda for Life” explains how Ayurveda can be helpful to healthy life. He argues that ‘the food you eat and how you prepared it’ relates both sexual energy and healings. However, he has nothing to say about the use of Ayurvedic cosmetics by men and women to enhance the beauty and sex appeal. An edition of Indian medical science, Series no.9 throws some lights on “Ayurveda OR Hindu system of medical science on a popular history of Hindu Medicine. This miniature History of Hindu Ayur-Veda is the growth of the times. Amidst the mass of writings scattered in the pages of forgotten works on classical Hind, foot-steps of rising generation and also it covers home made medicines, but nowhere in their writings is nothing written about history of Ayurvedic cosmetics.

‘An easy guide to Ayurveda’ written by Mr. Ray Evgene Davis on ‘Natural way to wholeness’ mentioned about the fundamental principles, practices, and lifestyle routines of Ayurveda (I‘yur-vade-a, life-knowledge), a natural systems for health and actualization of spiritual potential. And he argues that a growing interest in health self-care, information about Ayurvedic regimens and products is increasingly appearing in the secular media and in specialized publications. Mr. Ray also writes about home-made medicines but he has not highlighted about Home-made cosmetics. Mr. Ganpati Singh Verma, in his book “Miracles of Neem tree” explains ‘house-hold remedies series’. He projects neem is perhaps the commonest tree found all over India. At the same time it has been used most extensively throughout the length and breadth of our country for treatment of common ailments as a house-hold-remedy since the time of yore. However, he has not mentioned anything about use of neem leaves in cosmetics preparation.
Dr. Vasanth Balaji Athavle, Prof. and Head of the Pediatric of L.T.M. Medical college, Bombay, in his book “Basic Principles of Ayurveda” presents Ayurveda, the science of life aims at attaining ideal physical, mental and spiritual health. One can acquire physical health by following ‘swasththat-vrutta’ i.e. daily and seasonal regimen and one can develop strong mind by following ‘Satvrutta’ i.e. rules of good conduct. But, he has not stated anything about skin care and protection. Dr. Murali Manohar in his book “Ayurveda for All” explains the central tenets of Ayurveda and the various benefits of Ayurvedic therapies. Condition ranging from a minor stuffy nose to the potentially fatal brain stroke is all dealt with in simple, scientific and lucid language in this easy-to-follow self-help guide. Though the title of this book is ‘Ayurveda for All’, but nothing is written about use of Ayurveda in cosmetics.

Mr. Charles B. Inlander Janet Worsley norwood in his book “Skin: Head-to-Toe Tips for Health and Beauty”, he argues that healthy skin is about more than just looking good. As human body’s organ, skin is a vital part of overall good health. Yet threats to human skin’s health—sunlight, chemicals, bacteria, and even foods and medication are seemingly everywhere. Too often, information on skin care comes from advertisements, magazine and cosmetics counter attendants, despite the fact that their conclusions may be contradictory or even wrong. It also throws lights on health and beauty from head to toe. But this book concentrates much on skin’s health but nothing is discussed as regards Ayurvedic cosmetics.

Prof. Dr. P.H. Kulkarni in his book “Ayurveda Soundaryam towards Beauty” depicts that study of ayurveda is eternal. One can try to understand ayurveda in one’s life. It seems very difficult. Hence it is beneficial to study Ayurveda everyday, every life. He
also covers basic principles of Ayurveda, healthy lifestyle, skin and skin care in Ayurveda, Ayurveda soundarya, hair, beauty in Ayurveda and skin cure and care. Hence, he has not touched the application part of Ayurveda in cosmetics. Dr. Jayant Deopujari in his research paper “Clinical dietetics in charak samhita with special reference to skin, skin care and skin diseases” arrives at the conclusion that due to the pollution and faulty way of life, allergic manifestation of different food articles, hypersensitivity to certain drugs and its skin manifestation are causes of skin disease. But he remains silent about skin disease on account of cosmetics. A Research paper of Dr. A. A. Kaid and Dr. P. H. Kulkarni on “Skin diseases and Sookshma Triphala” depicts that sookshma triphala is useful in skin diseases as a blood purifier, it relieves inflammatory conditions by preventing pus formation in included in disorder of rakatavha stotasa in which tridosha prakop twak mansa rakta lasika dusti dhatu shaithilya is the samprapti shodhana i.e. the panchakarma therapy and shamana is the chikitsa. 80% of patients got relief in the category of excellent. But these researchers have not touched upon skin diseases due to cosmetics and prescription for their cure.

B.L.D. Girija has written an article on “Ayulai valarkkum Ayurvedam book” is a compilation of articles by the author on Ayurveda that appeared regularly in a weekly. In 64 crisp chapters, it deals with right from the concept, "What is Ayurveda?" Due details are furnished so that even a layman can understand it with ease. Basically all the diseases are diagnosed on the imbalance of "Vatha", "Pithta" or "Khapha" or all the three taken together. When they are "balanced" the disease disappears in no time. The author assures excellent treatment for upper respiratory tract infection, obesity, heart diseases and vomiting, and recommends ghee and taking oil bath regularly for longevity of life. There
are individual remedies taking into consideration the balance or imbalance mentioned above when the patient is a boy, girl, young or an aged person. He enriches the book by furnishing the utilities of common household items like garlic, onion, asafoetida, pepper, cardamom, ginger, turmeric and cumin seeds which are of immense use for first-aid. Description is given on the methodology of "Pancha karma" treatment. But nowhere does the author draw a reference to the use of ayurvedic cosmetics as a means to enhance and preserve one's beauty.\(^\text{11}\)

Another study has been done on "Clinical dermatology" by Mr. A.K. Nath and Mr. D.M. Thappa, Department of Dermatology and Sexually Transmitted Diseases, Jawaharlal Institute of Postgraduate Medical Education and Research (JIPMER), Pondicherry, India. Summary Kumkum is a commonly used cosmetic in India, traditionally based on turmeric powder, and its ingredients can cause various types of dermatitis. Researcher undertook this study to characterize kumkum-induced dermatitis clinically and to identify by patch testing the allergens involved. In total, 406 patients with kumkum-induced dermatitis (mean age of these cases 46.5 years; female: male ratio 1.8: 1) were investigated. The forehead was the most commonly involved site (31/46), followed by the glabellar area (16/46), hair parting (6/46), abdomen (5/46), and neck (3/46). Pigmented contact dermatitis was seen in 35 patients (76.1%), and allergic contact dermatitis in 11 patients (23.9%). In total, 25 patients were patch tested. The commonest positive allergic reaction was to thimerosal (18/25, 72%), followed by gallate mix (12/25, 48%). Para-phenylenediamine, Kathon CG, benzotriazol, tert-buty hydroquinone and parabens gave a reaction for one patient each (1/25, 4%). Perhaps researcher has nothing to say about consumer behavior towards either on cosmetics or on ayurvedic cosmetics.\(^\text{12}\)
Daniel Marmion has made a study on cosmetics entitled “A Research on Drugs and Cosmetics”. This study includes a brief history of the use of colorants in foods, drugs, cosmetics, and medical devices, and the development of legislation in the United States to control them. It describes where and why colorants are used, lists all those currently in use, identifies each as either needing certification or not, and describes the chemical and physical properties, method of manufacture, chemical structure, chemical classification, and uses of each. Individual and general restrictions relating to the use of colorants are described, and sample specifications are shown. The weight of each colorant certified in the United States each year from 1983 to 1990 is given. It includes references and sources for more information regarding colorants including their analysis as is and in product matrices. Lacuna in this study is that there is no much reference to the use of cosmetics in general and ayurvedic cosmetics in particular.

Mr. Khalid has written a paper on comprehensive review of the literature regarding “The effect of country of origin on consumer perceptions of cosmetic products and services”. Results reveal that consumer perceptions differ significantly on the basis of product/service and country of origin. The country of origin may be an important element in the perceptions consumers have of products and services especially where little other information is known. However, the question of how much influence the country of origin provides in product and service evaluations remains unanswered and a number of other major issues have yet to be resolved. Directions for future research are developed. This study is limited to the use of cosmetics in general. It has not included the use and impact of ayurvedic cosmetics in its purview of study.
Mr. Matin Khan in his book “Consumer Behavior” writes consumer behavior in general and also covers factors influencing consumer behavior, models, attitude development and alternate evaluation in buying, changing consumer behavior and purchase and post-purchase behavior. But this book concentrates much on theory part rather than practical applications and nothing is mentioned regarding consumer behavior towards beauty and cosmetics. Mr. David H Loudon and Mr. Alber J Dell Bitta in their book “Consumer Behavior” throw some lights on understandable consumers and market segments, environmental influence on consumer behavior, social groups, family, personal influence and diffusion and innovations, diffusion of innovations and also on consumer decision process. However, they have not mentioned anything about application of consumer behavior towards either on general cosmetics or on ayurvedic cosmetics.

Mr. Leon G Schiffman and Mr. Leslie Lazar Kanuk in their book “Consumer Behavior” (VI, VII and VIII Edition) depict concept on consumer research, the consumer as an individual and their social and cultural setting and also on the consumer decision making process. But it has not included consumer decision making process towards ayurvedic cosmetics. “An empirical study on consumer perception about Visual Mega Mart and its impact on shopping behavior in Dehradun city” done by Mr. S.R. Sharma and Mr. Prakash Tiwari. This study represents consumer perception towards a retail mart and consumer shopping behavior is tested at shopping mall in general. But the lacuna of this study is that it is not done particularly on ayurvedic cosmetics. Mr. R. Ravi Kumar and Mr. Vijaya Bhaskar Reddy have done study on “Customer Satisfaction and Discontentment vis-à-vis BSNL Land service” and they feel that at present, services marketing plays a major role in the national economy. In the service sector, telecom
industry is the most active and attractive. Though the telecom industry is growing rapidly, India’s telecom density is less than the world’s average telecom density as most of India’s market is yet to be covered. This attracts private operators to enter into the Indian telecom industry, which makes the BSNL more alert to run its business and survive in the market. It has covered a complete study on consumer behavior towards landline users, but this study is nowhere concerned to cosmetics.19

A Research on “Escalation of Destructive behavior due to advertising” done by C.Karthikeyan is covered how advertisements create desire in the minds of the customers, how these advertisements change the mindsets of people and also analyzed whether modern marketing and advertising strategies add to the existing problem, analyzed whether these subject adults can be grouped into clusters of personality disorders and factors aggravate destructive behaviors. But it has not analyzed impact of advertisement of cosmetics on consumers buying behavior.20 Md.Naveed in his research on “Consumer Ethnocentrism” represents as markets turn borderless and become integrated, we need to understand whether consumers are concerned about a product’s country of origin or to what extent nations and cultures prefer domestic products as opposed to foreign goods. The feelings of consumers towards foreign products have been, for many years, a subject of interest to researchers working in the areas of consumer behavior and international marketing. But this study is much concentrated on marketers’ point of view not on consumers’ point of view and also nothing is discussed in the study about cosmetics.21

“The influence of marital roles of product purchase decision making” a study done by Mrs.Pinni Vasantha Laxmi says that a careful scan of marketing and consumer research over the past five decades has produced substantial insights into the relative roles of couples in buying products and services. This study has conceptualized spousal dominance in purchase decision making along a social continuum from the patriarchal,
through egalitarian, to the matriarchal and have proved that purchases decisions are actually composed of a sequence of decisions and that the influencer at one stage of decision making may not be the same at another stage and that the roles vary according to product type. But this study is lacking on an analysis of purchase decision towards cosmetics or on ayurvedic cosmetics. Prof. T. Devasenathipathi in his research “A study on consumer preference and comparative analysis of all life insurance companies” studies the rate of all the life insurance companies by analyzing certain variables, measures the customer perception, purchase behavior, consumer awareness regarding the life insurance industry, and also covers the privatization, policy awareness and life coverage awareness among the consumers. But whole study is concentrated on consumer behavior towards different brands and types of insurance policies and nothing is saying about their preference towards different brands of cosmetics.

Prof. D. Yella Reddy in his research paper on “A study on attitudes towards packaged fruit drinks using exploratory factor analysis” finds with the rising popularity of packaged fruit drinks, the cola wars might extend beyond the traditional boundaries as they face fierce competition from the former. India is the second largest producer of fruits and vegetables in the world. There is enormous potential to be tapped which will also be advantageous for both domestic and export markets. The youth market and the middle class provide exciting opportunities for market penetration and development. It becomes imperative to examine the attitude towards packaged fruit drinks, as attitude influences buying behavior. Though this study is towards consumer behavior but much focus is given on fruit drinks and nothing is discussed on cosmetics.

Mrs. Rishi Raj Sharma in her research paper on “Consumer Psychographics and surrogate advertising: An application of multiple discriminant analysis” focuses on surrogate advertising and says it is one of the emerging ethical issues in advertising in
India. This is used as a strategy to advertise products like liquor or tobacco—the advertisement of which otherwise, is banned in our country. It relates to advertising by duplicating the brand image of one product extensively to promote another product of the same brand. Hence, in the whole study cosmetics is not studied anywhere.25 “A study on consumer buying behavior of Bread” is done by Prof.P.Padamavathy to find out the consumption pattern of bread, to analyze the buying behavior of the consumers with regard to bread and to identify the factors influencing the consumers’ buying behavior with respect to bread. The whole study is focused on consumer buying behavior towards bread, and nothing is stated about cosmetics.26

Prof.B.B.S.Parihar in his study on “A survey of consumer awareness about consumer legislation in India” writes that customer satisfaction leading to customer loyalty is one of the most unassailable concepts of modern management practices. Research has investigated the roles of perceived value of product and service in customer satisfaction. Competitive cost, customer focus, customer feedback and involvement, competent employees’ innovativeness, corporate social responsibilities, etc. are the key factors that contribute to customer satisfaction in various contexts, but he nothing writes about customer satisfaction towards cosmetics.27 “Building customer satisfaction by managing the order cycle: A pilot study in engineering company” is done by Prof.A.K.Dasbiswas. He says that customer satisfaction is one of the most unassailable concepts of modern management practice. It is an indicator of satisfaction with a product and services, offered during the purchase and post-purchase period. It is largely influenced by the perceived value of the product or service that the customer experiences while purchasing and consuming the product/services. This study deals with only about customers’ general experiences with buying behavior. Nowhere in this study is connected with cosmetics.28
Mr. Susan Chirayath in his research study “Consumer attitude and Market potential” depicts that that revolution is still on for Indian telecom as India is expected to have 100 million GSM subscribers by 2007-08, as compared to 26 million subscribers as on March 2004, according to the Global Mobile Suppliers Association. Therefore, nowadays, an increased attention is given to consumer behavior and research is due: consumer has more power than ever before, consumer has access to more information than ever before and marketer can offer more services and products than ever before. Digital communication enables to two-way interactive exchange in which the consumer can instantly react to the changes in the market. This study focuses on just general behavior of a consumer but not specifically about cosmetics. Prof. S.V. Sawanth in his research study “Buying Two wheeler: A changing scenario” concentrates that understanding consumer behavior in the present scenario is extremely important as it is no longer a simple task. Now the consumer is considered to be the king. He is the price maker and not price taker. These sentences are framed based the consumer behavior towards Two wheelers. But researcher has not at all touched upon consumer behavior ayurvedic cosmetics.

Prof. Reeti Agarwal in her research study “A study of spousal influence in family purchase decisions” argues that the Indian society is currently in a state of flux. Traditional gender roles are being rewritten. This change is perceptible in every sphere of life. And, this change has impacted the buying patterns of the consumers too. The substantial changes in the buying behavior patterns associated with a wide variety of goods and services point to this trend. This study has focused only on spousal influence in family purchase decision about general products and nothing is tested in particular to the

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Prof. Satvindar Singh in his research paper "Consumer behavior towards home appliances with special reference to Maytag" analyzes consumer behavior when buying major home appliances, focusing on the "Maytag" brand. The paper discusses how the decision-making process affects product pricing and product positioning in the market. The author explains this is a need-driven rather than a purely want-driven product, and requires planning rather than impulse buying. Demand will be less elastic in terms of price and more dependent on other factors such as changes in life circumstances like home buying, marriage, or relocation from one area to another. This study is purely focused on consumer durables. In the present research study the researcher is interested to find out if similar behavioral trend could be seen as regards the use of ayurvedic cosmetics.

Dr. Mpalpwsial E in his study on "Attitudes and behavior towards health and psychological parameters as a comparison between two groups of patients: HIV positive and HIV negative drug users" in which he has compared two groups of patients: HIV positive and HIV negative drug users. 100 persons/40 women, 60 men/17-32 years old with about 2 years of drug abuse were examined at the same time. Health behaviors are activities undertaken by people believing themselves to be healthy or improving general well-being. Such behaviors depend on people's knowledge and attitudes and their motivation, but social support, locus of control, relationship between people, health value and depression could change people behavior too. It is interesting to examine whether the health and psychological parameters may be extended to the analysis of the proposed research study focusing on consumer behavior towards the use of ayurvedic cosmetics.

Dr. M. Abraham Garcia-Torres, MERIT, Maastricht University, The Netherlands has done research on "Consumer behavior: utility maximization and the seek of novelty" says
the evolution of consumers' preferences has been recognized by many Scholars as being key to understanding technological change. However, mainstream economics cannot account for the seemingly irrational behavior of consumers based on changes in taste. Consumer theory lacks flexibility and accuracy to explain changes in consumer behavior. Adopting a behavioral psychology perspective, this paper argues that there is a rational pattern in the change of consumers' tastes. He argues that behavioral psychology does us a unique perspective to solve some of the paradoxes of consumer behavior. The same analogy can not be extended changing consumers attitude in favor of ayurvedic cosmetics.34

“A study on Dress-Buying Behavior of Consumers” by John E. Jacobi and S. George Walters (In Journal of Marketing, Vol. 23, No. 2 (Oct. 1958) explores the nature of consumer dress-buying behavior, and narrated that when an economically strong buyer wants to buy a dress, firstly he looks at color, design, brand and lastly price. And on the other hand economically poor customer asks prices first and decides his/her choice. In the proposed research study the researcher wants to examine how consumers belonging to different income groups respond to ayurvedic cosmetics.35 “Key Aspects on Consumer Behavior of Hong Kong Internet Non-Shoppers - An Empirical Study” by Douglas Ching Shan Hui says Internet non-shoppers in Hong Kong have been lacking. This empirical study by on-line questionnaire is attempted to explore buyer behavior. The focus of this study is on understanding that the Internet non-shoppers in Hong Kong are, and understand what the barriers are against Internet shopping. Research overseas suggests that major barriers against Internet shopping are "payment security", "privacy and trust", "shipping cost" and "logistics". This study does not refer to any particular product including ayurvedic cosmetics.36 Steven E. Mason, Latrobe University in his research study on “Consumer Behaviour and Imagination: A Theoretical Approach towards a
Typology” seeks to establish a theoretical foundation for a personality trait index based on the intrinsic motivation of an individual to engage in imaginative thinking in the consumption process. This index is called the Need for Imagination (NFI) and constitutes a component of a theoretical model called the imaginative-experiential-planning (IEP) model. This model serves as a basis to explore the underlying motivation of an individual to use his imagination in purchase planning when product knowledge and experience is limited. This paper discusses many of the different perspectives on imagination theory and then seeks to establish the NFI, which is a one-dimensional construct, designed to examine an individual’s intrinsic propensity to engage and enjoy the utilization of their imagination as an information processing mechanism. The researcher wants to employ this analysis of the impact of imagination on the purchase and use of ayurvedic cosmetics.

Mr. Blanchin, University of Halmstad has done a study on “The customer behavior in the men's cosmetics market”. In this study he has covered consumer behavior in general, men's behavior in particular on cosmetics. The main limitations of this study are the theory about self-concept is not the particular case of men. Self-concept theory is valid for both men and women because it is viable for all; there is no difference in psychic mechanisms between men and women. The self construction is the same and is applicable to all human. Then, the men's cosmetics market is still too young to find some deep surveys on it. As a consequence, it has been difficult to find some theories viable only for men; a connection with surveys already done about women's cosmetics was necessary. Nowhere has this study made any reference to ayurvedic cosmetics.

From the review of literature carried out above it becomes clear that several studies have been made by researcher in the past about consumers’ behavior with reference to cosmetics and many other varieties of consumer goods. These studies throw
light on various factors influencing the consumer behavior, the psychological factors that are responsible for change in consumers’ attitude and the impact of money income on purchase of branded items. But there is a huge gap between the study made on Ayurveda, cosmetics and the consumer behavior till the date and the present study entitled “Consumer behavior towards Ayurvedic cosmetics” is an attempt to fill this gap.
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