Why do people persist in behavior when it is no longer useful? Why do they hold on to their accustomed patterns of behavior when other more efficient ones are available? Why do they sometimes repeatedly manifest behavior, which is destructive and self-defeating? Such problems are of fundamental importance to the study of human behavior.

Extreme persistence of rigidity of behavior often puts an individual in a humorous and indecorous situation. An old factory worker is sometimes seen making involuntary movements of his habitual act even during non-working hours. The consequences of such persistent behavior may seem less serious but there are certain consequences of rigid behavior which are more profound, like difficulty in relating with people, barrier in the adjustment, deprivation in gratification, sometimes it may lead to great losses and dangers. The stereotyped behavior psychotics and neurotics and compulsive repetitive nature is to be found often in clinic and hospitals. Smoking as form of persistent behavior is common to many people, even in students' community.

Chronic cases of drinking are found in community and clubs. In social setting perpetual feuds and rivalries, religious fanaticism, political affiliation and even voting behavior for a failure government all are striking illustration of rigid traits of personality.

It is also observed that individuals smoke or drink even when they know that it is injurious to the health. Students often continue to revolt against authority even when their original demands have been removed. Is it normal?
What prompts them to do so? Is it some real internal insisting forces or some inner personality traits? The researcher agrees to the clinical psychologist that is inner personality traits which leads to compulsive and repetitive behavior, and hence motivated to undertake the research to study the cultural differences or similarities, if any.

This research work also makes an attempts to study psychological criteria of normality as important variable that may affect human behavior in various contexts. It is said that normality is a relative term referring to particular socio-cultural, clinical, and statistical value context. Thus normality stands out, not as the opposite of abnormality nor as the absence of all abnormalities, but rather as a complex entity of qualitative difference from those entities composing abnormalities qualitative. According to korman, the individual who does not need to go to psychiatrics diagnoses and treatments can be called as normal.

In the present research normality is considered as a psychological dimension, but not in terms of diagnoses. Main objective of this research is to find out the factors which are responsible for rigid and normal behavior and characteristic related with such behaviors.