

LIST OF FIGURES

<i>Figure</i>	<i>Page No.</i>
Figure 1.1 : The Consumer Decision Making Model.....	3
Figure 1.2 : Cognitive Consumer Behaviour Models.....	6
Figure 1.3 : The Theory of Buyer Behaviour Source: Howard &	7
Figure 1.4 : Engell-Blackwell-Miniard Model.	9
Figure 1.5 : Theory of Reasoned Action	11
Figure 1.6 : Theory of Planned Behaviour	11
Figure 1.7 : Theory of Trying.....	12
Figure 1.8 : The Model of Goal Directed Behaviour	13
Figure 1.9 : Cultural Value System	16
Figure 2.1 : Trompenaars Cultural Dimensions	25
Figure 2.2 : Schwartz Cultural Values	27
Figure 2.3 : Hofstede Onion Diagram	49
Figure 3.1 : Indian Map with Vindhya Mountain Range	72
Figure 3.2 : Political Map of India	73
Figure 4.1 : Preference for Traditional, Casual and Formal Apparels in North and South India.	108
Figure 4.2 : Preference for Various Female Traditional Apparels in North and South India.	110
Figure 4.3 : Preference for various Female Formal apparels in North and South India.....	111
Figure 4.4 : Preference for various Female Casual Apparels in North and South India.....	112
Figure 4.5 : Preference for Various Male Traditional Apparels in North and South India.....	113
Figure 4.6 : Preference for Various Male Formal Apparels in North and South India.....	114
Figure 4.7 : Preference for Various Male Casual Apparels in North and South India.....	115