

Towards a Value Creation Model of Consumer Buying Behaviour in the Philippines Pop Music Industry

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Abstract

Increasing competition in the Philippines pop music industry demanded an investigation on consumer buying behaviour. Therefore, the study aims to determine the influence of inner and outer stimuli on consumer buying behaviour. Accordingly, 284 music buyers were sampled using random sampling at two music stores in SM Baguio City, Philippines and surveyed using a questionnaire. Data were analyzed by using regression analysis. This research concludes that value creation exists in the decision-making process of consumers. Every consumer behavior is a result of the interaction of marketing stimuli, environmental stimuli and self identity. Value creation is very important not only for marketing purpose but also for a more favorable and satisfying product choice combination which will enhance the extent of realizing customer's self value. And all these will contribute to the gross value creation for the society we live in. The researcher would like to recommend future researchers who wish to make further study of this subject to expand environmental stimuli to environmental factors outside marketing and constrict marketing stimuli to factors that are related to marketing and add more variables to be included that will show differences among the subjects or respondents. This may include social-economic factors, which can also be a significant predictor of consumer behavior in the music industry.

Keywords: Inner stimuli, Outer Stimuli, Consumer Buying Behaviour, Music Industry

INTRODUCTION

The global music industry is worth over US\$50 billion, with two major income streams, which are live music streams and recorded music. Live music makes up over 50 percent of total revenues and is mainly derived from ticket sales. Whereas recorded music combines revenue from streaming, digital

downloads, physical sales and licensing of music for movies, games, TV and advertising.¹The Philippine popular music industry makes a vital contribution to economic growth with 2.39% of the changes in the Gross Domestic Product is brought by the Gross Sales of the recording industry , 14.46% changes in the national employment can be explained by the employment generated by the recording industries and 14.64% of the changes in the National Tax Collection by the government are brought by the tax paid by the recording companies².

In the last years, consumer behaviour and their decision-making process has advanced and has become an important topic in the marketing society. Consumer behavior includes the psychological procedures which consumers experience in understanding their requirements. (Rojhe,2020). Consumer behaviour can be said to be study of how individuals make decisions on spending their available resources (time, money, effort) on various consumptionrelated items (Prasad,2016). In order to develop a framework for the study consumer behaviour it is helpful to begin by considering the factors which impacts on consumer buying behaviour as well as the evolution of the field of consumer research and the different paradigms of thought that have influenced the discipline (Pawar,et al,2016).

Value creation is the process of integrating inner stimuli (self identity) and outer stimuli (environmental and marketing stimuli) to create a value that is used in deciding. Value creation is existentialistic in nature, which means is based on conscious choice. This choice came from the interaction of inner and outer stimuli, the micro and macro scope of behavior, the being and the condition of existence. Let us go back to the black box model. At the “microscope” level, the buyer characteristics will be further gauged in terms of such variables as attitudes, motivation, perceptions, personality, life-style, knowledge, which all can be correlated and attributed to the concept of value (Kosteljik,2017).Substantial progress has been made in the conceptualization of values within psychology. The importance of values is also acknowledged in marketing, and companies use values to describe the core associations of their brand(Kosteljik,2017;Gurel-Atay,et.al,2019). In other words, these dimensions give the theoretical insights into the way that we can further explain why and how the consumer, as a concrete human within a concrete environmental condition, makes action or execute certain consumer behavior. This behavior is to realize his/her essence by aligning his/her inner characteristics (his/her definition of self-identity), at the microscope level, with the environmental factors (marketing stimuli and environmental stimuli). All these are anchored on the value of the person as human being in existence, which contribute to his/her value creation.

The human being as a consumer is socialized and acculturated, rather than primitive. The value of the society, including norms and culture, are inculcated, and thus further becomes a shared platform for them to receive, decipher, interpret and communicate with the environmental stimuli. The shared social value in general will provide the theoretical foundation to perceive the same environmental stimulus in a homogeneous manner.

¹ Office of the President of the Philippines. 2021. COVID -19: ‘No Action’ For Entertainment Industry <https://www.fdep.ph/covid19-updates/covid-19-%E2%80%98no-action%E2%80%99-entertainment-industry.last> Accessed:June 9,2021

² Katrin Leigh Lim & Niña Kathrina Victorino.THE CONTRIBUTION OF MUSIC INDUSTRY TO THE ECONOMY OF THE PHILIPPINES.Unpublished term paper for University of Santo Tomas.

The perception of each person towards a particular environment stimulus should be unanimous and homogenous, which further put the theoretical and logical foundation for us to gauge their self identity characteristics in a fixed, scaled and ordinal way.

The original black box model is not set on the focus of the processes inside a consumer, but rather the relation between the stimuli and the response of the consumer (Huang & Tang, 2008). In other words, the original intention of this model is to determine the correlation between the consumer/buyer, and certain outer environmental factors (marketing stimuli and environmental stimuli). This “call and response” style remind us the famous experiment of “salivary dog” that Ivan Pavlov conducted to coin his widely influential concept “conditional reflex”, which is regarded as one of the cornerstone of behaviorism (Gleitman, Fridlund & Reisberg, 2004).

This issue again reminds us of the way we treat existing theories. A historical attitude should be adopted when we interpret and apply the existing theories (Herr, Kardes & Kim, 1991). The clearer that we take the context and background of a theory into consideration, the more accurate we will approach to each proponent’s intention. In that case, we cannot avoid facing and thinking over the historical, social, technological and philosophical context and conditions that the theory was born and developed in.

Demonstrating the existence of value creation would mean proving that inner and outer stimuli—self identity, environmental stimuli and marketing stimuli—go together and relate with consumer behavior. To fulfill this purpose, the following will be presented in this chapter:

1. Combined relationship of self identity with consumer behavior
2. Combined relationship of environmental stimuli with consumer behavior
3. Combined relationship of marketing stimuli with consumer behavior
4. Combined relationship of self identity, environmental stimuli, and marketing stimuli with consumer behavior.

METHOD

The data gathering method used in this research is surveying. This is done by creating a set of questions and then distributes them to the target respondents.

The researcher and his assistants gathered the data in SM Baguio city. There were two major music stores from which the respondents bought their products—The Video One and National Book Store. However, store managers did not allow the data gathering to be done inside the store. The researcher and his assistants proceeded in gathering information to buyers upon leaving the store around the SM Baguio city premises. There were a total of 284 respondents who voluntarily answered the questionnaires either by filling up the form or by having the researcher or his assistants fill up the information

DATA GATHERING TOOLS

The survey-questionnaire is composed of three parts:

Product and Product Preference

This part solicits information about the dependent variable, the consumer behavior. Respondents are asked to state their preferred genre, number of music products they buy, their preferred music artist, amount of time they spend in selecting music products, number of times they buy music product, and amount they spend in buying music product.

Marketing and Environmental Stimuli

The second part asked the respondents to give information about how are they affected by different marketing and environmental stimuli. Because marketing stimuli and environmental stimuli are enormous and hard to reduce into measurable variables, they are rated attitudinally. As mentioned earlier, attitude is an important determiner of consumer behavior because buying is an indicator of positive behavior towards a product. Thus, respondents are asked about their attitude towards stimuli in a global or holistic fashion, since a consumer buys holistically. This is also aligned to the philosophy of existentialism that consumers buy as a choice and this choice came from different factors that involve holistic judgment. The part of the judgment that is affect-based is measured here attitudinally.

Respondents are asked to rate the attractiveness of product presentation that represents the overall design and product packaging. They are also asked about their attitude about the price of music products, estimating how well they perceive each music product's value. They are also asked about the effectiveness of promotional activities and people delivering the service. They are also asked about the efficiency of service process and appropriateness of physical surrounding and store ambiance.

The rating scale used was a seven-point semantic differential scale. Semantic differential scales show extreme choices. Respondents are asked to locate their attitude within the scale. The scale was seven-point in order to capture the variability of responses. A neutral answer is possible, since there are times that people become ambivalent with what they feel.

The survey does not, however, give information about which price would be affordable or which service is necessitated by respondents. The survey is limited to the attitude of the respondents toward different variables.

Demographic and other Identities

Demographics were gathered in the last part of the questionnaire. This is done to keep the interest of the respondent in answering. Gender, professional, national, and religious identities were also asked in this section. Professional and religious identities are asked with a free answer format, in order to be bias-free. Professional identity is coded as either student or blue collar or white collar, in order to collapse or to join occupations that are alike. Other demographics include age, educational attainment, and place of residence.

Attitude Measurement

Attitude is a construct that represents an individual's degree of like or dislike for an item. Attitudes are generally positive or negative views of a person, place, thing, or event-this is often referred to as the attitude object. People can also be conflicted or ambivalent toward an object, meaning that they simultaneously possess both positive and negative attitudes toward the item in question.

Attitudes are judgments. It is the way one perceives a certain thing or phenomenon. Most attitudes are the result of either direct experience or observational learning from the environment.

In this study, variables like price, promotion, process, social, ambient and design are measured as attitudes. These variables are not easily measured because of differences in measurement. Price, for an instance, can be measured by the amount, but such amount is meaningless unless a certain qualifier is attached to it...such as affordable. A high or low amount is relative to the person who interprets it. However, if a person feels that a certain amount is affordable, then, no matter how much the amount would be, one would be certain that that person has a positive attitude towards the amount. Promotion will be measured differently from amount, if it will not be measured attitudinally. Thus, attitudinal measures or measuring the attitude of a respondent towards the variables will make a uniform measure for this study and will result to a reliable standard of how the respondents evaluate each variable.

Respondents are asked whether how much affordable they perceive the amount. They were also asked how they perceive the effectiveness of promotional strategies. They were also asked about their perception on the efficiency of the service process and the effectiveness of people delivering the service. Lastly, they were asked about their attitude on the ambient and design, on how appropriate they are to the music store.

Self-Esteem Measure

To measure the self-esteem as part of the self-concept, the researcher used the Rosenberg Self-Esteem Scale. This scale is free to use and is a reliable measure of self-esteem. This was made by Dr. Morris Rosenberg in 1965 and is used by numerous researchers in the field of psychology and social sciences.

Statistical Treatment

Multiple regression technique ascertained the combined effects of all independent variables on the dependent variable. This is done by computing the multiple correlation coefficients (R) and the coefficient of multiple determinations (R^2). The value of the latter statistic represents the proportion of the variance in Y that is explained by all the independent variables combined.

Multiple regression explains how different variables influence each level of consumer behaviors when they are joined together. Multiple regression isolates the influence of each variable, so that every estimate that refers to a specific variable will show how such variable influence the

dependent variable if all other variables were made constant. This method was used to assess combined relationship of inner and outer stimuli with consumer behavior.

RESULTS

Multiple regression analyses are carried out to satisfy the purposes of this research. The regression method was backward. Backward method puts in all variables first, and then excludes non-significant variables one by one until a significant model remains.

Functional Formulas for Combined Relationship of Self Identity Variables with Consumer Behavior

Table 1: Combined Relationship of Self Identity Variables with Consumer Behavior

Consumer behavior	Estimate (Dependent variable)	Self identity variables	B	t	p-level	
Product choice	Music products bought	Self image			.	
		Professional identity (a ₃)	-.202	-2.987	.003	
		National identity (a ₅)	.143	1.754	.081	
		Demographics				
		Age (a ₆)	.015	2.509	.013	
	Constant= 1.343 F value=4.005 (p-level: .008) R squared = .143					
	Most preferred genre	Self image				.
		Professional identity (a ₃)	-.229	-1.398	.016	
		Demographics				
		Age (a ₆)	-.011	-.775	.044	
Constant= 4.304 F value=3.7604 (p-level: .024) R squared=.127						
Most preferred artist	Self image					
	Religious identity (a ₂)	-.117	-1.744	.083		
	Demographics					
	Age (a ₆)	.012	2.509	.013		
	Educational attainment (a ₇)	-.099	-1.762	.079		
Constant=2.372 F value=4.091(p-level: .007) R squared=.150						
Brand choice	Most preferred recording company	Demographics				
		Place of residence (a ₈)	.709	1.927	.055	
Constant= 1.547 F value=3.712 (p-level: .055) R squared=.114						

The most significant models the data was able to produce were four, involving two levels of consumer behavior. Other levels of consumer behaviors were not able to attain significance, which means the variance among different variables in self identity were not sufficient to predict the variance of excluded levels of consumer behavior.

The B value represent the estimated value of change in consumer behavior for every unit change in stimuli presented. Positive values mean that levels of consumer behavior rise as the magnitude of stimuli goes upward or rise. Negative values mean that levels of consumer behavior goes down as the magnitude of stimuli goes downward.

At any age, a person's identity serves as an information processing filter that structures the activation of identity-relevant information (Kihlstrom & Klein, 1994, in Gleitman et al, 2004). The concepts and information relevant to the self also have an instrumental influence on decisions to pursue particular goals (Bandura, 1989, in Gleitman et al, 2004). While all individuals have some sense of identity, individuals vary in the degree to which they possess a stable sense of self (Markstrom-Adams, 1992, in Gleitman et al, 2004). As such, variations in identity stability should have implications for that information which guides goal-related decisions in identity-relevant contexts. From the previous discussion, we can see clearly that in popular music market, the consumer behavior is a series of actions which involve the goals—to address certain problems or needs, information of different source and a purchasing decision making after analytical evaluation. In this context, the self identity has definitely influence on the consumer behaviors.

From above analysis, we can infer these formulas as prediction model for correlation between consumer behavior and inner /outer stimuli:

$$\text{Number of music products bought} = 1.343 - .202 (\text{Professional identity}) + .143 (\text{National identity}) + .015 (\text{Age})$$

The number of music products bought was a function of professional identity, national identity, and age. The number of music products a consumer bought was influenced by his/her professional identity, national identity and age. The value a person used to decide on how many music items will be bought was influenced by these self identity variables.

As the function suggests, the value inherited in the professional identity to the number of music products bought was negative. This means that as professional identity changes, the number of music products bought will change in an opposite manner accordingly. Professional identity was ranked from being a student up to being a white collar worker. This means that people with higher professional identity (blue collar worker as compared to student; white collar worker as compared to blue collar worker and student) would have lower number of music products bought.

National identity changes as the number of music products bought increases. This means that non-Filipinos buy more music products than Filipinos. This would be the same for age, which can be interpreted as number of music products bought rises as age of the respondent increases.

$$\text{Most preferred genre} = 4.304 - .229 (\text{Professional identity}) - .011 (\text{Age})$$

Most preferred genre was influenced functionally by professional identity and age. Differences in choices regarding most preferred genre were related to differences in the respondents' professional identity and age.

Because there is no particular way most preferred genre was coded, this research will not be able to distinguish which among the genres go with certain professional identity or age. All that it can provide was the idea that most preferred genre of respondents varies as their professional identity and age vary.

Most preferred artist = 2.372 - .117 (Religious identity) + .012 (Age) - .099 (Educational attainment)

Most preferred artist was found related with variables such as religious identity, age and educational attainment. This shows that by the information regarding one's religious identity, age and educational attainment, one may estimate the respondent's most preferred artist. Although the relationship does not directly imply causality, this may mean causation. One's preference with artist may have been influenced by his/her religious background. Such preference can also be influenced by the person's age and educational attainment. Older people have different artist preference than younger people. More educated people have different artist preference than less educated people.

The negative value in religious identity suggests that Roman Catholics would prefer more bands than male and female artists. Other religious identity would choose male and female artists over bands. The value of age suggests that as the age of respondents rise, respondents choose bands over male and female artists. Educational attainment, however, since encoded in an ordinal manner, states that people with higher educational attainment would prefer male and female artists over bands.

Brand choice (Most preferred recording company) = 1.547 + .709 (Place of residence)

Most preferred recording company was found exclusively related with place of residence. This means that holding all variables constant, place of residence was found significant with most preferred recording artist.

Because brand choice or most preferred recording company was not encoded in any particular manner, the statistics cannot provide which place of residence prefers one recording company over the other. However, in this we can see that as place of residence changes, people also change their most preferred recording company.

The R squares of models with self identity were from 0.114 to 0.150. This means that the models were able to make 11.4% to 15% accurate predictions.

Environmental stimuli were found non-significant correlation with consumer behavior. Thus, the researcher decided to proceed with marketing stimuli and disregard multiple regression analysis exclusive for environmental stimuli. Environmental stimuli, however were rather analyzed when value creation was tested.

Self identity was found significantly related to consumer behavior (i.e. Senecal & Nantel, 2004; Wind, Mahajan & Gunther, 2002; Yalch, 1993). This current research has further shown which part of

self identity brought about change in consumer behavior that paved the way of having value creation, in response to these former studies.

Functional Formulas for Combined Relationship of Marketing Stimuli with Consumer Behavior

Table 2: Combined Relationship of Marketing Stimuli with Consumer Behavior

Consumer behavior	Estimate (Dependent variable)	Marketing stimuli variables	B	T	p-level
Product choice	Most preferred artist	Price			
		Affordability of music products (c ₁)	-.128	-2.383	.018
Constant= 2.926 F value=5.680 (p-level: .018) R squared= .023					
Purchasing timing	Number of times buying a month	Promotion			
		Effectiveness of promotional activities (c ₂)	.193	1.809	.072
Constant= 1.298 F value= 3.271 (p-level: .072) R squared= .012					
Purchasing amount	Amount spent in buying music products per month	Promotion			
		Effectiveness of promotional activities (c ₂)	.243	2.276	.024
Constant= 1.606 F value= 5.181 (p-level: .024) R squared= .018					

In the early 1960s, Professor Neil Borden at Harvard Business School identified a number of company performance actions that can influence the consumer decision to purchase goods or services (Wind et al, 2002). Borden suggested that all those actions of the company represented a “marketing mix”. Professor E. Jerome McCarthy, at the Michigan State University in the early 1960s, suggested that the Marketing Mix contained 4 elements: product, price, place and promotion (Wind et al, 2002).

This current study was able to solicit these modeling formulas as an expression of correlation between marketing stimuli and consumer behaviors in the pop music products buying setting, which is an further extension and reinforcement in response to the findings of these previous studies about marketing and consumer behaviors.

Most preferred artist = 2.926 - .128 (Affordability of music products)

Price was found significant with most preferred artist. Respondents who evaluated music products as affordable chose single artists over bands. This is because single artists were dummy coded as 1 and 2 while bands were coded as 3. Preferring bands would have a rising direction. Since the relationship was negative, it means that respondents who perceive music products as less affordable, they prefer bands over single artists.

Purchasing Timing (Number of times buying music products a month)= 1.298 + .193 (Effectiveness of promotional activities)

Number of times buying a month was related to respondents’ evaluation regarding the effectiveness of promotional activities. It was found that this consumer behavior was positively related with effectiveness of promotional activities. Respondents who perceive promotional activities as effective buy more music products in a month.

Purchasing Amount (Amount spent in buying music products per month) = 1.606 + .243 (Effectiveness of promotional activities)

Amount spent in buying music products in a month was related to respondents’ evaluation regarding the effectiveness of promotional activities. It was found that this consumer behavior was positively related with effectiveness of promotional activities. Respondents who perceive promotional activities as effective spend more amount in music products in a month.

Functional Formulas for Combined Relationship of Marketing Stimuli, Self Identity with Consumer Behavior (value creation)

Table 3: Value Creation and Consumer Behavior

Consumer behavior	Estimate (Dependent variable)	Values creation variables	B	T	p-level	
Product choice	Music products bought	Self identity				
		Professional identity (a ₃)	-.204	-3.029	.003	
		National identity (a ₅)	.151	1.870	.063	
		Age (a ₆)	.015	2.643	.009	
	Constant= .566 F value= 4.150 (p-level: .003) R squared= .158					
	Most preferred genre	Marketing stimuli				
		Price (c ₁)	.145	1.181	.238	
		Promotion (c ₂)	.114	.882	.379	
		Process (c ₃)	.124	.961	.337	
		Self identity				
Professional identity (a ₃)	-.305	-2.523	.012			
Constant= 2.184 F value= 2.505 (p-level: .043) R squared= .136						
Most preferred artist	Marketing stimuli					
	Price (c ₁)	-.128	-2.362	.019		
	Self identity					
	Professional identity (a ₃)	.150	2.694	.008		
Educational attainment (a ₇)	-.120	-2.041	.042			
Constant= 2.880 F value= 4.557 (p-value: .004) R squared= .156						
Brand choice	Most preferred recording company	Self identity				
		Place of residence (a ₈)	.709	1.927	.055	

	Constant=1.547 F value= 3.712 (p-value: .055) R squared= .014				
Purchasing amount	Amount spent in buying music products per month	Marketing stimuli			
		Promotion (c ₂)	.233	2.164	.031
		Self identity			
		Professional identity (a ₃)	.147	1.450	.148
		Place of residence (a ₈)	-.474	-1.482	.140
	Constant= 3.753 F value= 3.078 (p-value: .028) R squared= .033				

Up to this point, we will be able to combine both inner and outer stimuli with the consumer behavior using the multi regression method. After entering all variables (self identity, environmental stimuli and marketing stimuli) in a regression equation to represent the general model of value creation, five consumer behaviors went out significantly predicted by self identity variables and marketing stimuli. These are the numbers of music products bought, most preferred genre, most preferred artist, most preferred recording company and amount spent in buying music products per month.

Product Choice

$$\text{Number of music products bought} = f (.566 - .204 [\text{Professional identity}] + .151 [\text{National identity}] + .015 [\text{Age}])$$

Numbers of music products bought was found predicted by professional identity, national identity and age. All these three variables are from self identity. The number of music products bought can be strongly influenced by a person’s self identity.

As the value suggests, the amount of change professional identity brought to the number of music products bought was negative. This means that as professional identity increases, the number of music products bought decreases. Professional identity was ranked from being a student up to being a white collar worker. This means that people with higher professional identity (blue collar worker as compared to student; white collar worker as compared to blue collar worker and student) would have lower number of music products bought.

National identity changes as the number of music products bought increases. This means that non-Filipinos buy more music products than Filipinos. This would be the same for age, which can be interpreted as number of music products bought rises as age of the respondent increases.

$$\text{Most preferred genre} = f (2.184 - .305 [\text{Professional identity}] + .145 [\text{Price}] + .114 [\text{Promotion}] + .124 [\text{Process}])$$

A respondent’s most preferred genre was able to be predicted both by self identity and marketing stimuli. Self identity variable professional identity was found significantly related with most preferred genre. All marketing stimuli such as price, promotion and process were related to most preferred genre.

Because there is no particular way most preferred genre was coded, this research will not be able to distinguish which among the genres go with certain professional identity or marketing stimuli. All that it can provide was the idea that most preferred genre of respondents varies as their professional identity and marketing stimuli vary.

Marketing mix or combination of marketing factors was found directly related to consumer behavior (Wind et al, 2002). The present study was able to demonstrate how different levels of marketing stimuli may have influenced consumer behavior. In the model, a self identity variable was also significant.

$$\text{Most preferred artist} = f(2.880 + .150 [\text{Professional identity}] - .120 [\text{Educational attainment}] - .128 [\text{Price}])$$

Most preferred artist was predicted by professional identity, educational attainment and price. These three variables are a combination of self identity and marketing stimuli.

Results suggest that people with higher status in professional identity prefer bands over male or female or single artists. The negative value in educational attainment can be interpreted as people with higher educational attainment prefer single artists (male or female) over bands. The perception about affordability suggests that people who evaluate prices as more affordable prefer single artists than bands.

Data confirm earlier findings on how self identity may have influenced consumer behaviors . Furthermore, they show that both self identity and marketing stimuli are important indicators of consumer behavior. This may have explained how self identity and marketing stimuli align to create a value.

Brand Choice

$$\text{Most preferred recording company} = f(1.547 + .709 [\text{Place of residence}])$$

Among the given variables, only one variable was found significantly predictive to most preferred company. Place of residence was the only variable found significant. People residing in Baguio city had different preferred recording company than people residing outside Baguio city. Because most preferred recording company was encoded in no particular order, the statistics is not able to provide which place of residence goes with one recording company or another. However, this showed that people in different place of residence were significantly different with preferred recording company.

Purchasing Amount

$$\text{Amount spent in buying music products per month} = f(3.753 + .147 [\text{Professional identity}] - .474 [\text{Place of residence}] + .233 [\text{Promotion}])$$

Amount spent by consumers in buying music products per month was a function of professional identity, place of residence and promotion. The relationship found was that people whose professional

identity was white collar spend more in buying music products. It was shown by the positive value of the result in professional identity.

People living in Baguio city spend more in music products than people living outside the Metro. This was shown by the negative value, which suggests that as place of residence becomes low, amount spent becomes high. Place of residence was coded as 1 for Baguio city and 2 for outside Baguio city. So, people who reside in Baguio city spend more amount in buying music products than people who reside outside Baguio city.

People who evaluated promotional activities as more positive had spent more amounts in buying music products. This was shown by their positive relationship, which shows a rise of amount spent in every unit of evaluation regarding promotional activity.

Amount spent was significant both to self identity and marketing stimuli. This confirms previous researches (Senecal & Nantel, 2004; Wind, Mahajan & Gunther, 2002; Wind et al, 2002; Yalch, 1993). But this current study further proposes the variables of self identity and marketing stimuli that one can look upon.

DISCUSSION

Each set of variables was analyzed if it can predict or explain consumer behavior. Self identity and marketing stimuli were able to come up with models with significant p-levels, proving that they can predict consumer behaviors. On the other hand, since regression was an extension of correlation, the researcher did not deem necessary to come up with regression analysis for environmental stimuli since they were not found significantly related with consumer behaviors.

Among the different levels of consumer behavior, estimates of product choice were the most predicted. Self identity was able to predict or explain number of music products bought, most preferred genre, and most preferred artist. Marketing stimuli were also able to predict most preferred artist. A plausible explanation would be that product choice is the most salient consumer behavior and a direct expression of one's preference. Since everybody has his/her own preference or product choice, it appears that the differences in product choice go with differences in self identity and marketing stimuli. These differences can be attributed to a person's condition of existence. The different essence of existence brought the person to have a unique consumer behavior.

Brand choice was also predicted by self identity, specifically place of residence. This shows that people living outside and inside Baguio city had significant differences in their most preferred recording company. The place of residence provides space where the condition of existence transpires. Self identity develops in a specific place, especially one's residence. The place where a respondent resides may have limited awareness of many recording companies. This might have resulted why people in Baguio city had preferred different recording companies than those who do not reside in Metro.

Purchasing timing and purchasing amount, the number of times a person buys a music product and the amount spent in music product purchases in a month, were related to the respondent's evaluation of promotional activities. Those people who evaluate promotional activities more positively are the ones who had more purchases and spent more in buying music products. This may be explained through looking into the perspective of value creation. Marketing stimuli had separate influence to a person's action. This influence aligns with self identity that resulted to a consumer's decision. This will be further explained by value creation.

Value creation was assessed by making a regression analysis with all the variables identified to estimate self identity, environmental stimuli and marketing stimuli. As was shown in the previous findings, environmental stimuli failed to have a significant variable to predict consumer behavior. This was explained previously as a result of range restriction. For environmental stimuli, respondents answer very positively that the statistical method was not able to detect any variance.

Value creation is theoretically defined as the alignment of self identity, environmental stimuli and marketing stimuli to produce values that will determine a person's action, in the case of this research, consumer behavior. This can be proven if this research will find alignment among variables, if they can jointly predict or explain different levels of consumer behavior. When all variables were entered and SPSS excluded variables that were not significant, all environmental stimuli were excluded. This means that for this research, it was found that the significant estimates of consumer behaviors are self identity and marketing stimuli. The value creation model that this research may posit is the alignment of self identity and marketing stimuli to predict or explain consumer behavior.

Product choice, as a consumer behavior, was able to be explained by different levels of self identity and marketing stimuli. The number of music products bought was related to three self identity variables: professional identity, national identity and age. The number of music products bought is much affected by self identity than by marketing stimuli. This may mean that the person's essence influence his/her choices about the number of music products he/she will buy more than the influence of marketing activities. So to motivate people to buy more music products, one must satisfy the interests related to the person's self identity.

Most preferred genre was predicted and related with both self identity and marketing stimuli. Professional identity was found related to most preferred genre. Different professional identities prefer different genres. Professional identity may mean a different condition of existence. People with higher professional identities such as white collar workers may have higher essence of themselves as compared to people with lower professional identities. This difference in essence may have resulted to difference in preference. A person's professional identity may affect his/her choices of genre.

Likewise, most preferred genre was related to all marketing stimuli: price, promotion and process. This may mean that a person may favor a certain genre compared to another because of the concentration of marketing efforts to it. One can notice that in genre preference, marketing stimuli and

self identity (as represented by professional identity) align to come up with an action or consumer choice.

Most preferred artist was also explained by the alignment of self identity and marketing stimuli. Self identity variables such as professional identity and educational attainment were related to consumer behaviors. Professional identity and educational attainment may imply a person's socio-economic status. This may mean that there are certain groups of people whose condition of existence is common who also prefer common artist. Thus, most preferred artist is a function of self identity. It was also found that most preferred artist was related to price. People who perceive prices as more affordable have a specific choice of artists. Thus, in this consumer behavior, self identity and marketing stimuli once again align. People's identity of themselves in profession and educational attainment align with their evaluation of price in order to decide which artist they prefer.

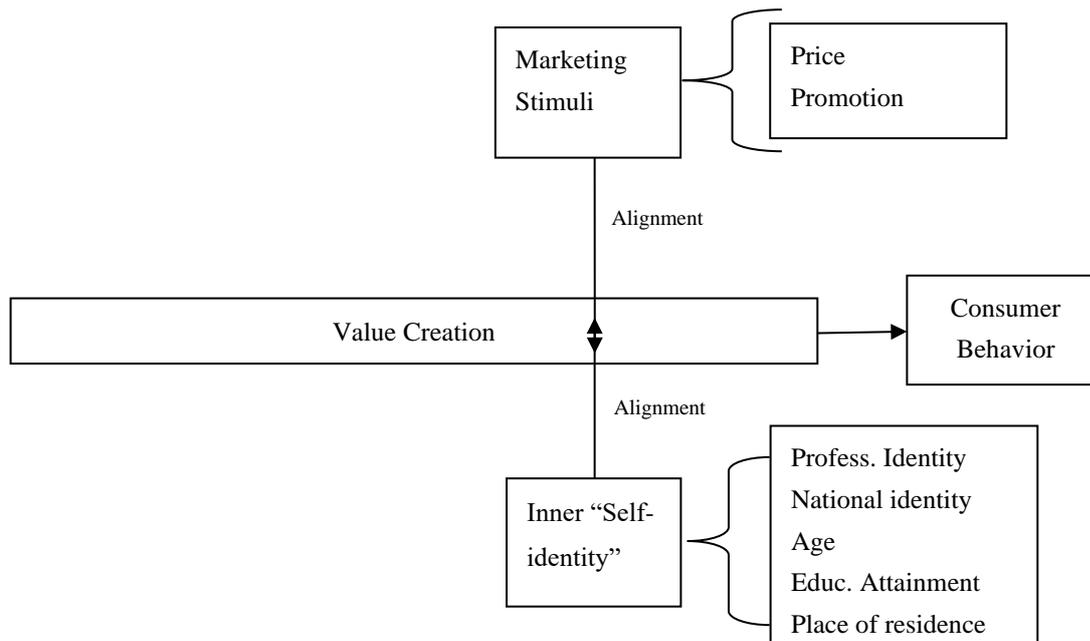
Brand choice as represented by most preferred company can only be predicted by place of residence. People who live in Baguio city significantly differ with regards to their most preferred recording company to those people who live outside the Metro. The person's existence, essence and identity affect all his/her actions. The place where a person lives is a part of his/her existence where he/she learns his/her essence and develops his/her self identity. This may imply that the place where a person lives may limit his/her knowledge and access to recording companies. This may have resulted to the findings that one's place of residence is related to one's brand choice.

Purchasing amount or the amount spent in buying music products per month was able to be predicted by two variables of self identity (professional identity and place of residence) and a level of marketing stimuli (promotion). The relationship implied by the analysis was people with higher professional identity, who live in Baguio city and believed that promotional activities were effective; tend to spend more in purchasing music products. People with higher self identity may mean higher salaries. This can be the reason why they spend more in purchasing music products. This may also mean that they buy more expensive products. One's professional identity tells a person's identification of his/her occupation, if it is blue collar or white collar, or if he/she is still a student. Higher professional identity may imply condition of existence that may involve higher essence. Such essence may have motivated the action to allocate higher amount in making music products purchases. People who live in Baguio city allocated higher amount in purchasing music products than people who live outside Baguio city. Again, their condition of existence may have influenced their choice. Such condition affected their self identity and later affected their consumer behavior. However, the equation will not be complete without the share of promotional activities. People who perceive promotional activities as more effective spent more in purchasing music products. This presented another case where self identity aligned with marketing stimuli in order to influence a person's consumer behavior. In this, one can notice the existence of the process value creation.

CONCLUSION

Self identity and marketing stimuli separately predict and explain variances in consumer behavior. When all of the variables are combined to test value creation, the process of aligning inner and outer factors to create a value that guides a person’s consumer behavior, it was found out that only self identity and marketing stimuli were significant. Thus, the following value creation model is proposed as shown in Diagram 12.

Diagram 4: Value Creation Model of Consumer Behavior



The overall value creation theoretical formula may be regarded as follows:

$$\text{Value Creation} = f(\text{Marketing stimuli [Price, promotion, process]} + \text{Self identity [Professional identity, national identity, age, educational attainment, place of residence]})$$

Value creation, then, is a process of aligning marketing stimuli and self identity to come up with a specific consumer behavior. Marketing stimuli were composed of price, promotion and process. Self identity was composed of professional identity, national identity, age, educational attainment and place of residence. These variables go together to make a consumer decision and to choose specific consumer behavior such as number of music products to be bought, one’s most preferred genre, one’s most preferred artist, one’s most preferred recording company, and the amount one spends in making music product purchases.

In summary, variables contributing to the increase or improvement of consumer behaviors were national identity (for music products bought), age (for music products bought), price (for most preferred genre), promotion (for music products bought and amount spent), process (for music products bought), place of residence (for brand choice), and professional identity (for amount spent). Variables responsible for decline in consumer behaviors were professional identity (for music products bought, most preferred genre and most preferred artist) and place of residence (for amount

spent). These variables align and create for a person a value that is used to decide for the consumer behavior he/she will exhibit.

Variables that were not able to make influence to consumer behaviors were religious identity, gender, self-esteem, and environmental stimuli.

CONCLUSIONS AND RECOMMENDATIONS

This study had provided an exploration of variables that are involved under marketing stimuli, environmental stimuli, and self identity that go together to influence consumer behavior. The overall process working over marketing stimuli, environmental stimuli and self identity was labeled as value creation, or the process of creating a value that will determine consumers' choice.

Main findings of this study were the following:

- A respondent's most preferred artist was related to his/her religious identity.
- The time spent in selecting music products of the respondents was also related to religious identity.
- Most preferred genre was found related with self-esteem, age, and place of residence—all are self identity variables.
- Most preferred recording company was found related to age.
- The number of times and amount spent in purchasing music products in a month were also related to age. As people got older, they buy music products more frequently and spend more in making purchases of music products.
- Amount spent in buying music products was also found significant with the effectiveness of promotional activities. The more a respondent perceive that promotional activities are effective, the more they spend in buying music products.
- Self identity and marketing stimuli separately explain and predict consumer behaviors. Self identity, however, made stronger prediction. Environmental stimuli were not able to contribute to the explanation due to range restriction.
- Value creation is the result process alignment among self identity and marketing stimuli leading to a certain consumer behavior. This was proven when self identity together with marketing stimuli was able to predict different levels of consumer behavior.

Based on these findings, this study concludes that:

- Self identity was a strong indicator of consumer behavior. Among the elements of value creation, it may have the strongest influence in consumer behavior. It is a direct expression of a person's essence and a product of the condition of existence.
- Marketing stimuli were also predictive of consumer behavior. Price, the people's perception whether music products were affordable or not; promotion, the people's perception whether promotional activities were effective or not; and process, people's perception if the service process was efficient were related to specific consumer behaviors.

- Environmental stimuli responses were so biased because of the limitation in location within this study and that is why the range of answers were restricted. The study failed to find relationship between environmental stimuli and consumer behaviors.
- **Value creation exists in the decision-making process of consumers. Consumer behaviors buyers make are results of the interaction of marketing stimuli and self identity.**
- **The action or (choice) of consumer's in a pop music purchasing setting is a process of reflecting and realizing his/her meaning of existence through the process of value creation, which is an alignment between self identity and marketing stimuli.**

Recommendation for different sectors of stakeholders:

Based on above research findings and conclusions; the research would like to postulate this recommendation for different sectors:

- For music industry in Philippines: use the same tool to investigate the target area and population, get different value for the specific area since the characteristic maybe geographically different from one place to another based on demographical deviation.
- For marketing academic scholars: reconsider and incorporate anthropology and psychology into research tool to strengthen the philosophical connotation of the study.
- For anthropologist: use empirical data to reinforce or testify philosophical assumption, thus to make this research more practical and applied.
- For consumers: analyze their identity construction to rationalize their purchasing intention, as well as their orientation towards the marketing factors.
- For music store investors: emphasize on the delivery of their service more than on the physical establishment.

Music started as an art, a form of expression. But as of today, it gives life to an industry where many people benefit from. It is important to keep this industry alive. In order to do this, one must be aware of the stimuli that can keep this alive.

Among the great factors to be considered, if not the greatest, are the needs and interests of the costumers. These needs and interests depend on who among the people do the recording companies target consider as buyers. Most of the time, costumers refer to the classes that are willing and able to buy music products. Such criteria fit the people from the upper and middle classes.

This research found out that if the music industry wants sustainable patrons, it should cater the needs and interests of people with high educational attainment and professional identity.

However music industry does not need to neglect needs and interests of people lower at educational attainment and professional identity. Even though they buy less frequently, and maybe most of the time in the black market, the population of these classes are abundant and large per se. even though they have limitation in buying legal music products, the market potential is still high. However, this is not the type of buyer that will spend much or patronize music products as part of their everyday life.

A music store should present varied genres to cater all types of buyers. However they should have a concentration on those genres that most regular buyers buy. They should have stock of a wide collection of genres, the meantime having greater amount of stock for those genres that suits the needs and interests of regular consumers. Young consumers may buy occasionally, and they appear to buy in haste and out of conformity. A more attractive and relevant presentation of product can attract young people to stay long and buy more. From the perspective of social development, music stores should be also responsible for incorporating basic values in every product presentation they would do. It is a responsibility of any merchandise to the society, to protect and cater for the development of the youth.

Value creation appears to be a holistic process. One is influenced by many factors inside and outside him/her. However, the individual has a less control of the things outside him/her, like marketing stimuli. But he/she has a more control of the things inside him/her. Thus, the individual should be aware of the things that made up his/her decisions so that he/she can have greater control of his/her decisions. This is individual empowerment, and this can be achieved through the awareness of value creation.

The essence that the individual has come from the condition of existence he/she is in. This essence is realized, in the pop music purchasing, through the alignment between self identity with marketing stimuli provided by the environment. All of these result to a person's consumer behavior. By understanding the role of self identity and marketing stimuli in a person's consumer behavior, the music industry will be able to design different strategies of marketing to cater for different combinations of self-identity factors (market niche), which will lead to value creation that prompt the buyers to make purchasing choices, especially in patronizing products in the music industry.

Existentialistic Implication of the Research Findings and Conclusion

Both marketing stimuli and self identity were found to have significant correlation with the certain consumer behavior (choice making).

Existentialism is a term applied to the work of a number of philosophers since the 19th century who, despite large differences in their positions, generally focused on the condition of human existence, and an individual's emotions, actions, responsibilities, and thoughts, or the meaning or purpose of life. In another words, existentialism tries to reason out and justify the choices making and actions of human being.

Existentialism fully acknowledges the freedom of human being in his actions. But, existentialist freedom is not situated in some kind of abstract space where everything is possible. Rather, it is implied that this freedom is only in this world, and restricted by it. In other words, human being's action is definitely subject to certain conditions.

In the scenario of this research, this rationale of the "conditioning" in justifying human action (choices) strongly explains the abovementioned research findings of the outer stimuli (marketing) having significant correlation to certain behavior. No human action is "condition-free", but rather, a

definite discovering and exploring such human action conditions is an indispensable part of academic research to look into the roots of human behavior. The consumer has completely freedom of choice in buying this and that. But, however, whether consciously or unconsciously, any action he/she does is the repercussion of the collaborative influx of marketing and environmental factors.

For inner factors, self identity was found related to the most number of consumer behaviors. These mean that the inner self identity has critical influence on the choice making of a consumer behavior.

The basic doctrine of existentialism is that human beings exist in a state of distance from the world that they, nonetheless, remains in the midst of. The distance is what enables man to project meaning into the disinterested world of inner self (Chen, 2001). In other words, the distance between human being and the world makes it necessary and inevitable for him/her to act in accordance with the meaning that s/he projected into him/herself. All the actions are definite incarnation of his/her meaningfulness. The choice of a consumer makes among the inundating provision is a reflection of his "inner-self". In this research, the researcher found that especially the profession identity of the human has a strong influence on the music choice, which means that the way people buy music products is also the way that they would like to present and represent their professional inner selves. This rationale also applies to the age factor, which indicates that people would like to use certain music as a way to reflect their age group or range.

For the combined effects (value creation) of all inner and outer factors, **this research concludes that value creation exists in the decision-making process of consumers. Every consumer behavior a buyer makes is a result of the interaction of marketing stimuli, environmental stimuli and self identity.**

The idea that freedom is the origin of value—where freedom is defined not in terms of acting rationally but rather existentially, as choice and transcendence—is the idea perhaps most closely associated with existentialism. For Sartre, "values derive their meaning from an original projection of myself which stands as my choice of myself in the world."

Consumer behavior is to realize his/her essence by aligning his/her inner characteristics (his/her definition of self-identity) at the microscope level, with the environmental factors (marketing stimuli and environmental stimuli) at the macroscope level. All these are anchored on the value of the person as human being in existence, which contribute to his/her value creation. And all these optimally explain the mechanism of consumer behavior in pop music market: **that certain consumer behavior is a collaborative effort of inner factors (self identity) and outer factors (environmental and marketing stimuli) during a process of alignment to reach a maximum value creation in the purpose of realizing his/her meaning of existence.**

Structural Functionalist Implication of the Research Findings and Conclusions

After inner and outer stimuli and their relationship, both individually and combined, with consumer behavior are explored and explained, it is now time to revisit the structural functionalist view where

the connection was first hypothesized. We stated that we attempt to discover techniques where we can align the micro world and macro world, consumer and market together, to reach the integrity among them and create a win-win result for every factor involved. On one hand, we wanted consumers to realize the meaning of their existence and their value or self identity through their buying behavior. On the other, we wanted the popular music market to draw the maximum profit out from buyers' actions. The goal is to reach consonance for the inner and outer world. And, such goal can be fulfilled if structural functionalism will be realized.

Structural functionalism is a sociological paradigm which addresses what social functions various elements of the social system perform in regard to the entire system. This means that the whole society is a structure, with parts that are interrelated with one another, and these parts are fulfilling function for the society as a whole. The findings of the study suggest that inner and outer stimuli both affect consumer behavior and are interrelated with one another. As was discussed in this study, the inner stimuli, which is self identity, is actually a result of continuous interaction between the person and his/her environment. Thus, inner stimuli were influenced by outer stimuli to be able to function within the context of the outer world. These inner stimuli are the ones that affect the person more in making choices with regards to consumer behavior. In order to attract buyers to buy a certain product, in this case, of music products, one should reflect the inner stimuli of the buyers. These new outer stimuli, stimuli formulated and mediated by people in the music industry, will have to influence the person to buy music product. In this process, one may see how the social structure works in the music industry. The outer stimuli will develop the person's inner stimuli, and then the inner stimuli will have to be fit to the new outer stimuli in order for the consumer to buy music products.

Furthermore, the cultural dimension of structure functionalism ,which emphasizes the cultural aspect and its implication for the social integrity substantially support the research findings and conclusions, especially in terms of the self identity factors. The certain buying patterns of consumer choice comes from their heterogeneous understanding of their recognition of them self, especially in terms of such parameters as profession and age, which are two significant dimensions for us to understand the cultural roots of the consumer as numerous infinitesimal components of a society, and its under discovered power in depicting the whole behavioral picture of the consumer behavior pattern, which has been showing an important part in the human cultural consumption in modern society.

Implications for Marketing and Social Development

It is never enough for an academic work to be kept in its academic nature and be read by academicians who appreciate the science but have not applied in the real world. The real world, this material and economic world, has many problems to attend to. These problems are complex and require complex solutions. This research is an attempt to contribute to the solution.

The music industry should find means to produce music products with a lower price. As was seen in this study, people who have higher educational status and higher professional identities buy music products on the basis of their capability to buy. This study was not able to look at the black market, where however people from in the lower classes spend their money purchasing pirated music

products. Because the researcher believe that the fast growing of copy rights concern among the global law enforcement, the black market will be finally eradicated or extinguished. However, if music products would have a rate that is competitive with those present in the black market, people in the lower classes might be attracted to purchase legitimate music products.

More music products in music stores are intended for people with high social economic statuses. This can be easily determined by pricing . That is why most respondents indicated that they do not spend much for music products because available music products are not intended for the masses, or for people in the lower classes, or for people who do not find music products affordable. It would be nice, to have more variety of genre and artists, including those that the masses love, and offer them with much lower prices so that more buyers of different socio-economic background will be able and interested to buy.

The problem to this is the royalty that is charged for every single item sold. Unlike pirated music products, because they have no royalty or even tax being paid to the government, they can sell music products at a very low cost. The government may reduce tax rates on music products to increase its popularity over pirated items. Music stores should also set up systems where they could be closer to the masses to show their products and attract their attention.

Some may find it more risky to capture the market of the lower class, so many will just concentrate on selling music products with the upper and middle classes. However, they should also understand that these people buy music products because of a certain need called “aesthetic need”. Thus, giving them just a talk without deep explanation, or offering them a product without relevant information, will rather cause an irate for them. It can do harm more than good. Music stores should train service personnel about stereotypes of buyers so that they can serve them best. If buyers are just there looking around, they should be toured. If buyers wanted to find something, and are curious about the purchases they want to make, they should be dealt seriously and provided by the information they need. Not all consumers are alike. Thus, they should be treated individually. Each costumer type deserves a particular service that suits that type.

Some genre will be more saleable than the others. There are genres that favored the buying population. The population that cannot buy may have a preferred genre but cannot pursue to keep that genre alive. Most of these genres were left in the dark, and were associated with negative and anti-social behaviors. Thus, music companies should be sensitive to the saleable genre of the moment. This can only be done through constant research and development activities in the field of music industry. The field is very dynamic and fast-changing. Failure to adjust with these changes can lead to a serious fall.

In order to create an effective marketing strategy and set an attractive environment, one should be aware of who the costumers are and what they like. It was found out that self identity is more powerful than marketing stimuli. It may mean that a person would be affected by marketing stimuli if they are related to the person’s self identity. It is like that if one is confirmed of a favorable environment, and then one is most likely to be happy. The same principle applies in influencing one’s consumer behavior. A person has his own status quo as essence from which he attributes value to each

action he makes. If these stimuli will enhance the previous value of the consumer, then the consumer will elicit favorable behavior.

It is important at this point to recognize the value of research and development and knowing important characteristics of the costumers, characteristics that are used as basis of their buying behaviors. The process of value creation is an alignment between one's self identities with the environment. In this perspective, making the environment fit for the self value stimulate people to buy.

There are also significant implications from the findings for social development. How can value creation contribute in changing lives, in uplifting the way living of the poor and giving betterment to the society?

Social development cannot be attained without dignity. Thus, this research calls for stretching the target market of music products to include the population of the less, the poor, and the lower class. Targeting them, lowering the prices, and reaching out to them will give them a sense of dignity that they can patronize music products even without doing anything against the law. This will teach the poor to be law-abiding citizens and follow simple society rules. This cannot be done without government intervention. Without lowering taxes on music products, music products will still be expensive for the lower class. But it is least expected for the government to cut prices of music products. Thus, music producers should find more affordable means of selling products.

Service personnel in music stores are also part of the lower class in the society. Educating them about stereotypes, cultures, and a likes will expand their horizons. They will be able to see beyond what they know and may contribute to their development as individuals. If they become better individuals, they will be better citizens of the nation. They will contribute more for the company and for the society.

Value creation is a process leading to human conscious choice. Such consciousness makes human existence more meaningful. Music stores and companies can help people to have more meaningful through music. By knowing their preferences and self identity, music stores and companies will be able to design programs that will have mutual benefits—profit for the company and meaningful life for the consumers. Thus, value creation is very important not only for marketing purpose but also for a more favorable and satisfying product choice combination which will enhance the extent of realizing customer's self value. And all these will contribute to the gross value creation for the society we live in.

RECOMMENDATIONS

The researcher would like to recommend the following to future researchers who wish to make further study of this subject:

- Repeat the study in other places like in the streets or in the black market of music industry. This is to gather enough responses from people from all walks of life and have a more accurate estimate on people patronizing music products.
- Expand environmental stimuli to environmental factors outside marketing and constrict marketing stimuli to factors that are related to marketing. This is to enhance theoretical evaluation of the black box model and the value creation model.
- More variables should be included that will show differences among the subjects or respondents. This may include social-economic, which can be a significant predictor of consumer behavior in the music industry.
- Include the frequency of visit and proximity to shopping mall as variables. They can give more plausible explanations regarding consumer behavior and environmental stimuli.
- Re-examine the questionnaire the study used. Such questionnaire was designed for quick response. One may devise a new one or conduct other means of data gathering that may involve qualitative procedure such as interview and observation.
- Conduct a specific study on consumer behaviors for those who are low in socio-economic status.
- Conduct a study which involves non-buyer participant to examine their reasons for disregarding the music industry.
- Marketing strategy of music stores should not focus on promoting products alone, they should also design a way to recognize and reward regular consumers.
- Include more personal factors that should be included under self identity, such as ethnic, collective and political identities, which were not included in the data collection.
- Additional study can be done on the stereotypes of costumers and how to deal with them.

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