

Value Orientations Influence On Customer Response To Cause Related Marketing Communications

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ABSTRACT

Consumer behaviour is a study of people's preferences while considering their economic status, psychology, society and social anthropology. It inspects individual's behaviour and demographics to identify their requirements. In general, consumer behaviour studies are carried out to better understand the consumer to help forecast their behavioural changes in buying decisions.

This article is an attempt to present empirical evidence gathered from consumers of the city of Hyderabad from the five South Indian states, about their value orientations and its influence on their response to cause-related marketing communication thus providing insights on socially responsible consumption aspect.

The study identifies the key orientations as Thinking, Being, Past and Present for both; cause for education and cause for saving water. However, there is a significant low influence of Mastery and Subjugation of cause for education. Thinking is the orientation that greatly influenced upon the subjective norms of individuals.

KEY WORDS: *Value Orientation, Cause-related marketing, Socially responsible consumption, Consumer Behaviour*

1. INTRODUCTION

The word culture is defined by the British Dictionary as 'the total of the inherited ideas, beliefs, values, and knowledge, which constitute the shared bases of social action'. It is a group phenomenon, and is intrinsically connected to individuals within different groups. Culture is most often referred to as the "invisible hand" guiding the actions of consumers (Schiffman, Wisenblit, Kumar, 2019). Culture is echoed through various components, viz., values, myths, rituals, language, customs, and laws. Most of the research on culture is based on the core concepts developed by the seminal work of Hofstede (1980, 2001). Cultural orientations framework developed by Kluckhohn and Strodtbeck (1961) emphasized that understanding of cultural change and complexity could only be possible by studying the variance within cultures and proposed a limited set of questions called 'cultural orientations'. The six value orientations; with two or

three variations each; identified by Kluckhohn and Strodtbeck (1961) are:

- Nature of Humans: Good/Evil, Changeable/Unchangeable
- Relationships among people: Individual, Collective, Hierarchical
- Relation to broad environment: Mastery, Subjugation, Harmony
- Activity: Doing, Thinking, Being
- Time: Past, Present, Future
- Space: Public, Private

The framework identifies individuals as the 'holders' of preferences for variations (Maznevski, DiStefano, Gomez, Noorderhaven, Wu, 2002), hence, it is well suited for studying cultural differences among various groups. Within each cultural group there are variety of individuals and if the characteristics of individuals vary the variations between cultures occur (Hofstede, G.(2010).

It is to this cue that most of the marketers connect their marketing communications. Marketing communications serve the purpose of seeking cognitive, affective or behavioural response from consumers. By imprinting something into the consumer's mind (cognitive response), companies make an attempt to either change an attitude (affective response) or get the consumer to act (behavioural response), (Kruti Shah, 2014). And, with the gradual change in policies by the governments; large organizations have oriented towards social responsibility and hence advocating for a cause through promotional activities has gained momentum in the past decade in India. Cause related marketing communications is "the process of formulating and implementing marketing activities that are characterized by an offer from the firm to contribute a specified amount to a designated cause when customers engage in revenue providing exchanges that satisfy organizational and individual objectives", (Varadarajan, Menon 1988).

Companies such as P&G India, supports the cause for education through its P&G Shiksha program, which is central to its global philanthropy initiative – Live, Learn & Thrive. Similarly, HUL, supports the cause for saving water through its campaign 'Start a little good'. Many such social causes are taken up by various large organizations to create awareness about the cause. In some cases the causes focussed on attitude formation and/or behavioural change.

Researchers suggest that psychographic factors reflect more permanent and constant characters that motivate consumers to form attitudes or guide behaviours (Murry, Lastovicka, Austin, 1997). Traditionally, industry practitioners have used demographic factors to explain consumer support for cause related marketing (Cui, Trent, Sullivan, Matiru, 2003). Contemporary researchers have looked beyond demographic factors and studied the relative impact of psychographic factors on consumer attitude formation and behaviour.

Scholars like Ajzen and Fishben (1980) argued that psychographic factors are residues of past experiences, which impact the beliefs or attitudes individuals hold. This study explores the existence of a relation between individual's culture, attitude formation and the predictive impact on behaviour towards cause-related marketing communications. This would help marketers in making strategic and tactical decisions of cause-related marketing communications including targeting, message strategy, media planning, cause selection etc., (Dutta, Youn, 1999; Dutta-Bergman, 2006).

2. LITERATURE REVIEW

According to Kroeber (1949) the word "culture" came into English usage (as distinct from cultivation and refinement) from nurture, from agriculture and pearl culture, and from test tube cultures in 1871. Tylor's Primitive Culture (1871) defined culture as "that complex whole which includes knowledge, beliefs, art, morals, laws, customs and any other capabilities and habits acquired by man as a member of society". Prior to this, the term culture was used with its modern meaning in the German word "Cultur" as early as 1843 (Kroeber, 1949). Kroeber and Kluckhohn's early review (1952) of cultural definitions found over 160 different instantiations. Definitions in the 1950s were instrumental in establishing distinctions and etiological perspectives. Kroeber (1952) defined culture as "the historically differentiated and variable mass of customary ways of functioning of human societies". Parsons and Shils (1951) intimate that culture is composed of a set of values, norms, and symbols that guide individual behaviour. Herskovits (1955) reasoned that "abroad agreement exists that culture is learned; it permits humans to familiarize to their natural and societal situation; it significantly varies; it is established in societies, patterns of thought, and tangible items". Subsequently, there has been a multiplicity of definitions of culture, classifiable into three main groups. The first group represents the most common view on culture and is labelled *Definitions Based on Shared Values*. The second group is *Definitions Based on Problem Solving* while the third group details a number of *General All-Encompassing Definitions*.

Some researchers conceptualized different "levels" of cultural norms (Schiffman, Wisenblit, Kumar, 2019): Supranational reflecting the underlying dimensions of culture that affect multiple societies.

- National reflecting the shared core values, customs, and personalities that represent the core of the "national character" of a particular country.
- Group reflecting the subdivisions of a country or society, such as subcultures and the influences of various reference groups.

Variety of studies support the argument that cultural values help in formation of attitude and guide the behaviour of consumers. According to Rokeach (1973) a value is a "lasting belief that a precise mode of behaviour or end-state of being is individually or socially desirable to an opposite or contrary mode of behaviour or end-state of being. A value structure is a lasting union of beliefs concerning desirable modes of behaviour or end-states of being along a range of relative prominence". Values are acquired early in life, mainly through the family and neighbourhood and later through school. They provide us

with fundamental values and assumptions about how things are. Once a value is cultured, it becomes cohesive into an structured system of values where each value has a relative priority. This value structure is relatively stable in nature but can change over time, reflecting changes in culture as well as personal experience. Therefore, individuals based on their unique experiences not only differ in their value systems but also in the relative stability of these value systems (Straub, Loch, Evaristo, Karahanna, Strite, 2002). Cultural values express the collective principles, standards, and priorities of a community (Schiffman, Wisenblit, Kumar, 2019). Kluckhohn (1951) defines culture as “patterned ways of thinking, feeling and reacting, acquired and transmitted mainly by symbols, constituting the distinctive achievements of human groups, including their embodiments in artifacts; the essential core of culture consists of traditional (i.e., historically derived and selected) ideas and especially their attached values”. Kluckhohn and Strodtbeck’s value orientation framework helps researchers state hypotheses and test them at individual level of analysis, aggregate measures to develop descriptions of culture, examine variance both within and between cultures. Second, all dimensions are presumed to be found in all societies, but each society is proposed to exhibit, at the aggregate level, a defining rank or order of elements within each orientation. This assumption allows researchers to analyse the dynamics within cultures as well as identify major aggregate trends. Variations in patterns within cultures are assumed to be inevitable and even necessary for societies to function effectively as a whole and to change and adapt over time. Third, the dimensions are proposed to be conceptually independent, even within orientations (Maznevski, DiStefano, Gomez, Noorderhaven, Wu, 2002).

Therefore, cultural orientations vary within subcultures and hence the attitude towards the company supporting the cause varies.

H1: There is no significant variation in value orientations of consumers among the five South Indian states, v.i.z. Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana.

H2: There is no significant relation between value orientations and attitude towards the company supporting a social cause.

Individuals involve in pro-social behaviour to express certain attitudes. For example, through pro-social behaviour, individuals manifest their values, gain social opportunities, protect their ego, or enhance their ego (Basil and Weber, 2006; Clary et al., 1998). In relation to this, the study examines the motive for supporting a social cause by understanding the reasoning behind consumers’ attitudes towards cause-related marketing communications in reference to the theory of planned behaviour and reasoned action.

According to the planned behaviour theory, human actions are guided by three categories of thoughts: beliefs of the probable results of the behaviour and evaluation of the results (behavioural beliefs), beliefs of the normative expectations of others and impetus to conform with these expectations (normative beliefs), and beliefs of the existence of factors that may facilitate or obstruct presentation of the behaviour and the perceived power of these factors (control beliefs). In their respective aggregates, behavioural beliefs

produce attitudes that are either favourable or unfavourable toward the behaviour; normative beliefs result in perceived social pressure or subjective norm; and control beliefs lead to perceived behavioural control. In combination, attitude toward the behaviour, subjective norm, and perception of behavioural control lead to the formation of a behavioural intention. As a general rule, the more favourable the attitude and subjective norm, and the greater the perceived control, the stronger should be the person's intention to perform the behaviour in question. Finally, given a sufficient degree of actual control over the behaviour, people are expected to carry out their intentions when the opportunity arises. Intention is thus assumed to be the immediate antecedent of behaviour. However, because many behaviours pose difficulties of execution that may limit the willingness to act, it is useful to consider perceived behavioural control in addition to intention. To the extent that perceived behavioural control is true, it can serve as a proxy for actual control and contribute to the prediction of the behaviour in question (Ajzen, 1991).

Therefore, the behavioural beliefs, normative beliefs and control beliefs; influenced by value orientations; form attitudes, impose subjective pressure, provide perceived control beliefs; direct the behavioural intention.

H3: Value orientations influence the attitude towards the company supporting the cause and purchase intent.

H4: Normative beliefs are influenced by value orientations.

H5: Value orientations influence behavioural control beliefs and purchase intent.

3. METHOD

Data and Sample

To gain empirical evidence for evaluating cultural orientations framework, five dimensions of the framework i.e. Nature of humans, Relationships among people, Relation to broad environment, Activity and Time, were measured. The orientations were measured on Hyderabad consumers hailing from five South Indian states, which are assumed to have similar cultural orientation. The final sample obtained through snowball sampling consisted of 99 respondents of whom 50% were male and 37% female in the age group of 18 to 54, with 39% of them having an annual income of less than five lakhs, 23% of them with an annual income of five lakhs to ten lakhs, 21% of them with an annual income of fifteen lakhs to twenty lakhs, 68.7% of them having a post-graduate degree, 41.9% of students and 34% of them from Telangana, 30% from Andhra Pradesh, 15% from Kerala, 10% from Karnataka and 10% from TamilNadu.

Measures

To measure five dimensions a questionnaire consisting of 14 single-sentence statements were used to record the strength of agreement to each, on a scale from '1' (strongly disagree) to '5' (strongly agree). The questionnaire also asked a variety of demographic

questions, including age, gender, nativestate, occupation and educational qualifications. Astimuli(video)showing the commercial of P&G Shiksha #Choose for change was viewed before answering the measures for reasoned action. Similarly, a stimuli (video) showing the commercial of HUL #Start a little good was viewed before answering the measures for reasoned action. The measures identified as antecedents to supporting the cause were based on the model – Theory of Reasoned Action. The theory identifies three attitudinal antecedents of intentions; tworeflect the perceived desirability of intentions and the third perceived behavioural control reflects perceived feasibility of intentions and is thus related to perceptions of self-efficiency on actual behaviour. These formative indicators of an attitude latent variableinclude:

- (1) The attitude towards theact
- (2) Normative beliefs andmotives
- (3) The degree of perceived behavioural control

Independent Variable Five dimensions of cultural orientations are regarded as the independent variables influencing the behaviour towards cause-related marketing communications of both P&G and HUL, i.e., cause for education and cause for saving water.

Dependent Variables These include the attitude towards the company; commercial; cause; behaviour; normative beliefs; perceived behavioural control; purchase intent; and past behaviour.

Factor analysis using KMO Bartlett’s Test generated the common cultural orientations. Next, correlation and step-wise regression analysis determined the degree of influence of the identified cultural orientations on the dependent variables.

4. DATA ANALYSIS

Data Reliability and Adequacy

Astandardproceduretocheckthereliabilityofthedata,Cronbach’sAlphavalueisdetermined. This gives the certainty about the data being good for furtheranalysis.

TABLE 1

Reliability Statistics

Cronbach's Alpha	N of Items
.905	52

The Cronbach’s Alpha value of .905 proves that the data is reliable for further analysis. Therefore the data adequacy was determined using KMO and Bartlett's Test.

TABLE 2

KMO and Bartlett's Test

Kaiser-Meyer-Olkin Measure of Sampling Adequacy.	.514
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Bartlett's Test of Sphericity	Approx. Chi-Square	210.821
	df	91
	Sig.	.000

The KMO value 0.514 proves that the data is moderately adequate for further analysis. According to Kaiser (1974) a bare minimum of 0.5 is mediocre and sufficient or adequate for further analysis.

Also, Bartlett's test of sphericity value of 0.000 which is less than 0.05 indicates that the data do not produce an identity matrix and is thus approximately multivariate normal and acceptable for further analysis (Pallant, 2013; Field, 2000).

Factor Analysis

Thus, the orientations that were common to all the five states are determined by running factor analysis with varimax rotation.

TABLE 3

Communalities

	Initial	Extraction
Good/Evil	1.000	.465
Changeable/Unchangeable	1.000	.488
Individual	1.000	.694
Collective	1.000	.774
Hierarchical	1.000	.558
Mastery	1.000	.660
Subjugation	1.000	.684
Harmony	1.000	.633
Doing	1.000	.584
Thinking	1.000	.727
Being	1.000	.771
Past	1.000	.740
Present	1.000	.741
Future	1.000	.672

Extraction Method: Principal Component Analysis.

It is identified that the value orientation dimension of 'Human Nature' having two variables did not qualify for further analysis as the values are less than 0.5 in the communalities table.

Six components with eigenvalues greater than one are generated through principal component analysis and further varimax rotation determined the six factors that are common to the five South Indian states.

TABLE 4
Total Variance Explained

Component	Initial Eigenvalues			Extraction Sums of Squared Loadings			Rotation Sums of Squared Loadings		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	2.316	16.543	16.543	2.316	16.543	16.543	1.690	12.068	12.068
2	1.709	12.211	28.754	1.709	12.211	28.754	1.651	11.792	23.860
3	1.597	11.405	40.158	1.597	11.405	40.158	1.650	11.785	35.645
4	1.396	9.975	50.133	1.396	9.975	50.133	1.529	10.918	46.563
5	1.147	8.193	58.326	1.147	8.193	58.326	1.403	10.021	56.584
6	1.026	7.326	65.652	1.026	7.326	65.652	1.270	9.068	65.652
7	.880	6.288	71.940						
8	.834	5.959	77.898						
9	.816	5.829	83.728						
10	.666	4.758	88.486						
11	.516	3.683	92.168						
12	.416	2.971	95.139						
13	.365	2.608	97.748						
14	.315	2.252	100.000						

Extraction Method: Principal Component Analysis.

TABLE 5
Component Matrix^a

	Component					
	1	2	3	4	5	6
Good/Evil	-.296	.238	.143	.502	.132	-.179
Changeable/Unchangeable	-.250	.433	.304	-.189	-.255	.212
Individual	.748	-.060	-.179	.010	-.283	.139
Collective	.262	.121	.306	-.328	.496	-.493
Hierarchical	.094	.575	.338	.091	.290	.110

Mastery	.018	.288	.513	.244	.282	.417
Subjugation	.607	-.072	.044	-.320	.118	.439
Harmony	.655	.078	.368	.024	-.247	.027
Doing	-.248	-.265	.147	.558	-.206	.276
Thinking	.390	.125	.393	.351	-.380	-.371
Being	.284	.497	-.510	.382	-.060	-.183
Past	.264	-.143	-.406	.420	.521	.193
Present	.234	.682	-.457	-.077	-.054	.061
Future	.560	-.451	.186	.260	.186	-.137

Extraction Method: Principal Component Analysis.

a. 6 components extracted.

TABLE 6
Rotated Component Matrix^a

	Component					
	1	2	3	4	5	6
Good/Evil	.079	-.603	.071	.067	.277	-.099
Changeable/Unchangeable	.038	-.009	-.022	-.627	.298	-.068
Individual	.287	.591	.437	.204	-.142	-.100
Collective	-.123	-.031	.134	.109	.148	.840
Hierarchical	.200	-.072	.079	-.111	.668	.217
Mastery	-.120	.004	.052	-.014	.795	-.103
Subjugation	-.007	.782	.052	.143	.197	.099
Harmony	.022	.397	.662	-.023	.180	.063
Doing	-.243	-.238	.100	.113	.111	-.658
Thinking	.056	-.153	.834	-.051	.040	.008
Being	.821	-.152	.168	.206	-.030	-.037
Past	.228	.059	-.199	.780	.154	-.117
Present	.820	.153	-.079	-.143	.086	.109
Future	-.263	.180	.453	.599	-.005	.086

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.^a

a. Rotation converged in 6 iterations.

Hence the common value orientations identified are under the dimensions related to broad environment, relationships among people, activity and time. The factors thus identified are

- Relationships among people: Collective
- Relation to broad environment: Mastery and Subjugation
- Activity: Thinking and Being

- Time: Past and Present

Multivariate Regression

To test if there is significant variations among the value orientations of the five states multivariate regression analysis was used and it provided the result that there is no significant variation in value orientations of consumers among the five South Indian states, v.i.z. Andhra Pradesh, Karnataka, Kerala, Tamil Nadu and Telangana. Hence hypothesis H1 is accepted.

TABLE 7
Tests of Between-Subjects Effects

Source	Dependent Variable	Type III Sum of Squares	df	Mean Square	F	Sig.
Corrected Model	Collective	2.481 ^a	4	.620	1.040	.391
	Mastery	2.323 ^b	4	.581	.825	.513
	Subjugation	4.072 ^c	4	1.018	.828	.511
	Thinking	1.090 ^d	4	.273	1.084	.369
	Being	3.147 ^e	4	.787	.850	.497
	Past	10.164 ^f	4	2.541	1.182	.324
	Present	.783 ^g	4	.196	.158	.959
Intercept	Collective	1311.639	1	1311.639	2199.138	.000
	Mastery	1395.591	1	1395.591	1982.183	.000
	Subjugation	1220.007	1	1220.007	992.350	.000
	Thinking	1563.733	1	1563.733	6218.611	.000
	Being	1314.858	1	1314.858	1420.075	.000
	Past	940.972	1	940.972	437.534	.000
	Present	1139.060	1	1139.060	918.513	.000
State	Collective	2.481	4	.620	1.040	.391
	Mastery	2.323	4	.581	.825	.513
	Subjugation	4.072	4	1.018	.828	.511
	Thinking	1.090	4	.273	1.084	.369
	Being	3.147	4	.787	.850	.497
	Past	10.164	4	2.541	1.182	.324
	Present	.783	4	.196	.158	.959
Error	Collective	56.065	94	.596		
	Mastery	66.182	94	.704		
	Subjugation	115.565	94	1.229		
	Thinking	23.637	94	.251		
	Being	87.035	94	.926		
	Past	202.159	94	2.151		

	Present	116.571	94	1.240		
Total	Collective	1815.000	99			
	Mastery	1893.000	99			
	Subjugation	1752.000	99			
	Thinking	2043.000	99			
	Being	1872.000	99			
	Past	1536.000	99			
	Present	1638.000	99			
Corrected Total	Collective	58.545	98			
	Mastery	68.505	98			
	Subjugation	119.636	98			
	Thinking	24.727	98			
	Being	90.182	98			
	Past	212.323	98			
	Present	117.354	98			

- a. R Squared = .042 (Adjusted R Squared = .002)
- b. R Squared = .034 (Adjusted R Squared = -.007)
- c. R Squared = .034 (Adjusted R Squared = -.007)
- d. R Squared = .044 (Adjusted R Squared = .003)
- e. R Squared = .035 (Adjusted R Squared = -.006)
- f. R Squared = .048 (Adjusted R Squared = .007)
- g. R Squared = .007 (Adjusted R Squared = -.036)

Correlation

Analysis

To understand if value orientations had any influence on the company supporting a cause, correlation analysis provided the necessary input.

TABLE 8

Attitude Towards Company

Value Orientation	P&G	HUL
Collective		0.366
Thinking	0.348	
Being	0.338	0.295
Present	0.239	0.280

While the value orientations Being spontaneous and guided by Present immediate needs influenced both the companies causes, Thinking orientation influenced the cause for education and Collective orientation influenced the cause for saving water.

Hence the hypothesis H2 is rejected and we see that there is a significant relation between value orientations and attitude towards the company supporting a social cause.

Attitudes lead the behaviour. The behavioural response in the form of purchase intent is established by finding a correlation between the value orientation and purchase intent. However it is seen that there is no correlation between any of the value orientations and the purchase

intent. Hence the hypotheses H3: Value orientations influence the attitude towards the company supporting the cause and purchase intent rejected.

The correlation between value orientations and subjective norms are tested. This provides an understanding of the influence the peers and the important others have on the individuals decision making.

TABLE 9

P&G	
Value Orientation	Subjective Norm
Thinking	0.194

Thinking orientation shows correlation to the subjective norms for P&G cause-related communication about cause for education. Whereas no orientation has any influence or correlation with the cause for saving water communicated by HUL.

Hence the hypothesis H4: Normative beliefs are influenced by value orientations is accepted and is found true only in the case of P&G and the cause for education.

H5: Value orientations influence behavioural control beliefs and purchase intent. Correlation analysis established that no value orientation has any influence on the behavioural control and actual behaviour for the cause for education by P&G, however dimension ‘Relation to broad environment’ orientations such as Mastery and Subjugation has respective influence on perceived behavioural control and actual behavioural control towards the cause for saving water by HUL.

TABLE 10

HUL		
Value Orientation	Perceived Behavioural Control	Actual Behaviour
Mastery	0.272	
Subjugation		0.218

Hence H4 is accepted for HUL cause but not for P&G cause.

5. IMPLICATIONS

The study provides a deep insight about the common value orientations of the five South Indian states and lead to further understanding of the degree of influence of each orientation towards the cause-relation marketing communication.

The orientations such as Being, Present have dominated the influence towards both the causes of P&G and HUL. The orientations Collective, Mastery and Subjugation have influence only on the cause for saving water by HUL.

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