

# COMMERCIAL ENTERPRISE DISRUPTION IN INDIA: A REVIEW



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**Abstract**— The overview paper studies the quantity to which new begin-us have disrupted the present Indian market. It has visible a skyrocketing growth inside the wide variety of recent entrants inside the financial system with advanced technology and creative techniques. it is a dependent observe which gives data about the concept, characteristics, parameters, and present-day marketplace examples together with their market facts. It also remarks at the emerging disruption that has a high chance to create sustainable value for a shareholder in addition to the clients. Also, it throws mild on whether this phenomenon is a possibility or hazard to the prevailing business.

**Keywords**— enterprise disruption, start-ups, blue approach, challenge capital, disruptive generation, sustaining improvements.

## 1. Introduction

Commercial enterprise disruption is a phenomenon achieved whilst a brand new begin-up business in a selected region competes with the already set up large commercial enterprise firm by way of minimal use of sources. Disruptive innovation is an era, product, or procedure that creeps up from underneath an existing enterprise and threatens to displace it. The new entrants focus extra at the development in their product and offerings so much and such that clients are beneath their robust have an impact on because of their particular enterprise method. Commonly, the disruptor gives the products or services at a decrease price and the exceptional or performance can be lower than the prevailing enterprise. The product or system is ideal enough to fulfill a few patron's desires; others welcome the disruption's simplicity. Step by step, it improves to the factor where it displaces the incumbent and establishes a reputable position inside the market [1]. Disruptions in the enterprise surroundings allow new entrant or ahead-wondering set up gamers to introduce improvements that rework the way corporations do enterprise and customers behave. Those disruptive changes might serve as the source of innovation along with generation shifts, new business fashions, enterprise dynamics, international opportunities, and regulatory modifications. They are able to purpose economic shifts that destabilize industries, groups, and even countries. In addition, they allow new entrants or forward-thinking set up players to introduce improvements—in merchandise, markets, or approaches—that remodel the manner corporations do commercial enterprise and clients behave. These disruptive improvements aren't just novel innovations. Successful innovators take those ideas and flip them into possibilities through adding an enterprise version that creates sustainable monetary value for all stakeholders. They then go one step in addition and make the most the possibility by using creating a sustainable enterprise. Some of the disruptive adjustments within the enterprise are in the following fields:

1. Technology
2. Commercial enterprise models

3. Industry dynamics
4. Globalization
5. Offshoring and outsourcing
6. Regulatory, Macroeconomic, Political, Societal

For this reason, the disruptive modifications may be viewed from the two views- as a possibility or as a hazard. Those disruptions additionally cause financial shifts that destabilize industries, companies, and even nations. This is introduced about by using successful serial entrepreneurs who are capable of recognizing patterns before an opportunity takes form. They search for ideas at the intersection of markets, industries, and rising technologies. They look for disruptors on the way to "unfreeze" a strong enterprise and the companies that compete within them. They search for enterprise models that labored well in one marketplace and may be tailored and implemented in any other. They apprehend that they should pay attention to clients however have to every now and then teach the marketplace to new methods. Entrepreneurs learn to pick out thoughts by means of elevating their head above day-to-day operations and increasing they're imaginative and prescient. They then prioritize and slim the many ideas they generate right into a potential possibility that addresses a compelling hassle for customers who are capable—and willing—to pay. in step with a examine carried out by Christensen C, Craig T and Hart S-disruptive technologies create principal new growth inside the industries they penetrate-even if they purpose historically entrenched companies to fail with the aid of permitting many less-skilled and less-prosperous humans to do matters previously completed simplest with the aid of costly experts in centralized, inconvenient places. In impact, they provide customers products and services which are cheaper, better, and extra convenient than ever before. Disruption, a

The middle microeconomic driver of macroeconomic growth has played an essential function because the American financial system has ended up greater efficient and effective. The tendency of good managers to overshoot can allow disruptive technology-less expensive, less complicated, and greater handy services or products to go into the ranges of the marketplace wherein customers are already overserved via the present (however greater steeply-priced) services. The leading companies in such industries are so centered on sustaining innovations and addressing the extra sophisticated and profitable clients that they ignore the disruptive improvements piercing into the market from the low end. On this way, disruptive technologies have plunged a lot of history's fine businesses into disaster and, in the end, failure. There are four reasons why good managers emerge as paralyzed when faced with disruptions.

First, leading companies concentrate on their customers due to the fact disruptive technology carry out extensively worse than mainstream products within the beginning, most attractive customers commonly will now not use them. The more cautiously businesses listen to their great clients, consequently, the much less they may understand that the disruption is vital. Second, such businesses cautiously measure the dimensions of markets and their growth fees to understand their customers better. But disruptive technology fosters new services and products with a market effect that cannot be without difficulty expected. Third, accurate manager's awareness on making an investment in which returns are the very best. Disruptive innovations, however, generally translate into less expensive products with decrease earnings margins. (It is no way made feel for IBM to market software within the Seventies, due to the fact the income from making hardware had been so much greater). Eventually, the main businesses almost usually pursue big markets. As organizations grow to be a hit and develop, their managers are forced to rake in more sales every year to keep their increase fees and improve stock charges. But the rising markets for disruptive improvements are plenty smaller before everything than mainstream markets and cannot offer the big volumes of new commercial enterprise that hold a big organization growing [3].

## 2. Commencement in India:

Inside the 2008 financial recession, India was one of the few countries which were least impacted by means of the disaster? Because of this occurrence, the youths of India concept that they cannot stay dependent on the MNCs for his or her process, their aspirations and their goals and a lot of them started out with enterprise as soon as they completed their research. India has a brand new breed of young begin-USA and has evolved to grow to be the third largest base of technology begin-united states within the world. The well-known traders in start USA are– Ratan Tata, Tata group (Cardexho, Ola, HolaChef, Lyberate); Sachin & Binny Bansal, Flipkart (news in shorts, tracxn, Roposetc); Kunal Bahl and Rohil Bansal, Snapdeal (Bewakoof, Routofy, city Clap, Shadowfax). Success begins United States of American & India are – Paytm, Flipkart, Housing.com, InMobi, Ola, and so forth. The reasons for this growth of start-ups are:

1. Technology
2. Risk-taking abilities
3. Favorable economic environment
4. Social Entrepreneurship
5. Availability of funds
6. Ease of communique
7. Improving the monetary system
8. Profession options
9. A failure start-up is no more a failure
10. Colorful ecosystem

### **SOME KEY FACTS OF NASSCOM & ZINNOV REPORT ON INDIA’S START-UPS:**

The NASSCOM and IT consulting company ZINNOV in its record 2015, on begin-ups, well-known shows that India is the maximum thrilling begin-up kingdom rising globally. Some of the famous key facts of Indian begin-united states:

1. No. 3 ranking in the Global Start-up Ecosystem: India ranks 3rd with four,2 hundred-four, four hundred companies and follows the USA that is the biggest for technology-pushed start-us with 47,000-48,000 companies, 2d is amazing Britain has four,500-five,000 businesses, Israel has 3,900-4, a hundred and China three,300-three,500 businesses. China, additionally, has ambitious plans to sell begins and is giving strong competition to groups from different nations. Between 2013 and 2015, Start-ups in India grew by way of 70%, and between 2015 and 2020, the boom charge is anticipated to be 75%.
2. 9 Indian Start-ups valued at over \$1 billion: among 2014 and 2015, valuations of several Indian Start-ups have skyrocketed, reflecting the self-belief traders are setting at the begin-up environment

in India.

3. **125% boom in funding over 2014:** among 2010 and 2015, Start-ups in India received \$9 billion inside the year 2015 by myself the full investment touched \$9 billion.

The year 2016 is expected to look higher tiers of investment. Pinnacle deals in 2015 for billion-dollar e-trade agencies in India:

- **Flipkart:** \$700 million from Tiger Global and Steadview Capital
  - **Snapdeal:** \$500 million from Alibaba Group, SoftBank, Foxconn among others
  - **PayTM:** \$635 million from Alibaba Group, SAIF Partners among others
  - **Quikr:** \$150 million from Investment AB Kinnevik and Tiger Global
4. **123% increase over 2014 in active buyers:** In 2014, there have been 220 lively traders. The wide variety has risen with the aid of 123% to over 490. This range is similarly anticipated to rise in 2016. The average investment stage in 2015 turned into \$95 million per week.
  5. **\$2.5 – \$2.7 million the average valuation of begin-ups:** common valuation boom is an exquisite indicator of ways basic begin-usage acting and the extent of confidence that buyers place on these groups.
  6. **40% increase in the variety of begin-up Incubators and Accelerators:** In 2014 there have been 80 Incubators; the variety has expanded to 110 in 2015. With the 40% increase in the variety of begin-up Incubators and Accelerators: In 2014 there have been 80 Incubators; the variety has expanded to 110 in 2015. With the
  7. **80,000 – 85,000 directly employed by Start-Ups:** This determine is predicted to grow to over 2, 50,000 inside the next few years. The oblique potential for employment is even higher.
  8. **8 out of 10 VCs & PEs working in India are foreign companies:** This displays strong self-belief in the Indian entrepreneurship and era through foreign corporations, and in 2016, extra home companies are anticipated to sign up for the list of businesses trying to make investments in the next huge concept popping out of India.
  9. **28 years is the common age of commencement entrepreneurs:** 72% of begin-up marketers are below 35 years of age making Indians amongst the youngest set of marketers inside the global. The break-up is – 31% are within 31-35 years, 26% within 26-30 years, 15% within 20-25 years and 15% inside 36-40 years. Of those, 35% are engineering graduates, 26% hold MBA stages, 10% are publish-graduates, and 4% are engineering post-graduates. 91% are male entrepreneurs and 9% woman.
  10. **About 1,200 start-ups were born in 2015 alone:** There were about 1,200 start-ups were born in

2015 alone, of which about 50 percentage is present in regions together with e-trade, patron-focused offerings, and aggregation-primarily based enterprise models.

11. In 2015, e-commerce companies invested approximately \$600 million in advertising and advertising.
12. The record also exhibits that 9% of the start-up founders in India are women [4].

### **BLUE OCEAN STRATEGY:**

In step with Dr. Saraf V, Yadav L and Khare S, in their research on Blue ocean method, Investopedia states it as a slang term for the uncontested market area for an unknown industry, marketplace or innovation. It became coined with the aid of W. Chan Kim and Reni Mauborgne, professors of approach and management at INSEAD. Prof. Charles W. L. Hill from Michigan Nation University in (1988) claimed that Porter's model become unsuitable due to the fact differentiation can be a method for firms to reap low price. it is in evaluation to pink ocean approach, pink oceans are industries in which competitions exist and are closely contested. In the purple oceans, enterprise limitations, standards are described, the economics of scale turns into clean, and the aggressive policies of the game are acknowledged. For this reason, these styles of industries are termed crimson oceans. Some examples of crimson oceans in the Indian state of affairs are India's online bookstall marketplace, to begin with, started out India plaza, and accompanied via Flipkart and now a number of an online bookshop like Infibeam, Crosswords, Bookadda, Landmark, Uread, and so on. But this method of differentiation leading to low price limits the search for the new markets, as firms regularly reproduction every other, follow comparable practices and maximum of the time turn out to be in comparable markets of exceedingly contested territory. Prof. Hill counseled that a mixture of each differentiation and coffee value can be necessary for companies to reap the sustainable competitive gain. In blue oceans, demand is created as opposed to combating over the existing piece of the marketplace. Akio Morita, Chairman of Sony once stated, "carefully watch how people live, get an intuitive experience as to what they might need and then go along with It." the basis of Blue Ocean method is 'cost Innovation'. Examples of this encompass a discount inside the size of mobile recharge cards, biscuit wrappers, and so on. Additionally, it has attractive taglines to lure the clients like for example:

1. Bajaj Chetak: Hamara Bajaj
2. Maggi noodles: Taste bhi health bhi
3. Tata Salt: Desh ka namak
4. Patanjali: Prakriti ka ashirwaad

### **INSTANCES OF BUSINESS DISRUPTIONS IN INDIAN MARKETS:**

1. **Nirma:** While Nirma was released as cheap washing powder, it captured a marketplace that HUL neglected and even sneered at it. The company grew huge enough to virtually steal market proportion from HUL's Surf [5].

2. **OLA:** According to a study conducted by Ahmed S, Bidwell N, Zade H, Muralidhar S, Dhareshwar A, Karachiwala B, Cedrick T and Neill J- Olacabs, an Indian start-up, added Ola Auto (or Ola) to its taxi-booking services in November 2014. When auto drivers' sign-up, Olacabs gives them a locked smart phone, running the Ola app, in English, Kannada or Hindi. This is the first smartphone most drivers have used. Ola runs a 2-hour training program on "how to use the device, how you should accept if you get a ride, how to keep your auto, how to behave with the passengers". Most drivers in our study mastered the device and the app, often after putting some effort into learning to use them. The Ola app replaces the need to negotiate fares, which is a clear benefit for the customer [6].
3. **Digital Disruption:** Consistent with a look at carried out by means of Ahmed S, Bidwell N, Zade H, Muralidhar S, Dhareshwar A, Karachiwala B, Cedrick T, and Neill J- Olacabs, an Indian begin-up, introduced Ola Car (or Ola) to its taxi-booking services in November 2014. While vehicle drivers' sign-up, Olacabs offers them a locked clever telephone, walking the Ola app, in English, Kannada or Hindi. That is the first telephone maximum drivers have used. Ola runs a 2-hour education program on "the way to use the tool, the way you ought to accept if you get a ride, how to maintain your car, the way to behave with the passengers". Maximum drivers in our study mastered the device and the app, often after placing a few efforts into mastering to use them. The Ola app replaces the need to negotiate fares, which is a clear gain for the purchaser [7].
1. **Amazon.com:** Amazon.com is an internet site that has ushered in a new shape of the customer. It allows a patron, the ease of buying from home and not assisting the overhead of physical retail places. This has made it a real recreation changer in view that its idea. The disruptive impact of Amazon.com can be felt in its 21.9% sales increase following its 2013 financial year which led it to be ranked #four in standard sales growth. Amazon.com has revolutionized the way that customers store through supplying a short, safe and peer-reviewed marketplace which allows consumers to feel comfortable in their purchases. Amazon.com has succeeded in a key area which is overall online customer service experience (OCSE). the overall factors that incorporate the OCSE, being capability and psychology, had been a notable win for Amazon.com with its consumer-pleasant platform and features which permit the consumer to view the object they intend to buy from every perspective or even appearance inside the product. Despite the fact that the maximum of Amazon.com's income comes from the retail-based totally aspect of the agency, there are other areas that are displaying increases as nicely. Amazon.com's media group, net services, and fire television have additionally introduced revenue which poises it to be the quantity 2 spot in 2018, only 2nd to Wal-Mart. the overall achievement of Amazon.com has come from the right manipulation and model of their resources, tactics, and values. in line with Christian and Overdorf, are pivotal in creating and overcoming disruptive innovators in our ever-changing marketplace. Understanding these

competencies also offers Amazon.com the opportunity to examine itself to bring in what Raynor describes as a greater scientifically pushed enterprise. While your technique Amazon.com's disruptive talents to shape the benefit vs. drawback viewpoint of Wessel and Christensen it will become obvious why Amazon.com is developing so hastily. Amazon.com is a store that never closes, a store which you don't just go away the base. Amazon.com has confirmed to be a pioneer inside the online commercial enterprise global thru growing adjustments which have compelled the marketplace as a whole to conform. As Amazon.com moves into the destiny I'm sure we can see it hold to disrupt new markets with its increase and branching out into new regions. Through its model to suit the wishes of clients to its innovations within the corporation as an entire, Amazon.com will preserve to promote changes inside the industry [8].

2. **Google:** Google Inc. commenced as a begin-up while all the huge players within the industry grew to become down the opportunity to license the generation from Stanford University. Google has for the reason that turns out to be the chief within the industry with almost 20,000 personnel and a market price of approximately \$150 Billion as of August 2009. Startup groups, the use of college technology, have the potential to come to be a chief economic force within the economic system. however, it takes extra competencies and attempts on the part of University Offices of Technology Transfer (UOTT) to license an invention to a begin-up corporation in comparison to the attempt had to license to an established company; such additional abilities are frequently not observed in most UOTTs. inventions that convey large sales to the colleges, by way of implication, are successful, create more employment, and are large contributors to the economy and your house to save at and a store that has ended up a depended on website with a very robust consumer society Google has dominated the market because of its awareness at the seek engine and continuous development, thereby disrupted Yahoo (11.9%), Bing (20%) and MSN's market stocks. Googles have 63.9% market share in India because it additionally has other utility like play shop, that's present in all Android smartphones it shows its presence anywhere and people discuss with search as 'googling'. It teaming up with Android and home windows smartphone to introduce 'Andromeda' so one can make it in all likelihood omnipresent [9].
3. **Facebook & WhatsApp:** Before There have been Facebook, the social media juggernaut that's changing how we speak – and can alternate the face of media – there was Myspace. Myspace became centered at the equal target market, had a strong capability, and turned into to market long before Facebook. Orkut which changed into one of the most widely used social networking website, lost its marketplace proportion, with the entry of Facebook. The founder Mark Zuckerberg determined then on to unbundle the Facebook messenger too, compelling human beings to accept it. It generated good sized interest, received a number of early press, created huge valuation while investors jumped in and have been absolutely not most effective an early net fulfillment – however a seminal web site for the movement we now name social media. But, the brilliance of Mark

Zuckerberg became his willingness to allow Facebook to move wherever the marketplace wanted it. Farmville and different social video games – Why not? One of kind methods to find capability friends – move for it. The founders kept pushing the generation to do anything customers wanted. When you have a concept for networking on something, Facebook-driven its tech folks to make it occur. And that they saved listening. And searching within the feedback for what would be the next software – the following merchandising – the next revision that could lead to greater makes use of and more growth [10]. The prevalence of mobile phones with internet access allowed WhatsApp to expand programs that allow human beings everywhere in the phrase to send messages to an extra across IP networks, in place of sending messages in SMS format. WhatsApp's programs have resulted in greater get admission to messaging at a low cost [11].

5. **Patanjali products:** In step with the latest data Patanjali Ayurved.Co. has emerged as a huge disruptor with a turnover of \$740 million. They're continuously launching new products within the marketplace and have commenced spending a variety of money on marketing when you consider that final 12 months. For a company, it's far very tough to increase its emblem throughout all categories, but we see Patanjali appearing this task vibrantly and additionally it aims at the notion of fitness and care. The enterprise has established a full-size position inside the natural market [12].
6. **Uber:** Consistent with Laurell C and Sandstorm C, Uber, a non-public transportation platform, is conceived as technological innovation, and as an institutional disruption. Uber's offer virtually has a few disruptive homes within the experience that it creates price in new methods, as an example by means of being less difficult, less expensive and reducing costs. The most disruptive issue of Uber is its presence within the virtual world, customers discover it clean to book an automobile at anytime, anywhere with just a click. To promote its cellular application, it provides loose rides as and while the person passes on the code, simply patron turning into the promoter of the brand [13]. Uber technology is charting a chief enlargement as it is going to open huge enterprise for the auto enterprise, as the organization is making plans to shop for as many as 200,000 passenger vehicles over the subsequent two years. Going by the valuation, the Uber is giving a hard competition [14].
7. **Apple:** Of the various one of a kind element that affect the commercial world, strategy, innovation, planning & ethics play key roles in the sustainability of an enterprise in these days' marketplace. Apple Inc. has established itself as a company that has applied these factors to create a successful, cohesive strategy that has proven effective for over two decades. Apple Inc. uses a combination of disruptive and cost effective innovation along with proper strategy and planning which has allowed it to setup itself in multiple markets in the technology world. Apple's iPod and iTunes created plenty of buzz as it was a new marketplace in which the original marketplace's competition became irrelevant by allowing more room for newcomers in this newly created space. This newly created marketplace helped Apple

in creating new innovations, jobs and products, which had a direct, positive effect on job growth and society as a whole [15].

### **RELIANCE JIO – ON VERGE OF DISRUPTION:**

In a flow on the way to disrupt the Indian telecom zone, telecom company Reliance Jio gives all domestic voice calls at no cost. Their important precept is records should be low-priced. To make handsets extra low-cost, Reliance has launched a device at Rs. 2,999 under the LYF emblem, making it greater appealing to the purchasers. Analysts say this may be one of the maximum defining moments in India's telecom zone. With the launch of RJio, records intake patterns will now not best exchange however additionally circulate to altogether new tiers. According to Anand Agarwal, CEO, Sterlite technology, this may honestly disrupt customer conduct and deliver the loads a true feel of 'digital India'.

### **5. Conclusion**

A disruption in the enterprise is created with a combination of- non-stop innovation, new thoughts, readability of customer expertise, and the growing cost for the customer, to make a product which improves significantly and differentiates itself inside the market. As India is referred to as the youngest country of the world wherein 65% population is underneath 35 years of age, the young people are inclined to take the threat of putting in their very own venture in preference to joining a longtime employer, this is a clear sign of the booming financial system. The growing quantity of start-ups have supplied more jobs in any respect ranges. Already, over 80,000 human beings are employed by start-ups and 3-4 new start-ups are born each day. This, in flip, will encourage the appearance of recent enterprise, ensuing in entry into the marketplace with an aim to acquire maximum customers and to provide specific purchaser revel in. The 'Make in India' and 'virtual India' initiative, are using forces for supporting the hazard takers. We want to see disruption as a distinctive feature. We want to make private and public policy modifications with the intention to allow disruption to be channeled in a wonderful manner. Additionally, this disruption increases strain on the existing commercial enterprise to perform nicely and to offer fine provider to the client. Because of this growing opposition within the marketplace, the consumer is benefited and he, in turn, receives the first-class service.

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