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WOMEN CHOICE OF HAIR DRYER THE ROLES OF BRAND AND PAST EXPERIENCE: A STUDY ON A SAMPLE OF WOMEN USERS IN KUWAIT
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Abstract
The aim of this study is to investigate the impact of women choose hair dryer role of brand and previous experiences to user's women respondents in Kuwait. To achieve the research`s objectives the researcher used the descriptive analytical method because of its relevance to this kind of research. Research's population consisted of the user of (143) women in Kuwait, while the research sample was a random sample selected from the women in online population. Data collection was conducted through primary resources and secondary resources. A questionnaire designed by the researcher used for collecting the primary data , while the secondary resources like the books , literature review , journals and articles were used to collect the data .(SPSS) program is used for data analysis, the results revealed the following

Introduction
Recently, The interest in companies increase cosmetics market, where the increase attributed the request of cosmetics is very high, where the sales of cosmetics and hair care in 2015 60.58 billion, despite the fact that the Arab world in general is suffering from economic and food crisis and the spread of poverty and hunger is unparalleled, but the statistics back to tell us that this is the same home from recording the first numbers in the lists of recreational consumption and on top of that sales of cosmetics and Perfume. Perfume sales of cosmetics and Powders at the top Arab region in the rates of cosmetics and perfumes consumption in the world, with an average value of purchases of individual Arab Wahid average of cosmetics cosmetics and perfumes to $ 334, and form of Gulf percentage of women older than recorded estimates cosmetics sales volume in the Arab region and the whole three billion dollars in 2010, and is perhaps the Lebanese market revived the sale of tools and cosmetics markets, estimated spending on cosmetics in the Gulf at about 6 billion Real per year, and in Egypt, the study confirmed that women, in charge of their husbands about 3 billion Egyptian pounds annually, Jordanian women working deducted from their monthly income on average 20% of expenditure on cosmetics, according to studies, with an annual Jordan's imports of cosmetics 55 million dinars annually, the volume of perfume market in the Middle East, 3.9 billion dollars, which represents 20% of the size of the perfume market in the United States, which market in the world, and represent the Arab perfume sold in perfume Gulf market only quarter, according to the Arab Fragrance Foundation data, the Kingdom of Saudi Arabia where the largest Fragrances market in the region the size of $ 1.3 billion is expected to rise to $ 1.8 billion over the next three years, Emirati women spend about a billion dirhams, lotions and cosmetic treatments a year, as the size of the women's perfume market there are about 92 million in 2014, with the rise 9% per annum in the perfume consumption rate of the hair care market rose by 12% between 2008 and 2013, Saudi Arabia is among the women spent the most women in this area between the women of the world and compared to women of Gulf, where Saudi women spent in 2013, $ 2.4 billion on cosmetics is expected that this sector is growing by 11% this year.

According to a recent market research from Euro monitor International, conducted in partnership with Beauty world Middle East, the largest international trade fair for cosmetics and fragrances in the Middle East, the hair care market in the Kingdom of Saudi Arabia (KSA) and the United Arab Emirates (UAE) is expected to reach US$ 524.2 million in 2012 and US$ 566 million by 2014.With over 30,000 hair salons the Arabian Gulf is a potentially huge marketplace and could become a key target for major international hair care brands,Hair care is set to outperform all other cosmetics and toiletries sectors in the UAE. The sector is projected to grow at a CAGR [1] of 12% between the 2008 and 2013 period and should reach US$ 137.8 million in 2014. Current estimates put the number of hair salons in the UAE in excess of 3,000. However, the largest market for hair care products in the Arabian Gulf region is Saudi Arabia, which is expected to be worth an estimated US$ 428.2 million in 2014. The other countries such as Kuwait, Qatar, Bahrain and Oman are also significant markets in this sector, "Hair care is a quick growing segment in the overall beauty product mix in this region," said Ahmed Pauwels, Chief Executive Officer of Epoc Messe Frankfurt, the organizer of the show, "The harsh climatic conditions that prevail here for most of the year, have led to a boom in sales of products that protect hair from

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

damage and dryness. Traditionally, Middle Eastern consumers are known for their high-spend on hair care products and cosmetics. A key growth factor for the industry is expected to be the increase in the regional population. The population of the Arabian Gulf countries is expected to reach 53 million by 2020, with over 25 per cent under the age of 15. An increasing number of young consumers are expected to join the workforce and drive demand for the latest products and services in hair care.

According to the magazine "Elle" German that wet hair is very sensitive; therefore it should take into account the existence of a minimum distance of 15 centimeters between him and the hair dryer, so as not to cause him damage, and should not be dried directing for too long about a particular place that; so should It is dried in constant motion, and here we stopped at a feasibility study for a patent by the State of Kuwait to the inventor Fawzi Behbehani, where it was his idea manufacture hair dryer eco-friendly in terms of savings of electric power, and lack of noise action blow dry, and the most important invention that reduces hair problems can be maintained on the hair and scalp the head from damage, which reduces expenses buy hair care, which is estimated annually 34 billon dollar purchased by women for hair care.

The interest has greatly increased in the usage of the modern technology and the in Kuwait, This humanistic research explores the brand relationships of five women surrounding the age of fifty using depth interviews to construct ethnographies of consumption at mid-life. While American women are socialized to a standard maturation blueprint and give in to purchasing wrinkle creams and low fat alternatives, interviews revealed another concurrent layer of consumption woven in the fabric of life history. The latter is an internal dialogue in which we reconstitute the puzzle of our past in the legacy of life themes negotiated, in part, by building strong relationships with favorite brands and consumption practices... (Olsen, Barbara, 1999). Noninvasive brain imaging was used to observe 18 subjects, each making 90 choices of three brands on a virtual (video) supermarket visit. Package height provided a control for the main experiment. Brain activations in brand choice differed from those for height discrimination, and choice times were faster when one brand was more familiar. Brand choice appeared to involve silent vocalization. Decision processes took approximately 1 s and can be seen as two halves. The first period seems to involve problem recognition and here male brain patterns differed from female. The second half concerned the choice itself. No male/female differences were observed but a different pattern was evoked where one brand was familiar and the other two were not. The right parietal cortex was strongly activated in this case. This research pioneers new techniques using relatively few subjects and against a limited theoretical background. As such it must be classified as exploratory. (Tim Ambler,Sven Braeutigam& Stephen Swithenby, 2004)

The evolution of the needs and desires of women, leading to the diversity of the products produced by companies that, where making difficult for women to choose between effective products that works to fill their needs properly.

Generally, the use of the technology, and the hair dryer particularly might give the organizations the great opportunity in creating the competitive advantage in the services and products they provide to the consumers in the targeted market.

So, the organizations are able through this technology to find the differences and the differentiation in the services they provide or in the production systems of these services and delivering them from what the competitors provide in the targeted mark. (Al – Shban &Burney, 2001).

According to the traditional concept to produce the product and delivering them to the women in the market they were done in a traditional way since the greater dependency was on the women needs regarding producing and delivering the product.

This study investigates the differences in purchasing behavior between the US and French cosmetic markets. Our study suggests that a difference should exist due to psychological factors, social influences, and the purchase situation. Our paper will discuss the underlying theoretical perspectives that support our proposition, and illustrate the various components which influence consumer behavior in this particular marketplace. The analysis and investigation is based on the cosmetic industry in terms of comparing US and French consumers and their historical purchase patterns. The results indicate that there are in fact notable differences in purchase behavior. The implications of these findings are important in two primary ways. First, the findings provide support for the theoretical underpinnings. Second, the findings have important managerial implications in terms of developing appropriate product development, distribution and marketing strategies. (L'Oreal Cosmetics, Miami Shores, Florida, 2002).

The study has addressed the special variables related to evaluating the brand and past experience, which are: Awareness, Brand associations, Perceived quality, Brand loyalty.Past experience.

These dimensions form the basic factor in the women continuity in use with the hair dryer through brand.

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

Lecture review

A large body of past studies on brand, and this studies despite their merit have some limit with regard to the objective of this study

AK shay R. Rao and Kent B. Monroe (1989), the authors integrate previous research that has investigated experimentally the influence of price, brand name, and/or store name on buyers' evaluations of product quality. The meta-analysis suggests that, for consumer products, the relationships between price and perceived quality and between brand name and perceived quality are positive and statistically significant. However, the positive effect of store name on perceived quality is small and not statistically significant. Further, the type of experimental design and the strength of the price manipulation are shown to significantly influence the observed effect of price on perceived quality.

Second, most past studies either focused on brand name (Dhruv Grewal. R Krishnan.Julie Baker.Norm Borin, 1998). StudyThis paper develops and tests a conceptual model of the effects of store name, brand names and price discounts on consumers' evaluations (store image, brand quality perceptions, internal reference prices, and value perceptions) and purchase intentions. The moderating effects of consumer knowledge and prior ownership on the proposed relationships in the model are also explored. A store's perceived image is influenced by the store name and the quality of merchandise it carries. Results also indicate that internal reference price is influenced by price discounts, brand name, and a brand's perceived quality. The influence of price discounts on a brand's perceived quality was minimal. Price discounts, internal reference price, and brand's perceived quality exerted significant influence on perceived value. Perceived value and store image, in turn, positively influenced purchased intentions. High knowledge respondents are more influenced by brand name, while low knowledge respondents are more influenced by price discounts. Low knowledge consumers are also swayed by store name and brand name.

Third, we found very few past studies investigated The Effect of Brand Class, Brand Awareness, and Price on Customer Value and Behavioral Intentions (Haemoon Oh1, 2000).

The author introduces a comprehensive customer value framework and tests an extended value model with lodging products. The extended value model in this study newly incorporates the concepts of brand awareness, as compared to brand or product class, and price fairness. Based on Baron and Kenny's guideline for mediation analysis, this study found the traditional customer value process to be useful for lodging research and marketing. In addition, brand awareness and price fairness concepts were found to play significant roles in the customer value process. The article includes discussions on both managerial and research implications.

Fourth, there is Effects of Brand Awareness on Choice for a Common, Repeat-Purchase Product (Wayne D. Hoyer and Steven P. Brown, 1990).

Results of a controlled experiment on the role of brand awareness in the consumer choice process showed that brand awareness was a dominant choice heuristic among awareness-group subjects. Subjects with no brand awareness tended to sample more brands and selected the high-quality brand on the final choice significantly more often than those with brand awareness. Thus, when quality differences exist among competing brands, consumers may "pay a price" for employing simple choice heuristics such as brand awareness in the interest of economizing time and effort. However, building brand awareness is a viable strategy for advertising aimed at increasing brand-choice probabilities.

Fifth,the Effect on Korean Consumers' Brand Preference, Trust and Purchase Intention for Donation Amount Information of Luxury Fashion Brands (Choi, Yunjung; Yang, Sujin; Yoon, Soyeon, 2014).

This study attempts to explain the unique patterns in Korean consumer behavior regarding the luxury fashion brands' donation activities by exploring the moderating effects of corporate ability (CA) and subjective norm (SN) on the relationship between donations and consumers' brand preference, brand trust, and purchase intention. A total of 209 completed questionnaires, collected from online surveys, were analyzed using moderated multiple regression. The result shows that donation amount information positively influences consumers' brand preference, brand trust and purchase intention toward luxury fashion brands. Next, CA strengthens the relationships between donation amount information and consumers' brand trust and purchase intention. SN from the opposite gender compensates for the negative effect of negative donation amount information on consumers' trust toward luxury fashion brands, whereas SN from the same gender does not influence those relationships. This study provides a deeper understanding of luxury fashion brands' donations and consumer responses in South Korea-one of the important test markets for luxury fashion brands to expand their business to Asian countries.

Sixth, Brand and country-of-origin effect on consumers' decision to purchase luxury products
(Daniele Pederzolia,Gaetano Aiellob, Raffaele Donvito, 2012)

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

This research aims to update the factors influencing consumer purchase of luxury goods and, more specifically, to consider the combined effect of brand and country of origin (CoO) on the purchasing decision. This article extends an exploratory phase constructed from qualitative data previously gathered on this topic. The study includes administering a questionnaire online in seven countries (China, France, India, Italy, Japan, Russia, and the USA) to a total sample of 1102 respondents. The richness of this research relates to the possibility of an intercultural analysis of the results from seven countries. These results concern the differences in the relative importance of components of the consumer decision-making process in respect of the purchase of luxury and non-luxury goods; the relative importance of CoO for consumers making purchasing decisions relating to luxury goods; and the variation in consumers' decision-making criteria depending on the maturity of the luxury market. This research allows the authors to confirm, develop, and generalize results previously obtained in the exploratory phase of their work. They are interesting in terms of management recommendations for a company that wishes to expand internationally in a geographic area covered by the study, since the research found significant differences. The results of the research contribute also to the theoretical controversy concerning the importance of CoO in the consumer decision-making process.

The Asthma Control Questionnaire as a clinical trial endpoint: past experience and recommendations for future use (P. J. Barnes, T. B. Casale, R. Dahl, I. D. Pavord and M. E. Wechsler, 2014)

The goal of asthma treatment is to control the disease according to guidelines issued by bodies such as the Global Initiative for Asthma. Effective control is dependent upon evaluation of symptoms, initiation of appropriate treatment and minimization of the progressive adverse effects of the disease and its therapies. Although individual outcome measures have been shown to correlate with asthma control, composite endpoints are preferred to enable more accurate and robust monitoring of the health of the individual patient. A number of validated instruments are utilized to capture these component endpoints; however, there is no consensus on the optimal instrument for use in clinical trials. The Asthma Control Questionnaire (ACQ) has been shown to be a valid, reliable instrument that allows accurate and reproducible assessment of asthma control that compares favorably with other commonly used instruments. This analysis provides a summary of the use of ACQ in phase II, III and IV asthma trials. Comparisons between the ACQ and other instruments are also presented. Our analysis suggests that the ACQ is a valid and robust measure for use as a primary or secondary endpoint in future clinical trials.

Hypothesis
Study hypothesis:
H01: The first basic hypothesis:
There is no relation with statistically significant effect between the total dimensions of the brand and the past experience for the women users in Kuwait.
From this hypothesis emerge the following sub hypothesis:
H01.1: The first sub-hypothesis:
There is no relation with statistically significant effect between the awareness and the past experience.
H01.2 The second Sub-hypothesis:
There is no relation with statistically significance between the usage benefits and the past experience.
H01.3: The third sub-hypothesis:
There is no relation with statistically significance effect between the perceived risks and the continuity of the behavioral intentions.
H01.4: The fourth sub-hypothesis:
There is no relation with statistically significance effect between the images and the past experience.
H01.5: The fifth sub-hypothesis:
There is no relation with statistically significance effect between the feelings and the past experience

Methodology
Study population consists of the Kuwaitis women users hair dryer, while the study sample represents the using the hair dryer in Kuwait all its forms in the Kuwait within purposeful random sample, based on this the sample unit is the women using the hair dryerWhere the total 143 survey questionnaires.

Data collection method
For the purpose receiving the data and information to achieve the research objectives and illustrate its importance the following resources and instruments:

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

1- Primary sources: The researcher will depend on collecting the primary data on the questionnaire, through distributing it to the women use hair dryer in Kuwait sector the research`s sample and helps in building the study`s scientific frame.
2- Secondary sources : Information will be received through referring to the books and the previous studies related to the research , the articles and the scientific journals to prepare the theoretical frame and to explain the basic terms in the research and enriching the search , also the researcher will use the electronic sites to attain some information

Variables and measures

The paper questionnaire was developed to collect data from the sample of the study after reviewing some of the previous literature addressing each of the variables examined in the study , it contains one main variable which consists of questions, the first group is about demographic question, such as (age, gender, use hair dryer,) about the study population, the second is about brand which includes: awareness, usage benefits, perceived risk, images, feelings, The third group is about past experiencewhich includes four sub domains and was covered by.

Results and discussion

Analysis of a sample study, which showed that the total number of women in the sample of 100 properties responded, also showed that the higher the age of the participants were women between (18-32) 60%, while the lower age is between (5-17) where it was 2% while the use a hair dryer week, the highest percentage of one-time and is 35.35%, while the questions the benefits and value of the payment to dry the hair was the highest percentage of 36.36 for 5 dinars and The lowest percentage was more than 21 dinars for, questions perceived risk was the highest percentage of 65.98% for fear of risk and the lowest percentage attention to the perceived risks are 18.56%, while the questions the mental image of the products was the highest percentage of 36.36 the lowest percentage was 17.17%, while the feeling was the highest percentage of 80.80% and the lowest percentage of 8.8, while the answer to questions from past experiences were 40.40% lowest rate was 3.03%

There is no relation with statistically significant effect between the total dimensions of the brand and the past experience for the womenusers' hair dryer inKuwait.

Simple regression was performed and the results showed that the strength of the relation between the overall dimensions of the brand and past experience in hair dryer women users was (R= 38%), and the coefficient of determination (R^2) showed that the explained difference percentage in the continuity behavioral intentions because of the impact of brandwomen use hair dryer is not less than ($R^2 = .145$), which is an acceptable percentage, meaning that (14.5%) of the total differences in past experience for the Kuwait is determined through the brand, and the remaining percentage is equal to (85.5%) representing contribution percentage of the excluded variables that were not included in the study model. The value of computed (F= 16.561) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between brand and past experience.

The results of the simple regression analysis showed that there is positive impact of the overall brand on the past experience, (β =.380) at level of significant (0.000). Accordingly, the researcher rejects the null hypothesis and accepts the alternative hypothesis.

There is no relation with statistically significant effect between the awareness and the past experience.

Simple regression was performed and the results showed that the strength of the relation between the awarenessand past experience in women users was (R= 48%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of awareness hair dryer' users is not less than ($R^2 = .002$), which is an acceptable percentage, meaning that the(0.002%) of the total differences in past experience for the women is determined through the awareness, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that were not included in the study model as it shown. The value of computed (F= 0.303) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between awareness and past experience.

The results of the simple regression analysis showed that there is positive impact of the awareness on the past experience, (β =-.350) at level of significant (0.554).

There is no relation with statistically significance between the benefits and the past experience

Simple regression was performed and the results showed that the strength of the relation between the benefits and the past experience in women users was (R= 99.5%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experiencebecause of the impact of benefits of hair dryer women

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

users is not less than ($R^2 =$ .993), which is an acceptable percentage, meaning that the(99.7%) of the total differences in the past experience for the Jordanian is determined through the benefits, and the remaining percentage is equal to (99.002%) representing contribution percentage of the excluded variables that were not included in the study model as it shown. The value of computed (F= 10890.049) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between benefits and the past experience.

The results of the simple regression analysis showed that there is positive impact of the benefits on the past experience, (β =.998) at level of significant (0.000).

There is no relation with statistically significance effect between the perceived risks and the past experience.

Simple regression was performed and the results showed that the strength of the relation between the perceived risks and past experience women users was (R0.179%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of perceived risks women use hair dryer users is not less than ($R^2 =$ .039), which is an acceptable percentage, meaning that the(0.039%) of the total differences in past experience for the Kuwait women is determined through the perceived risks, and the remaining percentage is equal to (99.969%) representing contribution percentage of the excluded variables that were not included in the study model as it show. The value of computed (F= 2.797) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between perceived risks and past experience.

The results of the simple regression analysis showed that there is positive impact of the perceived riskson the past experience, (β =-.185) at level of significant (0.097).

There is no relation with statistically significance effect between the images and the past experience.

Simple regression was performed and the results in table (1-1) showed that the strength of the relation between the images and past experience in Jordanian banks' users was (R0.054%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of images of Jordanian banks' users is not less than ($R^2 =$ .003), which is an acceptable percentage, meaning that the(0.003%) of the total differences in past experience for the Jordanian is determined through the images, and the remaining percentage is equal to (99.997%) representing contribution percentage of the excluded variables that were not included in the study model as it shown in table (1-1). The value of computed (F= 0.286) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between images and past experience.

The results of the simple regression analysis showed that there is positive impact of the images on the past experience, (β = .054) at level of significant (0.594).

There is no relation with statistically significance effect between the feelings and the past experience.

Simple regression was performed and the results in showed that the strength of the relation between the feelings and past experience in women users hair dryer was (R0.053%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the impact of feelings of Kuwait women user is not less than ($R^2 =$ .004), which is an acceptable percentage, meaning that the(0.004%) of the total differences in past experience for the Kuwaiti is determined through the images, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that were not included in the study model as it show. The value of computed (F= 0.277) in addition to significant level of (0.000).

This indicates that the curve of regression is good in explaining the relation between feelings and past experience.

The results of the simple regression analysis showed that there is positive of the feelings on the past experience, (β = .054) at level of significant (0.588).

There is no relation with statistically significance effect between the brand and the past experience.

Simple regression was performed and the results in showed that the strength of the relation between the brand and past experience in Jordanian banks' users was (R0.049%), and the coefficient of determination (R^2) showed that the explained difference percentage in the past experience because of the brandof Kuwaiti women use hair dryer users is not less than ($R^2 =$ .003), which is an acceptable percentage, meaning that

the(0.003%) of the total differences in past experience for the Kuwaiti is determined through the brand, and the remaining percentage is equal to (99.996%) representing contribution percentage of the excluded variables that

INTERNATIONALJOURNALOFRESEARCH SCIENCE& MANAGEMENT

were not included in the study model as it show. The value of computed (F= .206) in addition to significant level of (0.760).
This indicates that the curve of regression is good in explaining the relation between brandand past experience.
The results of the simple regression analysis showed that there is positive impact of the brand on past experience, (β =-0.477) at level of significant (0.000).

Conclusion

This study potentially contributes to knowledge by examining the impact of brand on past experience within Kuwaitiwomen use hair dryer.
This study could be useful for academics, women use hair dryeradministrations………
Academically, This work aims to focus their academic interest in the much neglected, and we need to know the method of selecting women for the hair dryer when necessary for a woman to rely in making its selections on several ways need to dryers to be safe for the hair, where a powerful hair dryers, but works on the focus Hence the Instead, we should look at the Hama area dryers and safe work drying hair, but without the damage done at the same time be environmentally friendly, so we must focus on the invention of the hair dryer hair from the State of Kuwait, and put in the market, which was his idea very important for Find where the adopted inventor Fawzi Behbahani to take into account savings in electricity and not be allowed to damage hair care and save time in drying hair, and must be women should know about these products by the companies submitted for dry hair and use of electrical appliances to start drying, making interest and motivation for them from these multiple in different markets products. Many women use a hair dryer without paying attention to the kind of interest in poetry and how to save electricity, the lack of attention to the health of hair. I wish to focus on women define more hair dryers, types and the effect of each type of hair. How this topic attract users. There is currently a lack of a proper study on the subject by the academic community in the Middle East. Although this research has provided a big point of the brand, and was subject to some restrictions. And it is considered one of the limitations to be a new concept. In addition, there was no practical applications of this tool in Kuwait and the Arab region and may lead to some inconsistencies in the data collection process. Future research should be more of the variables to study with more details, and also you should take more time to accomplish this, as well as the taste should be more accurate and reliable. It must be expanded in the future also through other Arab countries search

Research limitation

For every study there are four limitations, they are as follow:
- Spatial limitations:womenuse hair dryer in the Kuwait.
- Temporal limitations: The scholastic year 2016.
- Human limitation: The research is limited to the hair dryer in Kuwait.
- Scientific limitations: Represent in the independent research`s variables.

In brand(awareness,benefits, perceived risks,imaging, and feeling) and the dependent variable, which is the past experience.

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