

Contents

Contents	Page Numbers
Certificate	iii
Acknowledgement	iv
Abstract	vii
List of Tables	xii-xiv
List of Figures	xv
List of Abbreviations	xvi
Introduction and Review of Literature	1
Self-regulation: Western Perspective	2
Theories of Self-regulation	3
Failure of Self-regulation	7
Self-control and Self-regulation	8
Self-regulation: Indian Perspective	9
Purchase Behavior	15
Self-regulation of Purchase Behavior	21
Indian Urban Middle Class and Purchase Behavior	25
Theoretical Framework	29
Self-regulation of Purchase Behavior: A Summary	31
Existing Gaps in Research	32
Focus of the Present Study	33
Significance of the Present Study	35
Conceptual Framework	36
	39
Method	
Research Questions	41
Objectives	42
Variables	42
Research Design	43
Pilot Study	44
Sample and Sampling Technique	46

Tools for Data Collection	48
Procedure for Data Collection	55
Plan of Analysis	57
Results and Interpretation	60
Demographic Profile	61
Self-regulation: Understanding and Levels	63
Personal Demographic Variables and Self-Regulation of	76
Purchase Behavior	
External Factors and Self-Regulation of Purchase Behavior	87
Factors influencing Savings behavior	111
Luxury Purchase Behavior	112
Process of Decision Making for Purchase Behavior	113
Discussion	131
Self-regulation : Defined and Described	132
Self-regulation with respect to Gender	137
Self-regulation with respect to Age	139
Self-regulation of Purchase Behavior with respect to	141
Marital Status	
Self-regulation of Purchase Behavior with respect to	142
Number of Children: Child-Centric Indulgence	
Self-regulation of Purchase Behavior with respect to	143
Education Qualification and Monthly Income	
Self-regulation with respect to Savings	144
Self-regulation of Purchase Behavior and Generational	146
Difference	
Decision Making Process for Purchase Behavior	147
Difference in participants with high and low levels of	148
self-regulation (insights from qualitative responses)	
Conclusion and Implications	150
Implications	152
Limitations	153
References	154
Appendices	198

A. Consent Form & Demographic Details	199
B. MVS	201
C. CIS	203
D. ECBS	204
E. BMS	206
F. SRQ	209
G. Open- ended Questionnaire	216
H. IDI Schedule	220
I. Vignettes	221