

Bibliography



Leon G. Schiffman, Leslie Lazar Kanuk, 'Consumer Behavior', Fifth / Sixth / Seventh / Eighth Edition, Prentice-Hall of India Pvt Ltd., New Delhi, 1997.

William Lazar, 'Marketing Management A Systems Perspective', John Wiley & Sons, Inc , New York, London, Sydney, Toronto 1971.

William J. Stanton, Charles Futrell, 'Fundamentals of Marketing', Eighth Edition, McGraw-Hill Book Company, New York, 1987.

David L. Loudon and Albert J. Della Bitta, 'Consumer Behavior', Fourth Edition, Tata McGraw Hill, 2003

Satish K Batra & S. H. H. Kazmi, 'Consumer Behaviour – Text and Cases', Excel Books, New Delhi, 2004.

Roger D. Blackwell, Paul W. Miniard, James F. Engel, 'Consumer Behavior', Ninth Edition, Vikas Publication House Pvt. Ltd., New Delhi, 2003.

M. S. Raju, Dominique Xardel, 'Consumer Behavior – Concepts, Applications and Cases' Second Reprint, Vikas Publication House Pvt. Ltd., New Delhi, 2005.

James F. Engel, Roger D. Blackwell and Paul W. Minard, 'Consumer Behaviour', 5th Edition, The Dryden Press, 1986.

S. Ramesh Kumar, 'Conceptual issues in Consumer Behaviour – The Indian Context', Person Education Pte. Ltd , New Delhi 2003.

Shyam Babu Vyas, 'Marketing and Consumer behaviour' – Basic concepts, 2nd Edition, The M.A.R.C. Group publication division, New Delhi 1998.

Philip Kotler, 'Marketing Management, The Millennium Edition', Prentice-Hall of India Pvt. Ltd., New Delhi, 2001.

William J. Stanton, Michael J. Etzel, Bruce J. Walker, 'Fundamental of Marketing', Tenth Edition, McGraw-hill International Editions, Singapore, 1994

V S Ramaswamy, S Namakumari, 'Marketing Management, Planning Implementation Control The Indian Context', Macmillan India Limited, Madras, 1992.

Steven J. Skinner, 'Marketing', Second Edition, Houghton Mifflin Company, Boston Toronto, New Delhi, 1998.

Nikhilesh Dholakia, Rakesh Khurana, Labdhi Bhandari, Abhinandan K. Jain, 'Marketing Management, Cases and Concepts', Macmillan India Limited, New Delhi, 1997

William D. Perreault, Jr., E. Jerome McCarthy, 'Basic Marketing' A Global-Managerial Approach, 14th edition.

Adrian Palmer, 'Principles of Marketing', Oxford University Press, 2000.

Philip Kotler and Gary Armstrong, 'Principles of Marketing', Eighth Edition, Prentice-Hall of India Pvt. Ltd., New Delhi 1999.

Philip Kotler and Kevin Lane Keller, 'Marketing Management', Twelfth Edition, Prentice-Hall of India Pvt. Ltd., New Delhi 2005.

A. Mukund & Sanjib Dutta, 'Marketing Management', Case Study Series, Vol. I & II, ICFAI Press, Hyderabad.

Philip Kotler, 'Kotler on Marketing – How to create, Win and Dominate Markets' The Free Press, London, 1999

S. A Chunawalla, Advertising, 'Sales and Promotion Management', First Edition, Himayala Publishing House, New Delhi, 2001

David A Aaker, Rajeev Batra, John G. Myers, 'Advertising Management', Fourth Edition, Prentice-Hall of India Pvt Ltd. New Delhi, 1995.

David A. Aaker, 'Building Strong Brands', The Free Press, U S A 1996.

Harper W Boyd, Ralph Westfall, Stanely F. Stasch, 'Marketing Research', Text and Cases, 7th Edition, Richard d Irwin Inc., Illinois, All India Traveller Bookseller, Delhi, 1999.

Dr. O. R. Krishnaswami, 'Methodology of research in social sciences', First Edition reprint, Himalaya Publishing House, Mumbai-400004. 1997

G C Beri, 'Marketing Research', 3rd Edition, Tata McGraw-hill Publishing Co. Ltd., Delhi 2000.

K. Shridhara Bhat, 'Total' Quality Management', First Edition, Himalaya Publication House, Delhi, 2002.

Robert M. Worcester & John Downham (Editors), 'Consumer Market Research Handbook, Third Revised and Enlarged Edition, McGraw-Hill Book Company, London, 1986.

FMCG Growth rate- Assocham survey, Economics Times, Delhi Bureau, December 26, 2005.

S. Muralidharan & S Jaychandran, 'Relative importance of product and company attributes in the industrial purchasing process: An empirical study in the Indian environment', Marketing management New paradigms, Deep & Deep publications pvt. Ltd., New Delhi.

Prof. Jagdish Sheth, (Emory University) Brand Equity, Economic Times, 27th December 2005, New Delhi.

Kala Vijayraghvan and Lijee Philip, 'Durable Companies cut output as demand slackens', Economic Times, 27th December 2005 New Delhi.

New Delhi bureau, 'Motown hits a quality bump: New owners' Grips on the rise; Maruti Wagon R, Esteem still top buys', The Economic Times, 9 December 2003.

Nandini Sen Gupta & Chitali Chakraborty, "Car owners on a new drive: Size doesn't matter, it must be black", The Economic Times, New Delhi, 27th April 2004.

B.N.Dastoor, 'Price & Cost, Modern Management', Sandesh Weekly additional, Vadodara 5th June 2005.

B.N.Dastoor, 'Price & Cost, Modern Management', Sandesh Weekly additional, Vadodara 5th June 2005.

'Ahead again', Brand Equity, March 15, 2005.

Nirmalya Kumar, 'Marketing as Strategy', Thompson Press (India) Ltd, New Delhi, 2004

Frank Alpert & Michael Kamins, 'An empirical investigation of Consumer Memory, Attitude and Perception toward Pioneer and Follower brands', Journal of Marketing, 59, October, 1995, pp-34-45

'Selective Shoppers', The Strategist, Business Standard, Ahmedabad, 21st March 2006.

Elizabeth G. Miller, Barbara E. Kahn, 'Shades of Meaning : The Effect of Colour and Flavour Names on Consumer Choice', Journal of Consumer Research, Chicago, Vol 32, No 3, Dec.2005. p.p. 86-92.

Deobora Viana Thompson, Rebecca W Hamilton & Roland T. Rust, 'Featuring Fatigue : when Product Capabilities become too much of a good thing', Journal of Marketing Research, AMA, XLII, Nov.-2005, p.p. 431-442.

DEAR RESPONDENTS,

I, Gitesh S. Pandya, pursuing Ph.D. in the field of Product attributes of durable and non-durable consumer products and their impact on buying decisions of consumers, request for your kind support and co-operation to assist me in getting best possible results of my study

The information provided by you will be kept confidential and will be used only for the purpose of my research study.

You are requested to fill the entire questionnaire with the use of pencil only.

Thanking You,

Regards,

GITESH S. PANDYA