

BIBLIOGRAPHY

BOOKS:

Aaker, David A., and George S. Day, editors, *Consumerism-Search for the Consumer Interest*, (New York: The Free Press, 1982).

Alsop, Ronald, and Bill Abrams, editors, *Wall Street Journal on Marketing*, (New York: Dow Jones, 1986).

Anderberg, Michael R., *Cluster Analysis for Applications*, (New York: Academic Press, 1973).

Barber, Bernard, *Social Stratification* (New York: Harcourt, Brace, and World, 1957).

Bertrand, A.L., editor, *Rural Sociology: An Analysis of Contemporary Rural Life*,

Blau, Peter M., *Approaches to the Study of Social Structure*, (London: Macmillan Press, 1990).

Boskoff, Alvin, *The Sociology of Urban Regions* (New York: Appleton-Century-Crofts, Meredith, 1962).

Buttel, F.H., and Howard Newby, *The Rural Sociology of the Advanced Societies* (London: Croom Helm, 1980).

Cattell, R.B., *Factor Analysis* (New York: Harper & Bros., 1952).

Cattell, R.B., *The Scientific Use of Factor Analysis in the Behavioral and Life Sciences*, (New York: Plenum Press, 1978).

Cernea, Michael M., editor, *Putting People First: Sociological Variables in Rural Development*, (Oxford: Oxford University Press, 1985).

Clark, Lincoln H., editor, *Consumer Behavior: The Life Cycle and Consumer Behavior (Vol. II)*, (New York: New York Univ. Press, 1955).

Copp, James H., editor, *Our Changing Rural Society*, (Ames, Iowa: Iowa State University Press, 1962).

Daniel, Wayne W., *Applied Non parametric Statistics*, (Boston: Houghton Mifflin Company, 1978).

Day, George S., *Buyer Attitudes and Brand Choice Behavior*, (New York: The Free Press, 1970).

DorIzraeli, Dafna N. Izraeli, and Frank Meissner, editors, *Marketing Systems for Developing Countries*, (New York: John Wiley, 1976).

Driver, Edwin D., and Aloo E. Driver, *Social Class in Urban India: Essays on Cognition and Structures*, (Leiden:E.J.Brill, 1987).

Durkheim, Emile, *On the Division of Labor in Society* (trans. by G. Simpson), (New York: Macmillan, 1933).

Engel, James F., D.T.Kollat, and R.D. Blackwell, *Consumer Behavior*, (Hinsdale, IL: Dryden Press, 1978).

Engel, James F., R.D.Blackwell, and P.W.Miniard, *Consumer Behavior*, (Hinsdale, IL: Dryden Press, 1984).

Etzioni, Amitai, *The Active Society: A Theory of Societal and Societal Processes*, (New York: The Free Press, 1964).

Etzioni, Amitai, and Eva Etzioni-Halevy, editors, *Social Change- Sources, Patterns, and Consequences*, (New York: Basic Books, 1973).

Ferber, Robert, editor, *Handbook of Marketing Research*, (New York: McGraw Hill, 1974).

Fisbein M., editor, *Readings in Attitude Theory and Measurement*, (New York: John Wiley, 1967).

Gerth, H.H., and C.Wright Mills, *From Max Weber : Essays in Sociology*, (London: Routledge and Kegan, 1948).

Giddens, Anthony, *Sociology*, (Cambridge, U.K.: Polity Press, 1989).

Gilbert, Dennis, and Joseph A. Kahl, *The American Class Structure: A New Synthesis*, (Homewood, IL:Dorsey Press, 1982).

Gnanadesikan, R., *Methods for Statistical Data Analysis of Multivariate Observations*, (New York: John Wiley, 1977).

Gough, Kathleen, *Rural Change in South East India - 1950s to 1980s*, (New York: Oxford Univ. Press, 1989).

Green, Paul E., and Douglass Carroll, *Mathematical Tools for Multivariate Analysis*, (New York: Academic Press, 1976).

Gunn, Thomas G., *Manufacturing for Competitive Advantage*, (Cambridge, MA: Ballinger, Pub., 1987).

Harman, H.H., *Modern Factor Analysis*, (Chicago: University of Chicago, 1967).

Harris, Richard J., *A Primer of Multivariate Statistics*, (New York: Academic Press, 1984).

Hartmann, Paul, B.R.Patil, and Anita Dighe, editors, *The Mass Media and Village Life: An Indian Study*, (Newbury Park, CA: Sage, 1989).

Hays, W.L., and Winkler, R.L., *Statistics: Probability, Inference, Decision*,

Hiramani A.B., *Social Change in Rural India*, (Delhi: B.R. Pub., 1977).

Hoggart, Keith, and Buller Henry, *Rural Development: A Geographical Perspective*, (London: Croom Helm, 1987).

Howard, John A., and Jagdish N. Sheth, *The Theory of Buyer Behavior*, (New York: John Wiley, 1969).

Jolliffe, I.T., *Principial Component Analysis*, (New York: Springer-Verlag, 1986).

Kaynak, Erdener, *Marketing in the Third World*, (New York: Praeger Pub., 1982).

Kerby, Joe Kent, *Consumer Behavior: Conceptual Foundations*, (New York: Dun Donnelley, 1975).

Kress, George, *Marketing Research*, (Reston, VA: Reston Publishing, 1979).

Kuhn, Alfred, *The Logic of Social Systems*, (San Francisco: Jossey and Bass Pub., 1976).

Kumcu, Eroguan, et.al. editors, *The Role of Marketing in Economic Development*, (Muncie:Ball State Univ. and Istanbul:Istanbul Univ.)

Kuppuswamy, B., *Social Change in India*, (New Delhi: Konark Pub., 1990).

Lake, D.G., M.B. Miles, R.B. Earle, editors, *Measuring Human Behavior*, (Columbia University: Teachers College Press, 1973).

Levitt, Theodore, *Innovation in Marketing - New Perspectives for Profit and Growth*, (New York: McGraw Hill, 1962).

- Levy, John M., *Urban and Metropolitan Economics*, (New York: McGraw Hill, 1985).
- Lewis, G.J., *Rural Communities: A Social Geography*, (London, David & Charles, 1979).
- Lindzey, G., and E. Aronson, editors, *Handbook of Social Psychology*, (Reading MA: Addison-Welsey, 1969).
- Lipset, Seymour M., and Reinhard Bendix, *Social Mobility in Industrialized Societies*, (Berkeley: Univ of California Press, 1960).
- Long, Norman, *Introduction to the Sociology of Rural Development*, (London: Tavistock Pub., 1982).
- Loomis, C.P., and J.A. Beagle, *Rural Sociology: The Strategy of Change*,
- Lowry, Ritchie P., and Robert P. Rankin, *Sociology: The Science of Society*, (New York: Charles Scribners', 1969).
- Machlup, Fritz, *The Production and Distribution of Knowledge in the U.S.*, (Princeton: Princeton Univ. Press, 1962).
- Mandelbaum, David G., *Society in India*, (Berkeley: Univ of California Press, 1970).
- Maslow, A.H., *Motivation and Personality*, (New York: Harper & Row, 1970).
- McCarthy, E.J., J.F.Grashof, and A.A.Borogowicz, editor, *Readings in Basic Marketing*, (Illinois:R.D.Irwin, 1978).
- Miller, C.J., editor, *Marketing and Economic Development*, (Lincoln: Univ. of Nebraska Press,1967).
- Miller, Daniel, *Material Culture and Mass Consumption* (New York:Basil Blackwell, 1987).
- Miller, Delbert C., and William H. Form, *Industrial Sociology*, (New York: Harper and Row, 1980).
- Moore, Wilbert E., *Industrial Relations and the Social Order*, (New York: ARNO Press, 1977).
- Murphy, Robert, F., *The Dialectics of Social Life*, (New York: Basic Books, 1972).
- Naisbitt, John, *Megatrends*, (London: Macdonald & Co., 1984).

Newman, Joseph W., *Motivation Research and Marketing Management*, (Harvard, MA: Harvard University Press, 1957).

Nicosia, Francesco, *Consumer Decision Process: Marketing and Advertising Implications*, (Engelwood Cliffs, N.J.: Prentice Hall, 1967).

O'Shaughnessy, John, *Why People Buy*, (New York: Oxford University Press, 1987).

Packard, Vance, *The Status Seekers*, (New York: D.Mckay, 1959).

Parsons, Talcott, *The Social System*, (New York: The Free Press, 1951).

Pillai, S. Devidas, and Chris Baks, editors, *Winners and Losers- Styles of Development and Change in an Indian Region*, (Bombay: Popular Prakashan, 1979).

Prus, Robert C., *Pursuing Customers: An Ethnography of Marketing Activities*, (Newbury Park, CA: Sage, 1989).

Puri, Madan Lal, and Pranab Kumar Sen, *Non parametric Methods in Multivariate Analysis*, (New York: John Wiley, 1971).

Rao, C.H. Hanumantha, and P.C.Joshi, *Reflections on Economic Development and Social Change*, (New Delhi: Allied Pub., 1979).

Reissman, L., *The Urban Process*, (New York: The Free Press, 1964).

Rogers, Everett M., *Diffusion of Innovations*, (New York: The Free Press, 1983).

Rogers, E.M., and R.J. Burdge, *Social Change in Rural Societies*, (New York: Prentice Hall, 1972).

Schramm, Wilbur, *Mass Media and National Development- The Role of Information in the Developing Countries*, (Stanford: Stanford Univ. Press, 1964).

Schramm, Wilbur, and Daniel Lerner, editors, *Communication and Change -The Last Ten Years and the Next*, (Honolulu: The Univ. Press of Hawaii, 1976).

Silk, Leonard S., *The Research Revolution*, (New York: McGraw Hill, 1960).

Srinivas, M.N., *Religion and Society among the Coorgs of South India*, (Bombay: Oxford Univ. Press, 1952).

Tabachnick, Barbara G., and Linda S. Fidell, *Using Multivariate Analysis*,

Takeuchi, K., H. Yanai, and B.N.Mukherjee, *Foundations of Multivariate Analysis*, (Wiley Eastern Limited, 1982).

Taylor, Carl C., D.Ensminger, H.W.Johnson, and J.Joyce, *India's Roots of Democracy - A Sociological Analysis of Rural India's Experience in Panned Development since Independence* , (Bombay: Orient Longmans, 1965).

Teece, David J., editor, *The Competitive Challenge -Strategies for Industrial Innovation and Renewal*, (Cambridge, MA: Ballinger, Pub., 1987).

Thurstone, L. L., *Multiple Factor Analysis*, (Chicago: University of Chicago Press, 1942).

Veblen, Thorstein, *The Theory of Leisure Class*, (London: Macmillan & Co., 1899).

Wallendorf, M., and Gerald Zaltman, *Readings in Consumer Behavior*, (New York: John Wiley, 1979).

Wells, Alan, *Social Institutions*, (New York: Basic Books, 1977).

Winer, B.J., *Statistical Principles in Experimental Design*, (New York: McGraw Hill, 1971).

Zaltman, Gerald, *Processes and Phenomenon of Social Change*, (New York: John Wiley, 1973).

Zaltman, Gerald, and R. Duncan, *Strategies For Planned Change* (New York: John Wiley, 1977).

Zollschan, George K., and Walter Hirsch, editors, *Social Change: Explorations, Diagnoses, and Conjectures*, (New York: John Wiley, 1976).

ARTICLES:

Abott, J.C., "Information Sources on Foreign Marketing", *Journal of Marketing*, 25, Jan.1961, pp.42-46.

Advertising and Marketing, "Declining Priority", June 1990, pp.44-45.

Advertising and Marketing, "A Rural Boom", June 1990, pp.15-17.

Alpert, Mark I., "Personality and the Determinants of a Product Choice", *Journal of Marketing Research*, 9, Feb.1972, pp.89-92.

Andreasen, Alan R., "Life Status Changes and Changes in Consumer Preferences and Satisfaction", *Journal of Consumer Research*, 11(3), Dec.1984, pp.784-794.

Bearden, William A., and Michael J. Etzel, "Reference Group Influence on Product and Brand Purchase Decisions", *Journal of Consumer Research*, 9(2), Sept.1982, pp. 183-194.

Bell, Daniel, "Communications Technology- for Better or for Worse", *Harvard Business Review*, 57(3), May-June, pp. 20-45. 1979,

Berning, Carol A.Kohn, and Jacob Jacoby, "Patterns of Information Acquisition in New Product Purchases", *Journal of Consumer Research*, 1, Sept.1974, pp.18-22.

Blatberg, Robert, T.Berising, P.Peacock, and S.Sen, "Identifying the Deal Prone Segment", *Journal of Marketing Research*, 15, Aug.1978, pp.369-77.

Block, Peter H., and Marsha L. Richins, "A Theoretical Model for the study of Product Importance Perceptions", *Journal of Marketing*, 47, Summer 1983, pp.69-81.

Boyd, Harper W., R.E.Frank, W.F.Massy, and M.Zoheir, "On the Use of Marketing Research in the Emerging Economies", *Journal of Marketing Research*, 1, Nov. 1964,

Brinberg, David, and Ronald Wood, "A Resource Exchange Theory Analysis of Consumer Behavior", *Journal of Consumer Research*, 10, Dec.1983, pp.330-338.

Brown, Jacqueline J., and Peter H. Reingen, "Social Ties and Word-of-Mouth Referral Behavior", *Journal of Consumer Research*, 14(3), Dec.1987, pp.350-62.

Burnkrant, Robert E., and Alain Cousineau, "Informational and Normative Social Influences in Buyer Behavior", *Journal of Consumer Research*, 2(3), Dec.1975, pp.206-215.

Business World, "Going Native", July 4-17, 1990.

Capon, Noel, and Marian Burke, "Individual Product Class, and Task Related Factors in Consumer Information Process in Purchase", *Journal of Consumer Research*, 7, Dec.1980, pp.314-326.

Clarke, Yvonne, and Geoffrey N. Soutar, "Consumer Acquisition Patterns for Durable Goods: Australian Evidence", *Journal of Consumer Research*, 8, March 1982, pp.456-460.

Coleman, Richard P., "The Continuing Significance of Social Class to Marketing", *Journal of Consumer Research*, 10(3), Dec.1983, pp.265-280.

Curry, David J., and Michael B. Menasco, "Some Effects of Differing Information Processing Strategies on Husband-Wife Joint Decisions", *Journal of Consumer Research*, 6, Sept.1979, pp.192- 203.

Davis, Harry L., and Benny P. Rigaux, "Perception of Marital Roles in Decision Processes", *Journal of Consumer Research*, 1, June 1974, pp.5-14.

Davis, Harry L., "Decision Making within the Household", *Journal of Consumer Research*, 2(4), March 1976, pp.241-260.

Davis, Kingsley, and Wibert E. Moore, "Some Principles of Stratification", *American Sociological Review*, 10, April 1945, pp. 242-249.

Dickinson, Peter R., R.F.Lusch, and W.L.Wilkie, "A Consumer Acquisition Priorities for Home Appliances: A Replication and Re- evaluation", *Journal of Consumer Research*, 9, March 1983, pp.432- 434.

Dickson, Peter F., and James L. Ginter, "Market Segmentation, Product Differentiation, and Marketing Strategy", *Journal of Marketing*, 51(2), April 1987, pp. 1-10.

Dickson, Roger, "Search Behavior", *Journal of Consumer Research*, 9, June 1982, pp.115-116.

Economic Times, "Taking a VOW in the Villages", Bombay, June 23rd. 1990.

Economic Times, "Marketing in the 1990s", Bombay, July 5th. 1990.

Facts For You, "On the Road to Progress", June 1989, pp. 20-21.

Filitrault, Pierre, and J.R.Brent Ritchie, "Joint Purchase Decisions: A Comparison of Influence Structure in Family and Couple Decision Making", *Journal of Consumer Research*, 7, Sept. 1980, pp.131-140.

Financial Express, "New Dimensions in Marketing", Bombay, Jan. 16th, 1990.

Financial Express, "The Consumer Class is 500 Million Strong", Bombay, Feb. 27th, 1990.

Financial Express, "The Rise of the Rural Rich", Bombay, July 6th, 1990.

Folke, Valerie S., and Barbara Kostos, "Buyer's and Seller's Expectations for Product Failure", *Journal of Marketing*, 50(2), April 1986, pp. 74-80.

Ford, Jeffrey, and Elwood Ellis, "A Re-examination of Group Influence on Member Brand Preference", *Journal of Marketing Research*, 17, Feb., 1980, pp.125-132.

Foxall, Gordon R., "Social Factors in Consumer Choice: Replication and Extension", *Journal of Consumer Research*, 2, June 1975, pp.60-64.

Green, Paul E., and Frank J. Carmone, "Segment Congruence Analysis: A Method for Analyzing Association among Alternative Bases for Market Segmentation", *Journal of Consumer Research*, 3, March 1977, pp.217-222.

Green, Paul E., J.D.Carroll, and W.S.Desbaro, "A New Measure of Predictor Variable Importance in Multiple Regression", *Journal of Marketing Research*, 15, Aug. 1978, pp.356-60.

Green, Robert T., J.P.Leonardi, J.L.Chandon, et.al., "Societal Développement and Family Purchasing Roles: A Cross National Study", *Journal of Consumer Research*, 9, March 1983, pp.436-442.

Hansen, Fleming, "Psychological Theories of Consumer Choice", *Journal of Consumer Research*, 3, Dec.1976, pp.117-142.

Hoyer, Wayne D., "An Examination of Consumer Decision Making for a Common Repeat Purchase Product", *Journal of Consumer Research*, 11(3), Dec.1984, pp.822-29.

India Today, "The Call of Consumerism", Bombay, July 15th, 1990. pp.82-88.

Jacoby, Jacob, G.J.Syzbillo, and J.Busato-Schach, "Information Acquisition Behavior in Brand Choice Situations", *Journal of Consumer Research*, 3(4), March 1977, pp.209-216.

Jacoby, Jacob, R.W.Chestnut, and W.A.Fisher, "A Behavioral Process Approach to Information Acquisition in Nondurable Purchasing", *Journal of Marketing Research*, 15, Nov. 1978, pp.532-544.

Jain, Arun K., "A Method for Investigating and Representing Implicit Social Class Theory", *Journal of Consumer Research*, 2(1), June 1975, pp.53-59.

Jones, J.Morgan, and Fred S. Zufryden, "An Approach for Assessing Demographic and Price Influences on Brand Purchase Behavior", *Journal of Marketing*, 46, Winter 1982,

pp.36-46.

Kalwani, Manohar U., C.K.Yim, H.J.Rinne, and Y.Sugita, "A Price Expectations Model of Consumer Brand Choice", *Journal of Marketing Research*, 27, Aug.1990, pp.251-62.

Kasulis, J.J, R.F.Lusch, and E.F.Stafford, Jr., "Consumer Acquisition Patterns for Durable Goods", *Journal of Consumer Research*, 6(1), June 1979, pp.47-66.

Katona, George, "Psychology and Consumer Economics", *Journal of Consumer Research*, 1, June 1974, pp.1-8.

Lambert, Zarrel V., "Price and Choice Behavior", *Journal of Marketing Research*, 9, Feb. 1972, pp.35-40.

Mahajan, Vijay, and Arun K.Jain, "An Approach to Normative Segmentation", *Journal of Marketing Research*, 15, Aug., 1978, pp.338-45.

Martin, W.S., "Effects of Scaling on the Correlation Co-efficient: Additional Considerations", *Journal of Marketing Research*, 15, May 1978, pp. 304-308.

Martineau, Pierre, "Social Classes and Spending Behavior", *Journal of Marketing*, 23, Oct. 1958,

Mayer, Robert N., "The Socially Conscious Consumer", *Journal of Consumer Research*, 3, Sept.1976, pp. 113-115.

Menneer, Peter, "Retrospective Data in Survey Research", *Journal of Market Research Society*, July 1978, 182-195.

Midgley, David F., and Grahame F. Dowling, "Innovativeness: The Concept and Its Measurement", *Journal of Consumer Research*, 4, March 1978, pp.229-42.

Miniard, Paul W., and Joel B. Cohen, "Modeling Personal and Normative Influences on Behavior", *Journal of Consumer Research*, 10(2), Sept.1983, pp.169-180.

Monroe, Kent B., "The Influence of Price Differences and Brand Familiarity on Brand Preferences", *Journal of Consumer Research*, 3(1), June 1976, pp. 42-49.

Montgomery, David A., and Alvin J. Silk, "Clusters of Consumer Interests and Opinion Leaders' Spheres of Influence", *Journal of Marketing Research*, 8, Aug. 1971, pp. 317-21.

Moore, William L., and Donald R. Lehman "Individual Differences and Search Behavior for a Nondurable", *Journal of Consumer Research*, 15, Dec.1980, pp.296-307.

Mullen, Brian, "Social Psychological Models of Impression Formation among Consumers", *Journal of Social Psychology*, 124, First Half, Oct. 1984, pp.65-77.

- Nicosia, Francesco M., and Robert N. Mayer, "Towards a Sociology of Consumption", *Journal of Consumer Research*, 3(2), Sept. 1976, pp.65-75.
- Ostlund, Lyman E., "Perceived Innovation Attributes as Predictors of Innovativeness", *Journal of Consumer Research*, 1, Sept. 1974, pp.23-29.
- Peter, J. Paul, and Lawrence X. Trapey, Sr., "A Comparative Analysis of Three Consumer Decision Strategies", *Journal of Consumer Research*, 2, June 1975, pp. 29-37.
- Pitts., Robert, E., and Arch G. Woodside, "Personal Value Influences on Consumer Product and Brand Preferences", *Journal of Social Psychology*, 119, First Half, Feb. 1983, pp.37-53.
- Potter, Robert B., "Consumer Behavior and Spatial Cognition in Relation to the Extraversion-Introversion Dimension of Personality", *Journal of Social Psychology*, 123, First Half, June 1984, pp.29-34.
- Qualls, William J., "Household Decision Behavior: The Impact of Husbands' and Wives' Sex Role Orientation", *Journal of Consumer Research*, 14(2), Sept. 1987, pp.264-279.
- Rao, Vithala R., and Frederick W. Winter, "An Application of the Multivariate Probit Model to Market Segmentation and Product Design", *Journal of Marketing Research*, 15, Aug., 1978, pp.361-8.
- Ratchford, Brian T., "The New Economic Theory of Consumer Behavior: An Interpretive Essay", *Journal of Consumer Research*, 2, Sept. 1975, pp.65-77.
- Rogers, Everett M., "New Product Adoption and Diffusion", *Journal of Consumer Research*, 2, March 1976, pp.290-301.
- Rothschild, Michael L., and William C. Gaidis, "Behavioral Learning Theory: Its Relevance to Marketing and Promotions", *Journal of Marketing*, 45, Spring 1981, pp.70-78.
- Schaninger, Charles M., "Social Class Versus Income Revisited: An Empirical Investigation", *Journal of Marketing Research*, 18(2), May, 1981, pp.192-208.
- Slocum, John W., and H. Lee Mathews, "Social Class and Income as Indicators of Consumer Credit Behavior", *Journal of Marketing*, 34, April, 1970, pp.71-78.
- Smith, Wendell R., "Product Differentiation and Market Segmentation As Alternative Marketing Strategies", *Journal of Marketing*, 21, July 1956, pp.3-8.
- Solomon, Michael R., "The Role of Products as Social Stimuli: A Symbolic Interactionism Perspective", *Journal of Consumer Research*, 10(3), Dec., 1983, pp.319-329.

Spiro, Rosann L., "Persuasion in Family Decision Making", *Journal of Consumer Research*, 9, March 1983, pp. 393-401.

Suranyi-Unger, Theodore, Jr., "Consumer Behavior and Consumer Well Being: An Economist's Digest", *Journal of Consumer Research*, 8, Sept. 1981, pp. 132-143.

Tellis, Gerard J., and Gray J. Gaeth, "Best Value, Price-Seeking, and Price-Aversion: The Impact of Information and Learning on Consumer Choices", *Journal of Marketing*, 54, April 1990, pp. 34-45.

Tollefson, John O., and V. Parker Lessig, "Aggregative Criteria in Normative Market Segmentation Theory", *Journal of Marketing Research*, 15, Aug., 1978, pp. 346-55.

Webster, Frederick E., "Determining the Characteristics of a Socially Conscious Consumer", *Journal of Consumer Research*, 2(3), Dec. 1975, pp. 188-196.

Westbrook, Robert A., and Claes Fornell "Patterns of Information Source Usage among Durable Goods Buyers", *Journal of Marketing Research*, 16, Aug., 1979, pp. 303-12.

Westfall, Ralph, "Psychological Factors in Predicting Product Choice", *Journal of Marketing*, 26, 1962, pp. 34-40.

Wind, Yoram, "Issues and Status in Segmentation Research", *Journal of Marketing Research*, 15, Aug., 1978, pp. 317-37.

Zeithmal, Valerie A., "Consumer Perceptions of Price, Quality, and Value: A Means-end Model and Synthesis of Evidence", *Journal of Marketing*, 52, July 1988, pp. 2-22.