

Subject: Business Economics

Course: B.A., 5th Semester, Undergraduate

Paper No: 521

Paper Title: Consumer Behavior

Unit No.: 4 (Four)

Title: Culture and Consumer Behavior

Lecture No: 1 (One)

Title: Culture and Consumer Behavior (Part - 1)

References

1. Loudon, D.L. and Bitta A.J. Della, Consumer Behavior, Fourth Edition, 2002, Tata McGraw-Hill, New Delhi.
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3. Schiffman, L.G. and Kanuk, L.L., Consumer Behavior, Eight Edition, 2004, Prentice Hall, India.
4. Wells W.D. and Prensky, D., Consumer Behavior, 1996, John Wiley & sons, I

Links

1. www.smallbusiness.cron.com
2. http://wps.pearsoned.co.uk/ema_uk_he_parment_pomswe_1/208/53449/13683035.cw/content/index.html
3. www.csub.edu/.../Concept.Foundations.Pool%20Exam%20Items.x.doc