

Reference

- (1) Consumer Behavior by Hawkins, Best and Coney, 9th, Tata McGraw-Hill.
- (2) Consumer Behavior in Indian Perspective by Suja Nair, Himalaya publishers.
- (3) Conceptual Issues, in Consumer Behavior by S Ramesh Kumar
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- (4) Customer Behavior: A Managerial Perspective by Sheth and
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Links

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