

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 Pearson Publication.
- (4) Customer Behavior: A Managerial Perspective by Sheth and Mittal, Thomson Publication.

Links

1. <http://www.acrwebsite.org/volumes/6747/volumes/v14/NA-14>
2. <http://www.yourarticlelibrary.com/consumer-behaviour/influence-of-social-and-economic-classes-on-consumer-behaviour/64155/>
3. <http://marketingmixx.com/consumer-behavior-2/90-social-class-and-consumer-behavior.html>
4. <https://www.scribd.com/doc/32001825/Social-Class-and-Consumer-Behavior>
5. <http://articleofeconomic.blogspot.in/2011/05/social-class-and-consumer-behavior.html>