REFERENCES


20. Bijapurkar, Rama (2008), We are like that, Penguin Books


29. Cara Wilking, J. D. Reining in Pester Power Food and Beverage Marketing, The Public Health Advocacy Institute, 2011


41. Churchill (1979), Research Methods and Statistical Tools, Greenberg Publications.


46. Darley, W.F. and Lim, J.S. “Family Decision Making in leisure Time activities; An Exploratory Investigation of the Locus of Control, Kid Age Influence Factor and parental Type on Perceived Kid Influence”, In Advances in Consumer Research, 13, Richard J. Lutz (Ed.) Provo, UT; Association for Consumer Research, 370-374, 1986.


82. Hridayakumari, B, State School and Education Census Report, Government of Kerala Education Department and Directorate of Public Institutions, Government Press, 2009

83. http://www.businessworldindia.com/june2804/coverstory0.5asp.


102. Kerlinger, F.N. The Language of Approach of Science, 1956


147. Naresh Ram (2010), Study on changing food habits – a comparative study of North and South India, Indian Journal of Food Technology, July 2010


166. Ruby Singh, Make healthy eating a habit from young age; DNA read the World, Monday, January 25, 2010.


190. Taco Underhill (2006), Why do we buy, Allied Publication


192. The Hindu (2010), Survey of Indian Industry


208. www.bijapurkar.com

209. www.itc.ac.in

210. www.mcmillandict.com

211. www.mtr.co.in

212. www.ncaer.ac.in

213. www.washingtonpost.com
217. http://dictionary.cambridge.org/dictionary/british/kid_1