I. BOOKS


II. JOURNALS

1) Dillon et al. (1999), The factors affecting consumer behavior of durable goods and food, *Journal of Marketing*.


### III. THESIS


### IV. MIMEO


8) Xiang Li, Darning Shi, Bin Song, Wee Keong NG, Customer Preference Reasoning Analysis Through Text Categorization, Singapore Institute of Manufacturing Technology.

V. REPORTS

1) Associated Chambers of Commerce and Industry of India (2008). Survey on consumer Durables,


21) Toshiyuki Ono and Hirofumi Matsuo, *A Method of Analyzing Customer's Product Preference Based on Browsing Data Collected in an Online Shopping System*, University of Tsukuba.

VI. PERIODICALS


VII. NEWSPAPERS


