BIBLIOGRAPHY


• Ambani, G (1978) Social Class and Buyer Behavior- Study on selected durables (Television) – MBA Dissertation, Kurukshetra University, Kurukshetra


• Robert Boutilier, August 1993, Pulling the Family’s Strings, American Demographics, 44-48.


• Alan Alder, September 29, 1996, Purchasing Power: Women’s Buying Muscle Shops Up in Car Design, Marketing, Chicago Tribune, p.21A

• Matt Nauman, January 19, 2001 Cadillac Attracts New Buyer Groups with Escalade Sport-Utility, San Jose Mercury news.


• Hogg, Margaret, Bruce, Margaret and Hill, Alexander.(1998) “Fashion Brand Preferences among Young Consumers.” *International Journal of Retail & Distribution Management,* August, P. 293.


• Jain, P.C. and Bhatt, M., (2003), Consumer as a Perceiver and Learner, *Consumer Behaviour in Indian Context*, New Delhi, S. Chand.

