Bibliography
Bibliography


Kumar, K., Ambarish, Jordan, B.B. and Barker Tansu, A (1987), "Made in India, what it means to Indian consumers ?" Ind. J. Mktg, 17 (9) : 26-34.


Maynes ES (1976), "Decision-making for consumers: An introduction to consumer economics", Macmillan, New York, NY


Moschis GP (1976), “Shopping orientations and consumer uses of information”. J. Retail., 52: 61-70, 93


Padmanaban, N.R. and Sankaranarayanan, K (1999), "Business experience, product lines of dealers and farmers loyalty to dealer for pesticides in southern Tamil Nadu". Ind. J.


