CONTENTS

Preface

List of Figures

List of Tables

CHAPTER I Introduction

CHAPTER II Literature Review

2.1 Genesis of the Concept

2.2 Fifty Years of Silence and Henceforth: 1899-1950

2.3 Epistemology of the Conspicuous Consumption Construct

2.3.1 A Bibliometric Analysis of the Extant Literature

2.3.2 Author Analysis

2.3.2 Evaluation of the Evolving Literature

2.4 The Unresolved Issues

2.5 Contribution of the Present Thesis

CHAPTER III Conspicuousness: Towards An Integrated Theory

3.1 New Definition of Conspicuous Consumption

CHAPTER IV Assessment Of Consumer Behaviour In India:

A Bird’s Eye View

CHAPTER V Methodology Of Research

5.1 The Objectives of the Study

5.2 Design of the Study

5.2.1 Explanations of Stages