REFERENCES


Bijapurkar Rama, (2009), We are like that only: Understanding the Logic of Consumer India, Penguin Books Limited, pp. 189 – 192.


Unpublished Doctoral Dissertation Submitted to The Texas Woman's University.


Grönroos C (1990), Service marketing and management. Managing the moments of truths in service marketing, Lexington Books, Lexington


Neale Martin (2009), "Habit: the 95% of Behaviour Marketers ignore", Pearson Publication New Jersey.


Queck, Mathias, June (2008), “Discounters as Private brand Drivers”, Planet Retail Ltd, USA.


**WEB SOURCES**

- [www.acnielsen.co.in/industry.asp?industryID=2](http://www.acnielsen.co.in/industry.asp?industryID=2)