References
References


4. BPP Learning Media (2009), Marketing, Viva Books (P) Ltd, New Delhi, pp.121-122.

5. Bradley, Nigel (2010), Marketing Research Oxford University Delhi, pp.434-435.


32. BPP Learning Media (2009), Marketing, Viva Books (P) Ltd, New Delhi, pp. 121-122.
33. Bradley, Nigel (2010), Marketing Research Oxford University New Delhi, pp. 434-435.
36. Indian Perspective, Excel Books, New Delhi, pp. 296-301.
37. Behavior Tata Education Private Limited, New Delhi, pp. 543-548.
38. Ingram, Schepker Jr. and Williams Sales Management Cengage Learning, New Delhi, pp. 29-30.
47. Murugesan, J. (2008), Green, Trust & Distrust, Indian Journal Vol. 18, No. 9, pp. 23 – 24.
56. Majumdar , Ramanuj(2010), Consumer Behavior : Insights from Indian Market, PHI Learning(P) Ltd, New Delhi, pp.73-75.
57. 70-72.
65. Tull, Donald S. and Hawkins, Del I(2009),. Marketing Research – Measurement & Method, PHI Learning (P) Ltd, New Delhi, pp.256-257
70. Batra, KS., and Kazmi SH., Consumer Behaviour, New Delhi, Excel Books, 2004
71. Loudon, LD., and Bitta, DJA., Consumer Behaviour, New Delhi, Tata McGraw-Hill, 2002
75. “Consumers changing fast food perception”, News-Foodproductdesign, January 13, 2010
79. Ravi Ananthanarayanan, —The fast-growing segments of the Indian consumer market”, Mark to Market, Livemint, March 2011
86. Packages Food Beverages, allfoodtech.com. Dhimant Bhatt, —Branded Packaged Food Industry to grow at 9-12% per annum, Financial express, September 1, 2008


100. Lawrence, M. D., Convergence and Consumer Behavior, Indian Institute of Management Kozhikode, PP. 185-192, January 2006.
112. The Economic Times (2010), Onakkalam, A consumer Connect Initiative, Published from Chennai/Kochi, August 11, 2010.