Bibliography


Nirmalya Kumar, ‘Marketing as Strategy’, Thompson Press (India) Ltd, New Delhi, 2004


DEAR RESPONDENTS,

I, Gitesh S. Pandya, pursuing Ph.D. in the field of Product attributes of durable and non-durable consumer products and their impact on buying decisions of consumers, request for your kind support and co-operation to assist me in getting best possible results of my study.

The information provided by you will be kept confidential and will be used only for the purpose of my research study.

You are requested to fill the entire questionnaire with the use of pencil only.

Thanking You,

Regards,

GITESH S. PANDYA