BIBLIOGRAPHY:


• Bell, SJ 1999, ‘Image and Consumer attraction to interurban retail areas: an environmental psychology approach’, *Journal of Retailing and Consumer Services*, vol. 6, no. 2, pp. 67-78.


• Berry, LL & Gresham, LG 1986, ‘Relationship retailing: transforming customers into clients’, *Business Horizons*, vol. 29, November-December, pp. 43-47.


• Campbell, DT & Fiske, DW 1959, ‘Convergent and discriminant validation by the multitrait- multimethod matrix’, *Psychological Bulletin*, vol. 56, no. 2, pp. 81-105.


• Carson, D, Gilmore, A, Perry, C & Gronhaug, K 2005, Qualitative marketing research, Sage, London.


• Chernev, A 2012, Product assortment and consumer choice, NOW publishers Inc, United States of America.


• Clarke, I 2000, ‘Retail power, competition and local consumer choice in the UK grocery sector’, *European Journal of Marketing*, vol. 34, no. 8, pp. 975–1002.


• Goswami, P & Mishra, MS 2009, ‘Would Indian consumers move from Kirana stores to organized retailers when shopping for groceries?’, *Asia Pacific Journal of Marketing and Logistics*, vol. 21, no. 1, pp. 127–43.


• Leedy, PD 1997, *Practical research-planning and design*, Prentice Hall, Merrill.


- Miranda, MJ, Ko’ nya, L & Havrila, I 2005, ‘Shoppers’ satisfaction levels are not the only key to store loyalty’, *Marketing Intelligence and Planning*, vol. 23, no. 2, pp. 220–32.


• Shukla, R 2010, How India Earns, Spends and Saves: Unmasking the Real India, Sage Publications India Private Limited and NCAER, New Delhi.


• Tesch, R 1990, *Qualitative Research: Analysis Types & Software Tools*, Falmer Press, Bristol, PA.


• Varley, R 2005, ‘Store image as the key differentiator’, *European Retail Digest*, vol. 46, pp. 18–21.


