BIBLIOGRAPHY


Web Sites

https://www.jstor.org
https://www.researchgate.net/
https://www.mrs.org.uk
https://www.inflibnet.ac.in/
http://www.esrjournal.org/
http://shodhganga.inflibnet.ac.in/
http://www.indianjournalofmanagement.com/
https://books.google.co.in/
http://www.internationaljournalssrg.org/Management/Journal
http://www.apa.org/
http://www.indianjournalofmanagement.com
http://www.iaeme.com/ijm.asp
http://www.ijiras.com
http://www.indianjournalofmarketing.com/
http://www.managejournal.com
http://www.internationaljournalssrg.org
http://www.indianjournalofmanagement.com/
https://www.cgstate.gov.in/web/guest/census
http://www.ifrsa.org/
http://www.iosrjournals.org/
http://www.businesstimes.com.sg
http://www.iosrjournals.org/iosr-jbm.html
http://www.ijism.in/
http://www.ijrcm.org.in/
http://www.ijmrbs.com
http://www.ijmrbs.com/
http://www.google.com
http://www.ask.com/
Books

• Mahajan, B.M. (1980) Consumer Behavior in India (An Economic Study), New Delhi, p338
Financial Times Publications, Great Britain.
Chand and Sons, New Delhi.
• Ziethmal & Bitner (2003), “Services Marketing: Integrating Consumer Focus
Across the Firm”, McGraw Hill.