

## **BIBLIOGRAPHY**

**Bibliography**

Antonis Simintiras, Adamantios Diamantopoulos, Judith Ferriday (1997) "Pre-purchase satisfaction and first-time buyer behavior: some preliminary evidence" *European Journal of Marketing*, Vol 31(11/12), 857-872.

Aviv Shoham, Maja Makovec Brencic (2003) "Compulsive buying behavior" *Journal of Consumer Marketing*, Vol 20 (2), 127-138.

Begona Alvarez, Rodolfo V Casielles (2005) "Consumer evaluations of sales promotion: the effect on brand choice" *European Journal of Marketing*, Vol 39(5), 54-70

Daniel Steichen, Christophe Terrien (2009) "A model of demand in a repeated purchase situation: A simulation of the Champagne wine market" *International Journal of Wine Business Research*, Vol 21(4), 354-372

Denise D Schoenbachler, Geoffrey L Gordon, Timothy W Aurand (2004) "Building brand loyalty through individual stock ownership" *Journal of Product & Brand Management*, Vol 13(7), 488-497

David B Wolfe, Rajendra Sisodia (2003) "Marketing to the self-actualizing customer" *Journal of Consumer Marketing*, Vol 20(6), 555-569

Jennifer Rowley (1997) "Focusing on customers" *Library Review*, Vol 46(2), 81-89.

Jinkook Lee, Julia Marlowe (2003) "How consumers choose a financial institution: decision-making criteria and heuristics" *International Journal of Bank Marketing*, Vol 21(2), 53-71.

Paul Valentin Ngobo (2004) "Drivers of customers' cross-buying intentions" *European Journal of Marketing*, Vol 38(9/10), 1129-1157.

Pinya Silayoi, Mark Speece (2004) "Packaging and purchase decisions: An exploratory study on the impact of involvement level and time pressure" *British Food Journal*, Vol 106(8), 607-628.

Ronald P LeBlanc, L.W Turley (1994), "Retail Influence on Evoked Set Formation and Final Choice of Shopping Goods" *International Journal of Retail & Distribution Management*, Vol 22(10), 10-17.

## **SHIVAJI UNIVERSITY, KOLHAPUR.**

### **Website:**

[www.bajajauto.com](http://www.bajajauto.com) Accessed on 21st August, 2010

[www.hrjhonda.com](http://www.hrjhonda.com) Accessed on 9<sup>th</sup> September, 2010

[www.tvsmotor.in](http://www.tvsmotor.in) Accessed on 17th September, 2010

[www.honda2wheelersindia.com](http://www.honda2wheelersindia.com) Accessed on 29th September, 2010

[www.suzukimotorcycle.in](http://www.suzukimotorcycle.in) Accessed on 14<sup>th</sup> October, 2010

[www.royalenfield.com](http://www.royalenfield.com) Accessed on 25th October, 2010

[www.yamaha-motor-india.com](http://www.yamaha-motor-india.com) Accessed on 12<sup>th</sup> November, 2010.

**B.M. BALASARAS KHANDEK AL LIBRA**  
**SHIVAJI UNIVERSITY, KOLHAPUR.**