## **CONTENTS**

CHAPTER	TITLE	PAGE
I	INTRODUCTION	1
П	RESEARCH FRAMEWORK: SOCIO-ECONOMIC ENVIRONMENT, RURAL URBAN DIVIDE, CHOICE OF STATES, AND PRODUCTS	10
Ш	UNDERPINNINGS OF THE STUDY : CONSUMER DECISION PROCESS	28
IV	SOCIAL CHANGE - CONSUMER BEHAVIOR: A SYNTHESIS OF EVIDENCE	39
v	RESEARCH METHODOLOGY	52
VI	PRESENTATION OF DATA: ANALYSIS OF THE CONSUMER DECISION PROCESS - MOTIVATORS IN PRODUCT AND BRAND PURCHASES	74
VII	ANALYSIS OF THE CONSUMER DECISION PROCESS (CONTD.): COROLLARIES OF THE PURCHASE PROCESS	107
VIII	RESEARCH IMPLICATIONS	147
IX	ANNEXURES -	
	Α	160
	В	212
х	BIBLIOGRAPHY	345