

BIBLIOGRAPHY

Advani, R and Shah, M., "Corporation mismanages municipal monies", A report CERC, (Ahmedabad), (1981).

Agbonifoh, A B and Edoreh, E P., "Consumer awareness and complaining behaviour", European Journal of Marketing, 20 (7), (1985), 43 – 49

Alan, A., Snow and Weishbored, B. A, "Consumer information and consumer protection", <u>International Dissertation Abstract</u>, (1979), 4161A.

Anderson, W. T and Cunningham, W H., "The socially conscious consumer", Journal of Marketing, 36, (July, 1972), 23 – 31

Andreasen, A. R and Best, A., "Consumers complain-does business respond?", Harvard Business Review, (July-August, 1977), 93 – 101.

Andreasen, A R, "A taxonomy of consumer satisfaction / dissatisfaction measures", The Journal of Consumer Affairs, 11(2), (Winter 1977), 11 – 24.

Andreasen, A. R., "Consumer response to dissatisfaction in Loose Monopolies", <u>Journal of Consumer Affairs</u>, <u>12</u>, (September, 1985), 135 - 141.

Barksdale, H. C and Darden, W. R, "Consumer attitudes towards marketing and consumerism", Journal of Marketing, 36, (October, 1972), 28 – 35.

Basrur, K, "The consumer in India. Leslie Sawhney Programme of Training for Democracy", (1974), <u>15</u>, 30-31.

Bateson, J. E G., "Do we need service marketing? in marketing consumer services new insights", Cambridge, MA: Marketing science institute, (1977), 77-115.

Bearden, W O. and Oliver, R L., "The role of public and private complaining in satisfaction with problem resolution", <u>The Journal of Consumer Affairs</u>, 19(2), (1985), 222 – 240

Bearden, W. O and Teel, J. E., "An Investigation of personal influence on consumer complaining", Journal of Retailing, 56(3), (1980), 3-20.

Bearden, W. O and Teel, J. E, "Selected determinants of consumer satisfaction and complaint reports", <u>Journal of Marketing Research</u>, 20, (February ,1983), 21-28

Bearden, W O, "Profiling consumers who register complains against auto repair services", The Journal of Consumer Affairs, 17(2), (1983), 315 – 335.

Bernhardt, K L, "Consumer problems and complaint actions of older Americans. A national view", <u>Journal of Retailing</u>, <u>57(3)</u>, (1981), 107 – 123.

Berry, L L., "Services Marketing is different", <u>Business</u>, <u>30</u> (May-June, 1980), 24-28.

Bhimjiani, R., "Government delays, commission denies justice", A report CERC (Ahmedabad), (1981).

Bolton, R. N. and Drew, J. H., "A longitudinal analysis of the impact of service change on customer attitudes", <u>Journal of Marketing</u>, <u>55</u>, (January, 1991), 1-9.

Bolton, R N and Lemon, K N, "A dynamic model of customers usage of services: Usage as an antecedent and consequence of satisfaction", <u>Journal of Marketing Research</u>, 36, (May, 1999), 171 – 186.

Bonner, P. A. and Metzen, E. J., "Probabilities of small claims judgment satisfaction and factors influencing success" <u>Journal of Consumer Affairs</u>, 27(1), (1993), 66 - 87.

Bourgeois, J C. and Barnes, J G, "Viability and profile of the consumerist segment", Journal of Consumer Research, 5, (March, 1979), 217 – 228.

Brewer, M S., Edlefsen, M. and Craig., "Consumer knowledge and behaviour regarding safety of reusing food packaging materials", <u>Journal of Consumer Studies and Home Economics</u>, 19, (1995) 321 – 329.

Brown, S. W. and Swartz, T. A., "A gap analysis of professional service quality", <u>Journal of Marketing</u>, <u>53</u>, (April, 1989) 92 – 98.

Carmen, J. M. and Langeard, E, "Growth strategies of Service firm", Strategic Management Journal, 1,(1980) 7-22

Chandra, A and Patel, J, "Consumer practices awareness among college students", Consumer Confrontation, 14(5), (September-october, 1994), 37-39

Chaudhary, H C, "Emergence of consumer movement in India", <u>Journal of management studies</u>, 2, (1987), 137 – 138

Churchill, G. A. and Suprenant, C., "An investigating into the determinants of customer satisfaction", <u>Journal of Marketing Research</u>, 19, (1982), 491 – 504 "Consumer Price Index for Industrial workers", National Index 1997, Tata press, New Delhi, (1997).

Cronin J J Jr. and Taylor, S A., "Measuring service quality A reexamination and extension" <u>Journal of Marketing</u>, <u>56</u>, (July 1992), 55 – 68.

Cronin, J. J. Jr and Taylor, S. A., "SERVPERF versus SERVQUAL. Reconciling performance-based and perceptions-minus-expectations measurement of service quality", <u>Journal of Marketing</u>, <u>58</u>, (January, 1994), 125-131

Crosby, L A and Taylor, J. R., "Consumer satisfaction with Michigan's container deposit law – An ecological perspective", <u>Journal of Marketing</u>, <u>46</u>(1), (Winter, 1982), 47 – 59.

Darley, W K. and Johnson, D M., "Cross-National comparison of consumer attitudes towards consumerism in four developing countries", <u>The Journal of Consumer Affairs</u>, <u>27(1)</u>, (1993), 37 – 54

Day, G S. "Are consumers satisfied? in Aaker and. Day, "Consumer Search for the consumer interest", 3rd ed., New York: Free Press, (1978), 406-417.

Day, R. L. and Ash, S. B., "Consumer response to dissatisfaction with durable products", in. Wilkie, W. L., ed., <u>Advances in consumer research</u>, <u>6</u>, Ann Arbor, Mich.: Association for consumer research. (1979), 453-455

Day, R. L. and Landon, E. L., Jr, "Collecting comprehensive consumer complaints data by survey research", in Anderson, B. B, ed., <u>Advances in consumer research</u>, <u>3</u>, Atlanta, Ga. Association for consumer research, (1976), 263-268

- Day, R. L. and Landon, E L., Jr., "Towards a theory of consumer complaining behaviour", in Woodside, A G., Sheth, J. N and Bennett, P.D, eds, consumer and industrial buying behaviour, New York Elsevier North-Holland, (1977), 425-437
- Day, R. L., "Research perspectives on consumer complaining behaviour Theoretical Developments in Marketing", Lamb, C W. and Dunne, P M, eds, Chicago: American Marketing Association, (1980), 211-214
- Day, R, Grabicke, K., Schaetzle, T. and Staubach, F, "The hidden agenda of consumer complaining", <u>Journal of Retailing</u>, <u>57</u>(3), (1981), 86 105
- Desai, R. G., "The preparation and standardization of a Socio-Economic-Status scale in Gujarati", <u>Journal of Education and Psychology</u>, <u>44</u>(4), (January, 1987), 167-176.
- Dhyani, A K and Saklani, A., "Awareness of rights among Indian consumers", Indian Journal of Marketing, 23 (7-8), (July August, 1994), 9 13.
- Dhyani, A. K., Saklani, A. and Thakur, S, "Role of organized and unorganized agencies in consumer protection", Consumer Confrontation, 10(3), (May-June, 1990), 5-9.
- Diener, B J and Greyser, S A., "Consumer views of redress needs", <u>Journal of Marketing</u>, <u>42</u> (4), (October, 1978), 21 27
- Dugar, S N., "Consumer Protection and legal Control", edited by Leelakrishnan, P, Eastern Book Co., Lucknow, (1976).
- Fazal, A, "Consumerism · An international perspective", Keemat (Bombay), CGSI, (1978), 6.
- Feldman, L P., "Consumer protection Problems and Prospects", West Publishing Co, New York 1st ed, (1976), 20
- Fornell, C., "A national customer satisfaction barometer: The Swedish experience", <u>Journal of Marketing</u>, <u>56</u>, (January, 1992), 06 21.
- Forwell and Wernerfelt, "Defensive marketing strategy", <u>Journal of Marketing</u> Research, (1990).

Garman, E T, Miescier, M. C. and Jones, P B, "Older Americans knowledge of consumer rights and legal protection", <u>Journal of Consumer Studies and Home Economics</u>, 16, (1992), 283 – 291

Garvin, D A., "Quality on line", <u>Harvard Business Review</u>, 61, (September – October, 1983), 65-73

Grabicke, K, "Consumer Satisfaction, Dissatisfaction and Complaining behaviour", Day, R L, Ed., Bloomington, IN Indiana University Press, (1977), 18-25.

Granbois, D., Summer, J O and Frazier, G. L., "Correlates of consumer expectation and complaining behaviour, in consumer satisfaction, dissatisfaction and complaining behaviour", Day, R L., Ed., Bloomington, IN Indiana University Press, (1977), 18-25.

Gronroos, C, "A Service-oriented approach to marketing services" <u>European Journal of Marketing</u>, 12(8), (1978), 588-601

Gulshan, S. S, "Consumer protection and satisfaction. Legal and Managerial dimensions", New Delhi YMCA, (1994)

Gupta, S S., "Consumerism in India and marketing responses", <u>Vidura</u>, <u>16(1)</u>, (February, 1979), 12.

Hathcote, J M, "Consumer reasons for store 'walkouts' and the impact on future store patronage", <u>Journal of Consumer studies and Home Economics</u>, 19, (1995), 49-55

Jacoby, J and Jaccard, J. J, "The sources, meaning and validity of consumer complaint behaviour. A psychological analysis", <u>Journal of Retailing</u>, <u>57</u> (3), (1981), 4-24.

Jacoby, J. and Jaccard, J. J., "Brand loyalty measurement and management", New York, Wiley, (1978)

Joshi, B. M, "The consumer movement its bharatiya concept and the struggle for emancipation", ABGP Brochure, Madras, (1985), 7.

Joshi, N. C, "Creating Consumerism", Financial Express, (December, 1989).

Kayank, E and Wikstrom, S, "Methodological framework for a cross-national comparison of consumerism issues in multiple environments", <u>European Journal of Marketing</u>, 19(1), (1985), 31-46.

Keaveney, S. M., "Customer switching behaviour in service industries. An exploratory study", <u>Journal of Marketing</u>, <u>59</u>, (April, 1995), 71 – 82.

Kinnear, T. C., Taylor, J. R. and Ahmed, S. A., "Ecologically concerned consumers who are they?", <u>Journal of Marketing</u>, 38, (April, 1974), 20-24.

Kohli, L. C., "Essential Commodities Act 1955 and role of cost accountants", Management accountant, 24(3), (1989), 176 – 179.

Koeske, R. D. and Srivastava, R, "The sources and handling of consumer complaints among the elderly", in consumer satisfaction, dissatisfaction and complaining behaviour, Day, R L., ed, Bloomington. Indiana University, School of business, (1977), 139-143.

Kothari, C R., "Research methodology", Wishwa Prakashan, New Delhi, (1985, 1990)

Kotler, P., "Marketing under attack", Quoted in "Marketing: Theory and practices", by Baker, M. J., The Mcmillion press ltd., (1976), 483.

Kotler, P, "What consumerism means for marketers", <u>Harvard Business</u> Review, (May-June, 1972), 27.

Kroll, R J. and Stampel, R. W., "Orientation towards consumerism: A test of a two dimensional theory", <u>Journal of Consumer Affairs</u>, <u>20</u>(2), (Winter, 1986), 214 – 230.

Kulkarni, P. and Divetia, A S., "Common edible oils adulteration shortweights, measurement and availability in fair price shop", A report CERC, (Ahmedabad), 1983.

Kumar, S., "Consumer movement: need of in our era", <u>Consumer</u> <u>Confrontation</u>, 9(3), (May-June, 1989).

Lams, D R, "Consumers attitude towards federal consumer protective regulations and federal consumer education efforts related to selected consumer products which may be hazardous to health and physical safety", <u>International Dissertation Abstract</u>, 41(5), (1980).

Landon, E. L., Jr, "The direction of consumer complaint research. In Olson, J C.", ed, <u>Advances in consumer research</u>, <u>7</u>, Ann Arbor, Mich Association for consumer research, (1980), 335-338.

Lawther, Karen, Krishnan, S. and Valle, V. A., "The consumer complaint process Directions for theoretical development, in Dimensions for consumer satisfaction and complaining behaviour", Day, R. L. and Hunt, H. K, eds., Bloomington, IN: Indiana University press, (1979), 10-14

Lee, J and Ferrer, H. S, "Consumer vulnerability to fraud influencing factors", The Journal of Consumer Affairs, 31(1), (1997), 70 - 89.

Lehtinen, U. and Jarmo, R. L., "Service quality. A study of quality dimensions", Unpublished working paper, Helsinki: Service management Institute, Finland OY, (1982).

Lewis, R. C and Bernard, H. B., "The marketing aspects of service quality, in Emerging perspectives on service marketing", Berry, L., Shostack, G and Upah, G, Eds, Chicago: American Marketing, (1983), 99-107.

Liefeld, J. P., Edgecombe, F. H. C. and Wolfe, L., "Demographic characteristics of Canadian consumer complainers" <u>The Journal of Consumer Affairs</u>, (1972) 73 – 89.

Lilleker, C. Y. et. al., "Determinants of consumer complaints", <u>Brtish Journal of Marketing</u>, <u>3</u> (1-4), (1969), 218 – 222

Lovelock, C. H., "Why marketing management needs to be different for services", Donnelly, J. and George, W., eds, Chicago: American Marketing, (1981), 5-9

Malathesh, S., "Consumerism - An opinion survey", A report CERC, (Ahmedabad), (1981)

Malhotra, G. L., "Consumer's voice must be heard", <u>Yojana</u>, (June, 1964), 2-13

Mathen, K, "Power that paralyses." A survey of electricity consumers in the rural areas of Gujarat", A report CERC, (Ahmedabad), (1981)

Mathur, A., "Acomparative analysis of complaing behaviour in bank services", Indian Journal of Marketing, 28, (1998), 1-4.

McGhee, J. L., "Vulnerability of elderly consumers", <u>International Journal of Aging and Human Development</u>, 17(3), (1983), 223-246.

Mehat, P S. and Sharma, A., "Consumer what to do? How to do?.", CUTS Publications, (1989).

Menski, W F., "Consumer protection in India and Britain", Consumer Confrontation, 7(11), (1987).

Morgonosky, M. A. and Buckley, H. M., "Complaint behaviour analysis by demographics, lifestyle and consumer values", <u>Advances in Consumer Research</u>, 14, (1986), 223-226

Nader, R., "Principal of Micro Economics (Readings, issues and cases)", Edited by Mansfield, E., Narton, W. W. and Co. Inc., New York, (1974), 56

Nagy, M., "Consumer attitude towards the preventive and resolution of consumer complaints", <u>International dissertation abstract</u>, (1976), 7580-A.

Natarajan, K., "Consumer awareness towards ISI mark", <u>Indian Journal of Marketing</u>, 20(6), (February 1990),16 – 21.

Newman, J W. and Werbel, R A., "Multivariate analysis of brand loyalty for major household appliances", <u>Journal of Marketing Research</u>, <u>10</u>, (1973), 404 – 409

Norum, P S. and Scrogin, J, "Consumer complaint behaviour in the children's wear market in the U S", <u>Journal of Consumer Studies and Home Economics</u>, 20, (1996), 363 – 375.

Oliver R L., "Cognitive, affective and attribute bases of the satisfaction response", <u>Journal of Consumer Research</u>, <u>20</u>, (December, 1993), 418 – 430.

Parasuraman, A, Zeithaml, V. A and Berry, L. L., "A conceptual model of service quality and its implications for future research", <u>Journal of Marketing</u>, 49, (1985), 41 – 50.

Parasuraman, A., Zeithaml, V. A and Berry, L. L, "Reassessment of expectations as a comparison standard in measuring service quality implications for further research", <u>Journal of Marketing</u>, <u>58</u>, (January, 1994), 111-124

Peterson, E., "Consumerism An American response marketing and the consumer movement", Mcgraw Hill Book Co (U.K) ltd., (1978), 209.

Peterson, E, "Consumerism: How it is changing life in America", <u>The Economic Studies</u>, <u>20</u>(8), (1979)

Price, L. L., Arnould, E. J and Tierney, P., "Going to extremes: managing service encounters and assessing provider performance", <u>Journal of Marketing</u>, 59, (April, 1995), 83 – 95.

Rangandhi, S., "Consumerism", <u>Management accountant</u>, <u>14(8)</u>, (1979), 830-2.

Rao, P. S D, "Consumer redressal agencies – A study of Khammon forum", Consumer Confrontation, 10(3), (May-June, 1990), 21 – 23.

Rao, S. L., "The changing market structure", <u>Financial express</u>, (November, 1988), 10

Regan, W J., "The service revolution", <u>Journal of Marketing</u>, <u>27</u>, (July, 1963), 57-62.

Resnik, A. J. and Harmon, R. R., "Consumer complaints and managerial response A holistic approach", <u>Journal of Marketing</u>, <u>47</u>, (Winter, 1983), 86-97

Richins, M L, "Negative word-of-mouth by dissatisfied consumers: A pilot study", <u>Journal of Marketing</u>, <u>47</u>, (Winter, 1983), 68 – 78.

Riswadkar, S, "Drinking water supply schemes run dry", A report CERC, (Ahmedabad), (1984).

Rust, R. T., Zahorik, A. J. and Keiningham, T. L., "Return on quality (ROQ): making service quality financially accountable", <u>Journal of Marketing</u>, <u>59</u>, (April, 1995), 58 – 70.

Saklani, A., Dhyani, A. K, "Product discontent, incidence of complaints and rights awareness among middle class consumers", <u>Development in Marketing Science</u>, 13, (1989)

Sarkar, A, "Consumer badly need protection. Problems of consumers in India", Discovery Publishing House (New Delhi), (1989), 249.

Shah, M., "Changing profiles of consumer complaints", <u>Consumer</u> confrontation, 9(4), (July, 1989), 5.

Shah, M, "Power that Plunders – A study of Gujarat electricity board", A report CERC (Ahmedabad), (1978).

Sharma, C. and Verma, Y. S., "Consumerism in India", Anamika Prakashan, Delhi, (1994).

Sharma, Chandrakant, "Role of consumer organizations in consumer protection", Kanishka Publishers, New Delhi, (1995)

Sharma, P and Duggal, H., "Grievance redressal in Indian Railways", Consumer Confrontation, 9(6), (November-December, 1989), 5-9.

Shenoy, A. R, "On the activities of testing committee", A report CGSI (Bombay), (1990), 23-24.

Shostack, G. L., "Breaking free from product marketing", <u>Journal of Marketing</u>, <u>41</u>, (April, 1977), 73-80.

Singh, A, "Consumer complaints: more the merrier", <u>Indian Management</u>, (December, 1997), 23-26.

Singh, J and Wilkies, R. E., "When consumers complain. A path analysis of the key antecedents of consumer complaint response estimates", <u>Journal of the Marketing Science</u>, 24(4), (1996), 350 – 365

Singh, J and Pandya, S, "Exploring the effects of consumer's dissatisfaction level on complaint behaviour", European Journal of Marketing, 25(9), (1991), 7-21.

Singh, J and Widing II, R. E., "What occurs once consumers complain? A theoretical model for understanding satisfaction / dissatisfaction outcomes of complaint responses", <u>European Journal of Marketing</u>, 25(5), (1991), 30 – 46

Singh, J., "Consumer complaints intentions and behaviour: definitional and taxonomical issues", Journal of Marketing, 52, (January, 1988), 93 – 107.

Singh, J, "Industry characteristics and consumer dissatisfaction", <u>Journal of Consumer Affairs</u>, <u>25(1)</u>, (November, 1991), 19 – 56.

Singh, N., Sheo and Singh, D. K., "Restraints on concentration of economic power monopolies and restrictive trade practices", <u>Dissertation Abstract</u>, (July-December, 1981), 99 - 111.

Singh, R., "Consumer attitude towards consumer groups at MRTP commission", <u>University today</u>, (February, 1990), 9

Singh, R., "Consumer attitude towards consumerism – An exploratory study", Consumer Confrontation, 10(1), (January-February, 1990), 8 – 11.

Singh, S. N., "Consumer protection legislation – A critique", <u>Journal of the Indian law institute</u>, 29(3), (July, 1987), 380 – 385.

Srinivasa, N, "Role of government agencies in consumer protection", Consumer Confrontation, 4, (July-Aug, 1990), 31 – 33.

Stephens, N. and Gwinner, K. P., "Why don'tsome people complain cognitive, emotive process model consumer complaint behaviour", <u>Journal of the Academy of Marketing Science</u>, 26 (3), (1998), 172 – 189

Stubbs, P. C., Tyson, W. J. and Dalvi, M. Q, "Transport economics", Mittal Publication, Delhi, 1987, 7-8

Subramaniyam, D. A. R., Prasad, R and Kumar, A, "Need for consumer organizations", <u>Indian Journal of Marketing</u>, <u>12</u>(9-10), (May-June, 1982), 17-20.

Swan, J. E and Longman, D. S, "Consumer satisfaction with automobile repair performance: Attitudes towards the industry and governmental control", in Combined proceedings, Becker, B. W. and Becker, H., eds., Chicago. American marketing association, (1973), 249-255

Takeuchi, H. and Quelch, J. A, "Quality is more than making a good product", Harvard Business Review, 61, (July-August, 1983), 139-145

Tax, S. S, Brown, S. W. and Chandrashekaran, M, "Customer evaluations of service complaint experiences." Implications for relationship marketing", Journal of Marketing, 62, (April, 1998), 60 – 76.

Teas, R K., "Expectations, performance, evaluation and consumers perception of quality", <u>Journal of Marketing</u>, <u>57</u>, (October, 1993), 18 – 34.

Thanulingam, N. and Kochadai, M., "An evaluation of consumer awareness", Indian Journal of Marketing, 19(5), (January, 1989), 3 – 8

Thanulingam, N and Kochadai, M, "An evaluation of consumer awareness", Indian Journal of Marketing, 19(8-9-10), (April-June, 1989),4

Thyagrajan, V., "Consumer complaining intentions", <u>Indian Journal of Marketing</u>, (1990)

Trivedi, D. T. and Mehta, N T., "Bus that burdens", A report CERC (Ahmedabad), (1989).

Upah, G. D, "Mass marketing in service retailing: A review and synthesis of major methods", <u>Journal of Retailing</u>, <u>56</u>, (1980), 59-76.

Valle, V. A. and Koeske, R., "Elderly consumer problems: Action, sources of information and attributions of blame", paper presented at annual meeting of the American psychological association, (August, 1977).

Wall, M., Dickey, L E and Talazyk, W. W., "Predicting and profiling consumer satisfaction and propensity to complain", in Day, R. L., ed, Consumer satisfaction, dissatisfaction and complaining behaviour, Bloomington. Indiana University, School of Business, Division of research, (1977), 91-101.

Warland, R W, Herrmann, R. O. and Willits, J, "Dissatisfied consumers: who gets upset and who takes action", <u>The Journal of Consumer Affairs</u>, 9, (1975), 148-163

Woodruff, R. B, Cadotte, E. R. and Jenkins, R. L, "Modeling consumer satisfaction processes using experience-based norms", <u>Journal of Marketing</u> Research, 20, (August, 1983), 296 – 304.

Zeithaml, V. A., "How Consumer evaluation processes differ between goods and services, in Marketing of services", Donnelly, J., and George, W., ed., Chicago: American Marketing, (1981), 186-190.

Zeithaml, V A, Parasuraman, A and Berry, L. L., "Problems and strategies in services marketing", <u>Journal of Marketing</u>, <u>49</u>, (1985), 33 – 46.

Zund, J P., et. al., "Extent of consumers awareness towards fraudulent practices used by the sellers of household appliances", <u>Indian Journal of Marketing</u>, <u>23</u> (9-12), (September-December, 1994), 23 – 27.