BIBLIOGRAPHY & WEBLIOGRAPHY

Book Reviewed

- Naresh K.Malhotra, Satyabhuasan Dash (2009) Marketing Research, Published Dorling Kindersley India Pvt Ltd.
Bibliography & Webliography

- Damien Mcloughin and David A Aaker (July 2014) Strategic market management: Global perspective.
- Paul leinwand (Feb 2016) Strategy that work, Harvard business school publication.

Journals


• Chakrabarti Somnath (2010) "Factors influencing organic food purchase in India – expert survey insights” Vol. 112 ISSN: 8, Pp.902 – 915


• Duckitt John and Linda D. Cameron, “A Cross-Cultural Study of Environmental Motive Concerns and Their Implications for Pro environmental Behavior”, Environment and Behavior vol. 38 no. 6 November 2006; pp. 745-767.

• Emma Rex, Henrikke Baumann beyond (2008).


• Sachdev Sudhir, Manav Rachna Haryana (2013) “Green Marketing Consumer Attitude Towards Eco Friendly Fast Moving Household Care And Personal Care Products” International University, Faridabad

• Sharma Payal (2013) “An Empirical exploration on Green Marketing: Educational Impact on Consumer Perception and Attitude with Special Reference to Ujjain and Indore City” ISSN: 2320-8236, Vol: 1, Pp38...45


• Times news network “Climate a big worry for Indians’ concern about warming declined globally but increased here”: survey, 9 Dec 09.

Websites


- Current economic details of India are retrieved from www.tradingeconomics.com/india/gdp-per-capita-ppp

- Definition and details of organic food are retrieved from (http://organicfood.mytrumedia.com/article/5/why-is-natural-organic-food-better-for-your-health)


- Detail of organic food products are retrieved from http://apeda.gov.in/apedawebsite/organic/Organic_Products.htm

- Detail of top organic food companies are retrieved from www.morarka.com

- Different online and offline organic shops are retrieved from http://organicshop.in/

- Government subsidies and planned retrieved from www.apeda.gov.in/apedawebsite/organic


- Introduction to organic products are retrieved from www.organic.org

- Latest farming techniques and types are retrieved from (www.farming.solutions.org).

- Latest news and articles on organic food are retrieved from http://timesofindia.indiatimes.com/home/science/


- Organic farming details are retrieved from http://ncof.dacnet.nic.in/


- What is Research Retrieved from http://www.personal.psu.edu/wxh139/research_talk.htm

- What is Research Retrieved from http://www.usg.edu/galileo/skills/unit01/infoage_01_03.phtml