

- Solomon, M. R. (2022). *Consumer behaviour: Buying, having, and being*, India: PHI Learning Private Limited.
- Blackwell, R. D., Miniard, P. W., & Engel, J. F. (1995). *Consumer behaviour*. New Delhi: Cengage India Private Limited.

Notes:

- **Suggested readings shall be updated and uploaded on the college website from time to time.**
- **Examination scheme and mode shall be prescribed by the Examination branch, University**