**BIBLIOGRAPHY** 

- Aaker, J.L. (1999). The malleable self: the role of self-expression in persuasion. *Journal of Marketing Research*, 36(1), 45-57.
- Abrams, J., O'Conner, J. & Giles, H. (2003), "Identity and intergroup communication", in Gudykunst, W.B. (Ed.), Cross-cultural and Intercultural Communication, Sage, Thousand Oaks, CA, pp. 209-24.
- Alden, D. L., Steenkamp, J. B. E., & Batra, R. (1999). Brand positioning through advertising in Asia, North America, and Europe: The role of global consumer culture. *The Journal of Marketing*, 63(1), 75-87.
- Alden, D.L., Steenkamp, J.B. & Batra, R. (1999).Brand Positioning Through Advertising in Asia, North America, and Europe: The Role of Global Consumer Culture. *Journal of Marketing*, 63(1),75-87.
- Ali, A.N.M., & Das, I., (2003). Tribal Situation of the North East India. Retrieved December 9, 2016, from http://www.krepublishers.com
- Bhagabati, A.C., (1982) "Emergent Tribal Identity in North-East India," in B Chaodhuri(Ed), *Tribal Development in India: Problems and Prospects* (218). Delhi: Inter-India Publications
- Bitner, M J (1990). Evaluating service encounters: The effects of Physical surroundings and employee response. *Journal of Marketing*, 54(April), 69-82.
- Bitner, M. J., Booms, B. H. & Tetreault, M. S. (1990). The service encounter: Diagnosing Favourable & Unfavourable Incidents. *The Journal of Marketing*, 54(1), 71-84.
- Bitner, M. J., Booms, B. H. and Tetreault, M. S.(1990), The service encounter: Diagnosing Favourable & Unfavourable Incidents, *The Journal of Marketing*, 54 (1), 72-84
- Bock, T. & Sergent, J.(2002). Small Sample Market Research. *International Journal of Market Research*, 44(2), 235-244
- Bond, M. (1988) Finding universal dimensions of individual variation in multicultural studies of values: The Rokeach and Chinese value surveys. *Journal of Personality and Social Psychology* 55 (6), 1009–1015.
- Boroditsky, L.. (2010). Lost in Translation: New cognitive research suggests that language profoundly influences the way people see the world; a different sense of blame in Japanese and Spanish. *Wall Street Journal*, 24-25.

- Bouchet, D. (1995). Marketing and the redefinition of ethnicity. In Costa, J.A., Bamossy, G.J. (Eds), *Marketing in a Multicultural World* (68-104). London: Sage Publications.
- Boyd, R. & Richerson, P.J. (1985). *Culture and the evolutionary process*. Chicago. The University of Chicago Press.
- Bradley, F. (1995). The service firm in international marketing. In Glynn, W.J. and Barnes, J.G. (Eds), *Understand Services Management* (420-48). New York: John Wiley & Sons.
- Brown, S. W., & Swartz, T. A. (1989). A gap analysis of professional service quality. *The Journal of Marketing*, *53*(2), 92-98.
- Burton, D. (2000). Ethnicity, identity and marketing: a critical review. *Journal of Marketing Management*, 16, 853-77.
- Butcher, K., Sparks, B. & Callaghan, F. O. (2001). Evaluative and rational influences on service loyalty. *International Journal of Service Industry Management*, 16(4), 310-327
- Carlzon, J. (1987). Moments of Truth. New York: Ballinger.
- Cavusgil, S. T., & Cavusgil, E. (2012). Reflections on international marketing: destructive regeneration and multinational firms. *Journal of the Academy of Marketing Science*, 40(2), 202-217.
- Chandon, J. L., Leo P.Y. & Philippe, J. (1997). Service encounter dimension- a dyadic perspective: Measuring the dimensions of service encounters as perceived by customers and personnel. *International Journal of Service Industry Management*, 8(1), 65-86.
- Chaney, L.H. and Martin, J.S. (2010). *Intercultural Business Communication*, New Jersey: Prentice Hall.
- Chase, R. & Tansik, D.(1983). The customer-contact model for organization design.

  Management Science. 29(9), 1037-50
- Chesanow, N. (1997). Making doctors' lives easier--and patients happier. *Medical economics*, 74(16), 118-20.

- Clark, T., & Rajaratnam, D. (1999). International services: perspectives at century's end. *Journal of services marketing*, *13*(4/5), 298-310.
- Cleveland, M., & Laroche, M.( 2007). Acculturation to the global consumer culture: Scale development and research paradigm. *Journal of Business Research*, 60, 249–259
- Costa, J.A., Bamossy, G.J. (1995). Perspectives on ethnicity, nationalism, and cultural identity. In Costa, J.A., Bamossy, G.J. (Eds), *Marketing in a Multicultural World* (26-67). London: Sage Publications.
- Craig, C.S. & Douglas, S.P.(2006). Beyond national culture: implications of cultural dynamics for consumer research. *International Marketing Review*, 23(3), 322-342
- Craig, S. C. & Douglas, S. P. (2006). Beyond national culture: implications of cultural dynamics for consumer research. *International Marketing Review*, 23(3), 322-342.
- Creswell, J. W. (1998). *Qualitative Inquiry and Research Design: Choosing among five Traditions*. Thousand Oaks, CA: Sage Publications
- Cui, G. (1997). Marketing strategies in a multi-ethnic environment. *Journal of Marketing Theory and Practice*, *5*(1), 122-134.
- Dalwadi, R., Rathod H.S. & Patel, A. 2010, Key Retail Store Attributes Determining Consumers' Perceptions: An Empirical Study of Consumers of Retail Stores Located in Ahmadabad (Gujarat). SIES Journal of Management, 7(1), 20-34.
- Das, B.M., (2010) *The people of Assam-Origin and composition*. New Delhi: Gyan Publishing House.
- Das, B.M., (2010) *The People of Assam-Origin and composition*. New Delhi: Gyan Publishing House
- Das, B.M., (2010) *The people of Assam-Origin and composition*. New Delhi: Gyan Publishing House
- Dawar, N., Parker, P.M. & Price, L.J. (1996) A cross-cultural study of interpersonal information exchange. *Journal of International Business Studies*, 27(3), 497-516.
- Domzal, T. & Kernan, J.(1993) Mirror, mirror: some postmodern reflections on global advertising. *Journal of Advertising*, 22 (4),1–20
- Dong, K., Liu, Ying (2010). Cross cultural management in China, *Cross Cultural Management: An international Journal*, 17 (3), 223-243
- Dong, K., Liu, Ying (2010), Cross Cultural management in China, Cross Cultural Management: An international Journal, 17 (3), 223-243

- Donnelly, J.(1984). Cultural Relativism and Universal Human Rights. *Human Rights Quartely*, 6(4), 400-419
- Donthu, N. & Yoo, B. (1998). Cultural Influences on Service Quality Expectations. *Journal of service Research*, 1(2),178-186
- Donthu, N., & Boonghee Y.(1998). Cultural Influences on Service Quality Expectations. *Journal of Service Research*, 1(2), 178-186.
- Donthu, N., & Boonghee, Y. (1998), Cultural Influences on Service Quality Expectations, *Journal of Service Research*, 1 (2), 178-186
- Donthu, N., & Boonghee, Y. (1998). Cultural Influences on Service Quality Expectations, *Journal of Service Research*, 1(2), 178-186
- Edvardsson, B., Roos, I. (2001). Towards a framework for analyzing the criticality of critical incidents. *International Journal of Service Industry Management*, 12(3), 251-268
- Erez, M. & Gati, E.(2004). A Dynamic, Multi-Level Model of Culture: From the Micro Level of the Individual to the Macro Level of a Global Culture. *Applied Psychology: An International Psychology*, 53(4), 583-598
- Esch, P & Esch, L.J. (2013). Justification of a Qualitative Methodology to Investigate the Emerging Concept: The Dimensions of Religion as Underpinning Constructs for Mass Media Social Marketing Campaigns. *Journal of Business Theory and Practice*, *I*(2),214-243
- Furrer, O., Liu, B. S. C., & Sudharshan, D. (2000). The relationships between culture and service quality perceptions basis for cross-cultural market segmentation and resource allocation. *Journal of service research*, 2(4), 355-371.
- Gentry, J., Jun, S. and Tansuhaj, P. (1995). Consumer acculturation processes and cultural conflict: How generalizable is a North American model for marketing globally? *Journal of Business Research* 32(2), 129–139.
- Ghosh, S. (1998) Sanjoy's Assam-Diaries and writings of Sanjoy Ghosh. New Delhi Penguin Books.
- Gilmore, A. & Carson, D. (1992), Ferry travel: a case study of comparative services. International Journal of Contemporary Hospitality Management, 4(4),16-20.
- Glaser, B. G. & Strauss, A. L. (1967). *The discovery of grounded theory: Strategies for Qualitative Research*. Piscataway, New Jersey: Transaction.

- Grove, S. J. & Fisk, R. P. (1997). The impact of other customers on service experience: A critical incident examination of 'getting along'. *Journal of Retailing*, 73(1), 63-85.
- Grove, S. J., Fisk, R. P. (1997). The impact of other customers on service experience: A critical incident examination of 'getting along'. *Journal of Retailing*, 7(1), 63-85
- Grove, S. J., Fisk, R. P. (1997). The impact of other customers on service experience: A critical incident examination of 'getting along'. *Journal of Retailing*, 7(1), 63-85
- Gudykunst, W. B. (2003). *Cross-cultural and intercultural communication*. Sage Publication, New Delhi
- Hassan, S. S., & Katsanis, L. P. (1991). Identification of global consumer segments: a behavioral framework. *Journal of International Consumer Marketing*, 3(2), 11-28.
- Heblikar, P.M. (2013). North- East India: Its place in the National Security Calculus. *Indian Strategic Studies*, 28(3)
- Heo, J.K., Jogaratnam, G. and Buchanan, P. (2004). Customer-focused adaptation in New York City hotels: exploring the perceptions of Japanese and Korean travelers. International Journal of Hospitality Management, 23(1), 31-53.
- Hersleth, M., Vanhonacker, F., Kunhe, B., Gellynck, X., Guerrero, L. and Verbeke, W. (2013). Innovations in traditional foods: Impact on perceived traditional character and consumer acceptance. *Food Research International*, *54*(2), 1828-1835
- Hofstede, G. & Minkov, M.(2011). The Evolution of Hofstede's doctrine. *Cross Cultural Management: An International Journal*, 18 (1),10-20.
- Hofstede, G. (2001). Culture's Consequences: Comparing Values, Behaviors, Institutions and Organizations Across Nations, 2nd edn. Sage: Thousand Oaks, CA.
- House, R., Javidan, M., Hanges, P., & Dorfman, P. (2002). Understanding cultures and implicit leadership theories across the globe: an introduction to project GLOBE. *Journal of World Business*, *37*(1), 3-10.
- Hui, C. H., & Triandis, H. C. (1985). Measurement in cross-cultural psychology: A review and comparison of strategies. *Journal of Cross-Cultural Psychology*, 16(2), 131-152.
- Hunt, E., & Agnoli, F. (1991). The Whorfian hypothesis: A cognitive psychology perspective. *Psychological Review*, 98 (3), 377-389.

- Hussain, F. & Chakraborty, D.B. (2012). Causality between Financial Development and Economic Growth: Evidence from an Indian State. The Romanian Economic Journal, XV(45),27-48
- Jamal, A. (2003). Marketing in a multicultural world: The interplay of marketing, ethnicity and consumption. *European Journal of Marketing*, 37(11/12), 1599-1620.
- Jamal, A. (2003). Marketing in a multicultural world: The interplay of marketing, ethnicity and consumption, *European Journal of Marketing*, 37 (11/12),1599 1620
- Javalgi, R. G., White, D. S., & Lee, O. (2000). Firm characteristics influencing export propensity: an empirical investigation by industry type. *Journal of Business Research*, 47(3), 217-228.
- Jiang, W. (2000). The Relationship between Culture and Language, *ELT Journal*, 54(4), 328-334.
- Jung, K., & Kau, A. K. (2004). Culture's influence on Consumer Behaviours: Difference among ethnic groups in a multicultural Asian Country. Advances in consumer research, 31, 366-372.
- Kacen, J.J. & Lee, J.A.(2002). The influence of Culture on Consumer Impulsive Buying Behaviour. *Journal of Consumer Psychology*, *12*(2), 163–176
- Kacen, J.J. (2002). The Influence of Culture on Consumer Impulsive Buying Behavior. *Journal of Consumer Psychology*, 12(2), 163-176.
- Kalita, B.(2017). Organized Retailing and its Impact on traditional retailing in India: A case study of Guwahati City. International Journal of Social Science and Economic Research, 02(08),4009-4028
- Kandampully, J., Mok, C. & Sparks, B. (2001). *Service Quality Management in Hospitality, Tourism, and Leisure*, The Haworth Press, Inc., New York, NY.
- Karahanna, E., Evaristo, J. R., & Srite, M. (2006). Levels of culture and individual behavior: An integrative perspective. *Advanced Topics in Global Information Management*, 5(1), 30-50.
- Kaur, J.(2015). Insurance Penetration and Density in India. International Journal of Business Management, 2(1), 765-770
- Keaveney, S.M.,(1995). Customer switching behavior in service industries an exploratory study, *Journal of Marketing*, 59, 71-82

- Keillor, B. D., Lewison, D., Thomas, G., Hilt, M, & Hauser, W. (2007). The service encounter in a multinational context. *Journal of Services Marketing*, 21(6), 451-461.
- Keilor, B.D., D'Amico, M., & Horton, V. (2001). Global consumer tendencies. *Psychology & Marketing*, 18(1), 1-19.
- Keng, C. J., Huang T. L., Zheng L. J., & Hsu M. (2007). Modeling service encounters and customer experiential value in retailing an empirical investigation of shopping mall customers in Taiwan. *International Journal of Service Industry Management*, 18(4), 349-367.
- Keng, C. J., Huang T. L., Zheng, L. J., Hsu, M. (2007). Modeling service encounters and customer experiential value in retailing an empirical investigation of shopping mall customers in Taiwan. *International Journal of Service Industry* Management, 18(4), 349-367
- Keng, C. J., Huang, T. L., Zheng, L. J., & Hsu, M. (2007). Modeling service encounters and customer experiential value in retailing an empirical investigation of shopping mall customers in Taiwan. *International Journal of Service Industry Management*, 18(4), 349-367
- Kong, M. & Jogaratnam, G. (2007). The influence of culture on perceptions of service employee behavior. *Managing Service Quality: an International Journal*, 17(3), 275-297.
- Koslow, S., Shamdasani, P. N., & Touchstone, E. E. (1994). Exploring language effects in ethnic advertising: A sociolinguistic perspective. *Journal of consumer research*, 20(4), 575-585.
- Kroeber, A. & Kluckholn, C. (1952). Culture: A critical review of concepts and definitions. *Peabody Museum Papers*, 47(1), 180–190.
- Laroche, M.(2009). Impact of culture on marketing strategy: Introduction to the special issue. *Journal of Business Research*, 62 (10) 921–923
- Laroche, M., Kim, C. and Clarke, M. (1997). The effects of ethnicity factors on consumer deal interests: An empirical study of French-English-Canadians. *Journal of Marketing Theory and Practice*, 5 (1), 100–111.
- Lee, J.A. (2000). Adapting Triandis's Model of Subjective Culture and Social Behavior Relations to Consumer Behavior. *Journal of Consumer Psychology*, 9(2), 117-126.

- Lee, M.& Ulgado, F.M.(1997). Consumer evaluations of fast-food services: a Crossnational comparison. *Journal of Service Marketing*, 11(1),39–52.
- Leibold, M. & Hugo-Burrows, R. (1997). Broad marketing implications of recent trends in the multicultural South African market environment. *Journal of Marketing Theory and Practice*, 5(1), 67-76.
- Leung, K., Bhagat, R.S., Buchan, N.R., Erez, M. & Gibson, C. (2005). Culture and international business: recent advances and their implications for future research. *Journal of International Business Studies*, 36(4), 357-78.
- Lillis, M.P. & Tian, R.G. (2010). Cultural Issues in the Business World: An Anthropological Perspective, *Journal of Social Sciences*, 6 (1), 99-112.
- Lovelock, C. (2002). Services Marketing. Delhi: Pearson Education Pvt Ltd.
- Lovelock, C. H., & Yip, G. S. (1996). Developing global strategies for service businesses. *California management review*, *38*(2), 64-86.
- Lovelock, C.H.(1999). Developing marketing strategies for transnational service operations. *Journal of Services Marketing*, 13(4/5), 278 295
- Luna, D., & Peracchio, L. A. (2001). Moderators of language effects in advertising to bilinguals: A psycholinguistic approach. *Journal of Consumer Research*, 28(2), 284-295.
- Maheswaran, D., & Shavitt, S. (2000). Issues and New Directions in Global Consumer Psychology. *Journal of Consumer Psychology*, 9(2), 59-66
- Malhotra, N. K, Agarwal, J., & Peterson, M. (1996). Methodological issues in cross-cultural marketing research- A state of art review. *International Marketing Review*, 13(5), 7-43.
- Malhotra, N. K., Agarwal, J., Peterson, M.(1996), Methodological issues in crosscultural marketing research, *International Marketing Review*, 13(5), 7-43
- Malik, M.E., & Naeem, B. (2011). Banking Clients perceived service quality and Behavioral Response, *European Journal of Social Sciences*, 23(3), 466-473
- Mattila, A. S. (1999). The role of culture and purchase motivation in service encounter evaluations. *Journal of Services Marketing*, *13*(4/5), 376-389.
- Mattila, A. S. (1999). The role of culture and purchase motivation in the service encounters evaluation. *Journal of Services Marketing*, *13*(4/5), 376-389.

- Mattila, A. S. (1999). The role of culture in the service evaluation process. *Journal of Service Research*, 1(3), 250-261.
- Mattila, A. S. (2000). The role of culture and gender on customer evaluations of service encounters. *Journal of Hospitality and Tourism Research*. 24 (2), 263-73
- Mattila, A.S.(1999), The role of culture and purchase motivation in service encounter evaluations, *Journal of Services Marketing*, 13 (4/5), 376-389
- Mattila, A.S. (1999). The role of culture and purchase motivation in service encounter evaluations, *Journal Of services Marketing*, 13(4/5), 376-389
- Mayadas, N.M. & Elliot, D. (1992), "Integration and xenophobia: an inherent conflict in international migration", Journal of Multicultural Social Work, 2, 47-62.
- Mayadas, N.M. & Elliot, D.(1992). Integration and xenophobia: an inherent conflict in international migration. *Journal of Multicultural Social Work*, 2(1), 47-62
- McCallum, J. R., & Harrison, W. (1985). Interdependence in the service encounter. *The service encounter: Managing employee/customer interaction in service businesses*, 18(4), 35-48.
- Patterson, P. G., & Smith, T. (2003). A cross-cultural study of switching barriers and propensity to stay with service providers. *Journal of retailing*, 79(2), 107-120.
- Peltokorpi, V. (2010). Intercultural Communication in Foreign Subsidiaries: The Influence of Expatriates' Language and Cultural Competencies, *Scandinavian Journal of Management*, 26(2), 176-188.
- Penaloza, L. & Gilly, M.C. (1999), "Marketer acculturation: the changer and the changed", *Journal of Marketing*, 63, 84-104.
- Penaloza, L.N. & Gilly, M.C.(1999). Marketer acculturation: the changer and the changed. *Journal of Marketing*, 63 (3), 84–104
- Penaloza, L. & Gilly, M.C.(1999). Marketer Acculturation: The changer and the changes. The Journal of Marketing, 63(3), 84-104
- Pereira, V., & Malik, A. (2015), "Investigating cultural aspects in Indian Organization-Emperical Evidence", in Pereira V., Malik A. (eds), India Studies in Business and Economics, Springer International Publishing Switzerland
- Pires, G. D., & Stanton, P. J. (2000). Marketing services to ethnic consumers in culturally diverse markets: issues and implications. *Journal of Services Marketing*, 14(7), 607-297.

- Pires, G. D., & Stanton P.J. (2000). Ethnicity and Acculturation in a Culturally Diverse Country: Identifying Ethnic markets. *Journal of Multilingual and Multicultural development*, 21(1), 42-57.
- Pires, G., Stanton, J. & Cheek, B. (2003). Identifying and reaching an ethnic market: methodological issues. *Qualitative Marketing Research : an International Journal*, 6(4), 224-235.
- Pires, G., Stanton, J., & Bruce, C. (2003). Identifying and reaching an ethnic market; methodological issues. *Qualitative Market Research: An International Journal*,6 (4), 224-253
- Pires, G.P., & Stanton, P. J. (2000). Ethnicity and acculturation in a culturally diverse country: Identifying ethnic markets, *Journal of Multilingual and Multicultural Development*, 21(1), 42-57
- Pugh, D.S. (2001). Service with a smile: emotional contagion in the service encounter. *Academy of Management Journal*, 44(3), 1018-27.
- Riddle, D. I. (1986). Service-led growth. *Thunderbird International Business Review*, 28(1), 27-28.
- Roberts, S. D., & Hart, H. S. (1997). A comparison of cultural value orientations as reflected by advertisements directed at the general US market, the US Hispanic market, and the Mexican market. *Journal of Marketing Theory and Practice*, 5(1), 91-99.
- Saikia, N, (1980). Assam and the Assamese Mind. Jorhat: Assam Sahitya Sabha.
- Sayegh, L., & Lasry, J. C. (1993). Immigrants' adaptation in Canada: Assimilation, acculturation, and orthogonal cultural identification. *Canadian Psychology/Psychologie Canadienne*, *34*(1), 98-109.
- Sayegh,L. & Lasry, J.(1993).Immigations adaptations in Canada: assimiliation, acculturation, and orthogonal cultural identification. *Canadian Psychology*, 34(1), 98-109
- Schein, E. H. (1999). The Corporate Culture Survival Guide, Jossey-Bass Publishers, San Francisco John Wiley & Sons.
- Schmitt, B. H., Pan, Y., & Tavassoli, N. T. (1994). Language and consumer memory: The impact of linguistic differences between Chinese and English. *Journal of Consumer Research*, 21(3), 419-431.

- Schmitt, Bernd H., Yigang Pan and Nader T. Tavassoli (1994), 'Language and Consumer Memory: The Impact of Linguistic Differences between Chinese and English', *Journal of Consumer Research*, 21, 419–31.
- Schnalke, M. & Mason, R.B. (2014). The Influence of Culture on Marketing Communications: Critical Cultural factors influencing South African and German Businesses. *Problems and Perspectives in Management*, *12*(1), 172-180.
- Sengupta, M.(2006). Historiography of the formation of Assamese identity: A review. *Peace and Democracy in South Asia*, 2(2), 122-134.
- Seymen, A.O. (2006), The cultural diversity phenomenon in organizations and different approaches for effective cultural diversity management: a literary review, *Cross Cultural Management: An international Journal*, *13* (4), 296-31
- Seymen, A.O.,(2006). The cultural diversity phenomenon in organizations and different approaches for effective cultural diversity management: a literary review, *Cross Cultural Management: An international Journal*, *13* (4), 296-31
- Sherry, J. F., & Camargo, E. G. (1987). "May Your Life Be Marvelous:" English Language Labelling and the Semiotics of Japanese Promotion. *Journal of Consumer Research*, *14*(2), 174-188.
- Shostack, G.L. (1985). "Planning the service encounter", in Czepiel et al. (Eds), The Service Encounter, Lexington Books, Lexington, MA 243-54.
- Singh, S. (2013). Positive Service Encounter: A tool for Customer loyalty in retail. *Journal of Business theory and Practice*, 1(2). Retrieved May 14, 2015, from http://www.scholink.org/ojs/index.php/jbtp 244
- Sizoo, S., Plank, R., Iskat, W. and Serrie, H. (2005). The effect of intercultural sensitivity on employee performance in cross-cultural service encounters. *The Journal of Services Marketing*, 19(4), 245-55.
- Snow, K., Bartel, H., & Cullen, T. (1996). How ethnicity influences service expectations- a Canadian Perspective. *Managing Service Quality*, 6(6), 33-37.
- Snow, K., Bartel, H., Cullen, T. (1996). How ethnicity influences service expectations a Canadian perspective, *Managing Service Quality*, 6(6),33 37
- Sojka, J., & Tansuhaj, P. S. (1995). Cross-cultural consumer research: A twenty-year review. *NA-Advances in Consumer Research*, 22, 461-474.

- Solomon, R. M., Surprenant, C., Czepiel, J. A., & Gutman, E.G. (1985). A role theory Perspective on dyadic interactions- the Service Encounter. *Journal of Marketing*, 49, 99-11.
- Srikanth, H.(2000). Homogenisation and Disintegration- A Study of North East India. *Journal Of Assam University*, 5(1), 101-108.
- Srinivasan, R.(2014). Services Marketing: The Indian Context, Delhi PHI learning Private Limited.
- Statistical Profile of Scheduled Tribes in India 2013 (n.d.). Retreived December 19, 2016, from www.tribal.nic.in
- Stauss, B. & Mang, P. (1999). Culture shocks' in inter-cultural service encounters? *Journal of Services Marketing*, 13 (4/5),329-46.
- Stauss, B., & Mang, P. (1999). "Culture Shocks" in the inter-cultural service encounters?. *Journal of Services Marketing*, 13(4/5), 329-346.
- Steenkamp, J.B.E.M. & Baumgartner, H. (1998). Assessing Measurement Invariance in Cross-National Consumer Research. *Journal of Consumer Research*, 25(1), 78-90.
- Sureshchandar, G. S., Rajendran, C., Anantharaman, R. N., (2002). The relationship between service quality and customer satisfaction a factor specific approach, *Journal of Services Marketing*, 16(4), 363-379
- Surprenant, C.F., & Solomon., M.R. (1987). Predictability and Personalisation in the service encounter. *The Journal of marketing*, 51(2), 86-96.
- Swidler, A. (1986). Culture in action: Symbols and Strategies. *American Sociological Review*, 51(2), 273-286.
- Swidler. A.(1986). Culture in Action: Symbols and Strategies, *American Sociological Review*, 51(2), 273-286
- Tavassoli, N. T. (1999). Temporal and associative memory in Chinese and English. *Journal of Consumer Research*, 26(2), 170-181.
- Tavassoli, N. T., & Han, J. K. (2001). Scripted thought: processing Korean Hancha and Hangul in a multimedia context. *Journal of Consumer Research*, 28(3), 482-493.
- Tayeb, M. (2003), *International Management: Theories and Practices*, Prentice-Hall, Englewood Cliffs, NJ.

- Thitthongkam, T., Walsh, J. and Bunchapattanasakda, C. (2011). The Roles of Foreign Language in Business Administration, *Journal of Management Research*, 3 (1), 1-15.
- Tribals and Social Change: Evolving a Perspective (n.d.) Retreived December 17, 1016, from http://shodhganga.inflibnet.ac.in/bitstream/10603/18032/6/06\_chapter%202.pdf
- Tsoukatos, E., (2011). Impact of Culture on Service Quality: What we know and what we need to know. In H.R. Kaufmann (Ed), *International Consumer Behaviour: A mosaic of Eclective Perspectives-Handbook on International Consumer Behaviour* (pp. 26-36). Lancashire: Access Press
- Ueltschy, L.C., Laroche, M., Tamilia, R.D. & Yannopoulos, P.( (2004). Cross-cultural invariance of measures of satisfaction and service quality. *Journal of Business Research*, *57*(8), 901-912.
- Ueltschy, L.C., Laroche, M., Tamilia, R.D. & Yannopoulos, P.( (2004). Cross-cultural invariance of measures of satisfaction and service quality. *Journal of Business Research*, 57(8), 901-912.
- Urban Consumer Spectrum. Indians.net. N.d. Web. 26 April 2011 <a href="https://www.indiens.net/Products/Home/Product Details/Urban Consumer Spectrum">www.indiens.net/Products/Home/Product Details/Urban Consumer Spectrum</a>
- Webster, C. (1994). Effects of Hispanic ethnic identification on marital roles in the purchase decision process. *Journal of Consumer Research*, 21(2), 319-331.
- Weiermair, K. (2000). Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management, *Managing Service Quality*, 10 (6), 397-409
- Weiermair, K. (2000). Tourists' perceptions towards and Satisfaction with service quality in the Cross-Cultural Service Encounter: Implications for Hospitality and Tourism Management. *Managing service quality*, 10(6), 397-409.
- Weiermair, K.(2000), Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management, *Managing Service Quality*, 10 (6), 397-409
- Weiermair, K.,(2002). Tourists' perceptions towards and satisfaction with service quality in the cross-cultural service encounter: implications for hospitality and tourism management. *Journal of Consumer Psychology*, 12(2), 163-176
- Westbrook, R. A. (1981). Sources of consumer satisfaction with retail outlets. *Journal of Retailing*, 57(3), 68-85.

- Winsted, K. F. (2000). Patient satisfaction with Medical Encounters- A Cross-Cultural Perspective. *International Journal of Service Industry*, 11(6), 399-421.
- Witkowski, T. H., & Wolfinbarger, M. F. (2002). Comparative service quality: German and American ratings across service settings. *Journal of Business Research*, 55(11), 875-881.
- Wong, A, Sohal, A. (2003). A Critical incident approach to the examination of CRM in a Retail Chain: an Exploratory study. *Quantitative Market Research: an International Journal*, 6(4), 248-262.
- Wong, A., & Sohal, A. (2003). A critical incident approach to the examination of customer relationship management in a retail chain: an exploratory study, *Qualitative Market Research: An International Journal*, 6 (4), 248 262
- Wong, A., & Sohal, A. (2003). A critical incident approach to the examination of customer relationship management in a retail chain: an exploratory study, *Qualitative Market Research: An International Journal*, 6 (4), 248 262
- Xaxa, V., (1999). Tribes as Indigeneous People of India. Economic and Political Weekly, 34(51), pp. 3589-3595
- Zeithaml, V.A. & Bitner, M.J. (2006). *Services Marketing*. New Delhi: Tata McGraw Hill Publishing Company Limited.
- Zeithaml, V.A. and Bitner, M.J.(2006), *Services Marketing*, New Delhi, Tata McGraw Hill Publishing Company limited, Chapter 4.
- Zeithaml, V.A. and Bitner, M.J.(2006), *Services Marketing*, New Delhi, Tata McGraw Hill Publishing Company limited, Chapter 4
- Zhang, J., Beatty, S. E., & Walsh, G. (2008). Review and future directions of Employee Behavior. *Managing Service Quality: An International Journal*, 17(3), 275-297
- Zhang, Z., Beatty S. E., & Walsh. G. (2005). Cross Cultural Service Research: A Review of the Literature and Future research directions. Retrieved July 9, 2013, from http://www.scribd.com/document/39193870/zhang-beatty-walsh
- Zhao, F. (2011). Impact of National Culture on e-government development: a global study. *Internet Research*, 21(3), 362-380.