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Research Papers:

1. “Female Buying Behaviour towards Luxury Fashion Brands - An Analytical Study of Young Indian Women” (2012)
International Journal of Physical and Social Sciences 2(12): np

Link to article/paper/abstract of the article:

<https://www.indianjournals.com/ijor.aspX?target=ijor:ijps&volume=2&issue=12&article=030>

2. “Impact of Consumer culture and purchase intentions towards Fashion Apparel” (2012)
International Journal of Trends in Marketing Management 1(10): np.
3. “Consumer behaviour and Luxury Fashion Brands-An Analytical study of Indian Consumer”(2012)
Journal of management and Social Research 5(1): np
4. “Determinants of consumer choice for Private Label” (2013)
International Journal of applied Business and Economic Research 11 2: 375-383

Link to article/paper/abstract of the article:

https://serialsjournals.com/abstract/62428_14.pdf

5. “Green Marketing – Strategy and scope of growth in Indian market” (2013)
International Journal of Marketing and Trade Policy 5(2): 223-231