







|

Â Pratt, J. W., Wise, D. & Zeckhauser, R. 1979. Price differences in almostÂ competitive markets. Quarterly Journal of Economics 93.

Â

Â

|

Sen, A.1985. Rationality and Uncertainty. Theory and Decision 18(2).

Â

Â

|

Shimp, T.A. 1990. Promotion Management and Marketing Communications. The Dryden Press.

Â

Â

|

Stern, H. 1962. The significance of impulse buying today. Journal of Marketing, 26 (April).

Â

|

Ratchford, B.T. 1975. The new economic theory of consumer behavior: An interpretive essay. Journal of Consumer Research (September).

Â

Â

|

Â Rook, D.W. 1987. The buying impulse. *Journal of Consumer Research*, 14

Â

(September).

Â

Â

|

Â Thaler, R. 1980. Toward a positive theory of consumer choice. *Journal of* Â Â *Economic Behavior and Organization*

Â

Â

|

Â Savage, L. J. 1954. *The foundation of statistics*. New York: Wiley. Â

Â

Â

Â

Â

Â

Â

Â