A STUDY ON PRE AND POST PURCHASE BEHAVIOR OF CONSUMER DURABLE GOODS IN KANCHIPURAM DISTRICT

A.BASKARAN
Part time (E) Doctoral Research Scholar, Department of Commerce
Arignar Anna Government Arts College Cheyyar - 604 407, Tiruvannamalai District, Tamil Nadu

Dr.K.KRISHNAMURTHY,
Assistant Professor and Research Supervisor,
PG & Research Department of Commerce, Periyar Government Arts College, Cuddalore - 607001

ABSTRACT

The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. Business leaders of consumer durable white goods organizations know their importance of having ready to access timely, accurate, consistent information and data for the purpose of establishing, nurturing and managing customer relationships across divisions. The research paper deals with the study on pre and post purchase behavior of consumer durable goods in Kanchipuram district.

KEYWORDS: Consumer Durable Goods, Pre Purchase Behavior, Post Purchase Behavior, Consumer Buying Behavior, Consumer Durables Market, Consumers Awareness