

ACKNOWLEDGEMENT

At the outset let me prostrate and express my heartfelt gratitude to the **LORD ALMIGHTY** who motivated and stood by my side to accomplish this noble task.

I am very happy to acknowledge my deep sense of heartfelt thanks and profound gratitude to my Guide and Supervisor **Dr.R. RAMU, M.Com, M.Phil, PGDCA, M.BA., Ph.D.**, Director of Management Studies, Annai College, Kumbakonam, former Head and Associate Professor of Commerce, Poompuhar College (Autonomous), Melaiyur. I am very much bound and indebted to him for having enrolled me as one of his scholars and also for his keen interest in my research work, valuable guidance, scholarly comments and fruitful suggestions offered without which this work would not have seen the light of the day. He has been a constant source of inspiration throughout my study.

I convey my heartfelt thanks to **Dr. A.PANNEER SELVAM, Ph.D.**, Principal, Poompuhar College (Autonomous), Melaiyur, to enable me to submit thesis in time.

I convey my heartfelt thanks to **Prof. M. ANANDAN, M.Com, M.Phil, B.Ed.**, Head, P.G and Research Department of Commerce and Faculty Members of the Department of Commerce, Poompuhar College, Melaiyur for their valuable suggestions to complete this work.

I convey my sincere thanks to **Dr. V.VENKADACHALAM**, former head and Associate Professor in Commerce, A.V.C College, Mannampandal, Mayiladuthurai, who inspired me at various stages, whenever my spirit sagged and their friendly assistance to complete this research work.

I am grateful to **Dr. G.RAGENDARAN**, Professor of Commerce Poompuhar College, Melaiyur for extending his valuable assistance at various stages of this work.

I am extremely thankful to **Dr. A. RAJAN**, former Principal, R.V.S. College, Karaikkal for having helped me to complete my research work.

I am grateful to **Dr. K.KALADASS**, Assistant Professor of commerce, , A.V.C College, Mannampandal, Mayiladuthurai, for extending his valuable assistance at various stages of this work.

I indeed find no words to express my sincere and heartfelt thanks to my colleagues **Dr. D. EDWIN JOYEL**, Professor, TBML College. Porayar, Prof. **R.PRABAHARAN**, Annamalai University and **Dr, G. NEDURMARAN** for their scholarly comments and timely help to complete my research work.

I must thank my respectful Prof. **P. CHRISTOPER JAYASEELAN**, Assistant Professor in Commence, R.V.S College, Karaikal for his excellent linguistic work done to bring out the thesis in the present form and style.

My indebtedness is also due to the world of scholars and researchers from whose writings, I have benefited much.

I am grateful to my beloved wife Mrs. **L SRIDEVI**, my loving daughter, **R. ABINAYASRI**, my beloved father, Mr. **K. RAMASAMY** and my mother Mrs. **R. SIVAGAMYSUNDARI**, Father in law late Mr. **S. LOGANATHAN**, and my Mother in Law Mrs. **L. MALA** whose loving care has helped me become what I am today.

(R. THENNARASAN)

The research paper deals with the study on purchase behavior of consumer durable goods in Tiruvarur district. A Study on Purchase Behavior of Consumer Durable Goods with Special Reference to Tiruvarur District. @inproceedings{Sathya2018ASO, title={A Study on Purchase Behavior of Consumer Durable Goods with Special Reference to Tiruvarur District}, author={P. Sathya and Dr.R. Indirajith}, year={2018} }. P. Sathya, Dr.R. Indirajith. The consumer durable goods industry is operating in a highly competitive, complex and rapidly changing business environment. The Viral Marketing (VM) Role in Directing Customer Purchasing Decisions Regarding Fast Food in Egypt. Mohamed Salah Ghanem. 2019.