

List of Content

Particulars	Pg. No.
Certificate of Originality	i
Declaration	ii
Certificate of Registration	iii
Certificate of Coursework	iv
Certificate of Anti-Plagiarism	v
Dedication	vi
Acknowledgement	vii
List of Content	viii
List of Table	ix
List of Figures	xvi
Abbreviations	xvii
Chapter 1: Introduction	1
Chapter 2: Scenario of Consumer Durables and Non-Durables	18
Chapter 3: Review of Literature	41
Chapter 4: Research Methodology	65
Chapter 5: Data Analysis and Interpretation	82
Chapter 6: Findings, Suggestions and Conclusion	177
Bibliography	191
Annexure-1: Questionnaires	194
Annexure-2: Research Papers Presentation and Publication	197
Annexure-3: Plagiarism Report	202