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A STUDY ON FACTORS INFLUENCING MEN'S BUYING BEHAVIOR TOWARDS THE SELECTION OF BRANDED SHIRTS WITH SPECIAL REFERENCE TO CONSUMERS AT TIRUCHIRAPPALLI CITY

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ABSTRACT:

Indian textiles sector is probably the most established industry in Indian economy going back a few centuries. Indeed, even today, textiles sector is perhaps the biggest supporter of India's fares with around 13 percent of all out fares. The textiles industry is likewise work concentrated and is perhaps the biggest boss. The material industry has two wide portions. In the first place, the sloppy sector comprises of handloom, painstaking work and sericulture, which are worked from a more minor perspective and through conventional instruments and techniques. The second is the sorted out sector comprising of turning, attire and garments portion which apply present day apparatus and procedures, for example, economies of scale. Indians are winding up more brand cognizant and investing energy and cash evaluating new items and administrations. Worldwide brand is presently consistently entering the Indian market appealing the purchasers. The garments sector is assessed to grow multiple times over couple of years back.



KEYWORDS: Mens Buying Behavior, Customer satisfaction, Branded Shirts. Consumer decision making process, Apparel Sector.

The youthful age wants to purchase differentiated branded items that they feel mirrors their very own character, needs and way of life. Purchasing behavior of men on branded shirts is evolving one. Number of individuals visits the showroom in view of a brand in light of the fact that the

quality and solace of that brand are reasonable for them. An endeavor is made in this investigation to evaluate the purchasing behavior in regard of men's shirts in single brand showroom or in multi brand shop. This study on customer satisfaction is being associated with Branded shirts. This venture evaluates the different factors that

keep the customer satisfied. It additionally evaluates the different factors that impact a customer to purchase the Branded Shirts. The main objective of this paper is to Study on Factors Influencing Men's Buying Behavior towards the selection of Branded Shirts with Special reference to Consumers at Tiruchirappalli City.

A descriptive study was done on primary data collected from 125 respondents on basis of judgmental sampling. 125 respondents were given questionnaire and 100 were found to be fully usable for analysis. Questionnaire was used to collect primary data. Likert five point scaling was given to customers for evaluating their Customer Satisfaction towards Branded Shirts. IBM SPSS Statistic version 20.0 was used for this analysis and the following tools were administered 1) Reliability Test 2) Factor Analysis and 3) Multiple Regression 4) Chi-square goodness of fit test. Reliability test was made and the obtained coefficient alpha value (**Cronbach's alpha**) was 0.917, and hence the data had satisfactory reliability. Factor analysis and Multiple Regression was utilized to discover the Factors Influencing Men's Buying Behavior towards the determination of Branded Shirts..

In Chi-square test we are evaluating how well the example information fits the population extents indicated by the hypothesis.

INTRODUCTION:

- India is the second biggest maker of fiber on the planet and the real fiber delivered is cotton. Different filaments delivered in India incorporate silk, jute, fleece, and man-made strands. 60% of the Indian material Industry is cotton based. The solid residential demand and the restoration of the Economic markets by 2009 has prompted enormous development of the Indian textiles industry. In December 2010, the residential cotton cost was up by half when contrasted with the December 2009 costs. The causes behind high cotton cost are because of the floods in Pakistan and China . India anticipated a high generation of material (325 lakh bunches for 2010 - 11). There has been increment in a lot of worldwide material exchanging to seven percent in five years. The rising costs are the significant worry of the household makers of the nation.
- Man Made Fibers: This incorporates assembling of garments utilizing fiber or fiber manufactured yarns. It is delivered in the huge power loom processing plants. They represent the biggest sector of the material creation in India. This sector has a portion of 62% of the India's complete generation and gives work to about 4.8 million individuals.
- The Cotton Sector: It is the second most created sector in the Indian Textile ventures. It gives work to an immense number of individuals yet its creations and business is occasional relying on the regular idea of the generation.
- The Handloom Sector: It is very much created and is for the most part reliant on the SHGs for their assets. Its piece of the overall industry is 13%. [9] of the all out fabric created in India.
- The Woolen Sector: India is the seventh biggest maker. of the fleece on the planet. India additionally creates 1.8% of the world's all out fleece.
- The Jute Sector: The jute or the brilliant fiber in India is for the most part created in the Eastern conditions of India like Assam and West Bengal. India is the biggest maker of jute on the planet.
- The Sericulture and Silk Sector: India is the second biggest maker of silk on the planet. India produces 18% of the world's all out silk. Mulberry, Eri, Tasar, and Muga are the fundamental sorts of silk delivered in the nation. It is a work concentrated sector.

BRAND MANAGEMENT:-

Brand management holds the key in the cutting edge markets, especially in Indian markets in light of the fact that Indians are extremely customary. India's customary dress for men is Dhoti yet slowly, individuals transmitted into customized dresses. Because of the globalization procedure, Indians are getting pulled in to readymade dresses, especially Multinational brands. The development of readymade men's wear business in India was exceptionally delayed till the mid 1980's. The primary explanation behind this was Indian men were accustomed to purchasing fabric and getting their outfits customized for the most part through nearby fitting shops from the chaotic fragment. Thus, there were no national level brands in this classification for a significant stretch. By the mid 1980's anyway client outlook appeared to have begun evolving step by step, alongside expanding urbanization, and changes in the social and financial status and ways of life. As in numerous different businesses in the country, the move towards 'branding' before long took energy in the men's wear advertise. Both recorded and

unlisted players take into account the branded clothing market. There are few recorded players, for example, Chennai Silks, Sarathas Textiles, Raymond Show Room, Bombay Dyeing, Nokada Show Room, Ahamed Brothers and Thaila Silks. Prevalent unlisted players incorporate Indigo Nation, Color Plus Basic and Sting.

REASONS FOR BRANDING:

All that we think about each item we use is a result of the branding. The connection associates the organization to the client and the other path around as well. Branding is an absolute necessity for little, new businesses, association and so on. Branding is imperative to each organization. These are the accompanying reasons significant of Branding.

- Asset
- Perception
- Preference
- Loyalty
- Trust
- Extension

SIGNIFICANCE OF BRANDING:

- Most individuals accept of branding as far as realistic components and logos, yet it stretches out a long ways past that.
- Branding is extremely the view of the client about you.
- A solid brand is something that is thoroughly considered and results from a key arrangement.
- With an incredible brand, customers will comprehend what they ought to expect at whatever point experience it.
- Your brand conveys the responsibility you made to your customers. Your promoting, your group and you're a piece of the brand.
- That your brand is incredible, It will produce a passionate connection with your customers.

BRAND VALUE:

A brand can't be contacted significant thing of a business and help in differentiating between an organization's book worth and market esteem. The thing that matters is for the most part found by the brand. Brand worth is otherwise called brand value.

As per Philip Kotler, brand value is the additional worth gave on items and administrations, which might be reflected in the manner individuals who utilize an item and administration, think, feel and act regarding the brand.

BRAND IMAGE:

Brand picture is the way customers accept about a brand. It very well may be characterized as the view of the brand in the brains of the clients. It is a total of convictions, thoughts, and impressions that clients hold in regards to the brand. The brand picture creates after some time. Clients make an image contingent upon their communications and involvement with the brand. These cooperations happen in numerous structures and not really include the buy or utilization of items and administrations.

Likewise, the brand picture can likewise be reinforced through utilizing brand correspondence like bundling, publicizing, publicizing through verbal exchange and other limited time apparatuses.

LITERATURE REVIEW

Lalitha et al., (2008) made a study entitled "Brand Preference of Men's wear". Scope of the study focuses on the brand preference regarding shirts and pants of select consumers living in twin cities of Hyderabad and Secunderabad. It is confined to the customers visiting the select showrooms in Hyderabad and Secunderabad. The objectives of this study were to know the reason why customers

prefer branded shirts and pants to unbranded ones, to find out the influence of advertisement for branded clothing for the purchase behavior of the respondent and to know the factors influencing customers while choosing branded shirts or pants. It is concluded that educational qualifications, employment status, age group, convenience of shops, and advertisement are influencing factors for purchasing the branded shirts and pants by the respondents. 94percent of the respondents are highly educated and purchased branded ready wears. Age group of 20-50 years is income earning people and spending on the branded wears. The study reveals that the advertisements play a limited role to choose the brand among readymade dresses available in the market. 54percent of the customers are buying branded ready wear because of quality and status symbol.

Ritu Narang (2006) in a study entitled "A Study on Branded Men's wear", was taken up in the city of Lucknow with an intention to explore the purchase behavior of the buyers of branded men's wear. The objectives of this research are to study the purchase behavior of the buyers of branded men's garments, to study the impact of advertising on the purchase decision of buyers, to study the impact of promotional activities on purchase behavior of buyers (Kazmi, 2001; Mathur, 2002). The research type was exploratory as it was conducted to develop a concept about the purchasing behavior of buyers of branded men's garments and the impact of advertising on their purchase decision. This study concluded that most of the times buyers visit the showrooms of branded garments with the purpose of shopping (Jaishri and Jethwaney, 1999).

The purchasing of branded garments is not impulsive. However, compared to women, male buyers visit the showroom for passing the time; the number of people visiting the showroom with a brand in mind is same as the number of people visiting the showroom with no brand in mind; Advertising has maximum impact in creating brand awareness (Kamalaveni, 2008).

Pathak and Tripathi (2009) made a study entitled "Customer Shopping Behavior among Modern Retail Formats: A Study of Delhi & NCR". The Study is an exploratory research conducted in Delhi & NCR. It specifically focuses on customer shopping behavior in Indian scenario among the modern retail formats (Sumathi, 2003). Objectives of the study are to find out the factors that affect the buyer's decisions among the modern retail formats and to evaluate the comparative strength of these factors in buying decision of the buyers.

On the basis of primary as well as secondary research the authors note that retailers often overlook the schemes and offerings expected by the customers and tried to impose their own offerings upon customers which ultimately cause the dissatisfaction (Fornell, et al., 2006; 2009). It is also observed that in the changing retailing environment, understanding the psyche of a customer is critical for success in retailing. Aggregate level picture may be misleading, as it averages the beats and the valleys. Hence, Individual understanding is desirable (Mishra, 2009). It is further stated that the Indian customers have become more sensitive to quality, customer service and status. She/he is ready to pay, sometimes, astronomical sums, provided their needs are satisfied. They are basically looking for an experience which is more of cognitive than physical (Biplab, (1998).

CONCEPTUAL FRAMEWORK AND RESEARCH HYPOTHESES

Consumer behavior is the examination of the methodology included when an individual Picks, Purchases, Uses or Disposes of things, organizations, thinks or experiences to satisfy needs and needs (Solomon, 1998). The present study aims at examining the Factors Influencing Men's Buying Behavior towards the selection of Branded Shirts with Special reference to Consumers at Tiruchirappalli City.

RESEARCH QUESTIONS

- To determine the factor that influences the Men's Buying Behavior towards the Selection of Branded Shirts.
- To establish and validate that the determined factors positively affect Men's satisfaction.

HYPOTHESES

1. There is an impact of Customer Satisfaction towards the Selection of Branded Shirts

2. There is relationship among the Men's Buying Behavior that brings in satisfaction towards the Selection of Branded Shirts.

MATERIALS AND METHODS

To meet the said objectives, descriptive study is picked for research design. This incorporates literature survey and essential data gathering utilizing poll dependent on the literature review. For descriptive stage, A Cross-sectional survey of respondents was finished utilizing an prepared survey. Data was gathered from essential just as Primary and secondary sources. Primary source of data gathering is through survey while secondary sources were diaries, news papers, national and universal productions, web, individual books and libraries.

SAMPLE SIZE

Data were gathered based on judgmental sampling. 125 respondents were given questionnaire and 100 were seen as completely usable for study. The example size for questionnaire was 100. Questionnaire was pilot-tested on an sample of 15 to respondents, the authenticity of the survey instrument. However, post elimination of incomplete responses, unreturned questionnaire and invalid answers, the final sample size used for analysis was 100.

The sample for questionnaire was collected from consumers in Trichirapalli City.

SAMPLING TECHNIQUE:

Judgmental sampling was used. Initial set of respondents were selected on the basis of judgmental sampling. Subsequently additional units were obtained on the basis of information given by initial sample units and then further referrals were taken from those selected in the sample. In this way sample was grown by adding more and more referral-based respondents until it reached the limiting number.

Judgmental sampling was based on the following parameters:

- The sample comprised of people who Purchase and uses the Branded Shirts.
- The sample comprised of people who spends time to analyze a product for their purchase.

STATISTICAL TOOL

IBM SPSS Statistic version 20.0 was used for analysis. Cronbach's alpha test was used for checking the reliability of the data which is collected. Kaiser-Meyer-Olkin test for sampling adequacy and Barlett's test for sphericity is done. Factor analysis is done to identify the dimensions that act as base for several variables which were collected. There may be one or more factors based on the nature of study and total variables included in the study. Varimax rotation is used in factor analysis in order to produce factors that are characterized by large loading on relatively few variables. Multiple regressions are used in analysis since there are more independent variables and one dependant variable. Descriptive study is chosen for research design. This includes literature survey and primary data collection using questionnaire based on the literature review. Data were collected on the basis of random sampling (judgmental sampling). 125 respondents were given questionnaire and 100 were found to be fully usable for analysis. The questionnaire had questions based on various components of Customer Satisfaction and likert 5 scale rating was given for customers to rate their experience towards Customer Satisfaction. The Chi-square goodness of fit test uses frequency data from a sample to test hypothesis about population proportion.

Statistical Tools Used

Using IBM SPSS Statistic version 20.0 the following tools were administered in this study

- 1) Reliability Test 2) Factor Analysis and 3) Multiple Regression 4) The Chi-square goodness of fit test.

1. Reliability Test:

To check the reliability and consistency of the data, reliability test has been made and the obtained coefficient alpha value (Cronbach's alpha) was 0.917, and data has satisfactory reliability. Cronbach's alpha value above 0.5 can be used as a reasonable value for reliability.

Table-1
Reliability Statistics

Reliability Statistics	
Cronbach's Alpha	N of Items
.917	33

2. Factor Analysis:

Table-2
KMO and Bartlett's Test

KMO and Bartlett's Test		
Kaiser-Meyer-Olkin Measure of Sampling Adequacy.		.779
Bartlett's Test of Sphericity	Approx. Chi-Square	1.6143
	Df	528
	Sig.	.000

INFERENCE:

KMO test is to analyze the appropriateness of factor analysis. Values between 0.5 and 1.0 show that the factor analysis is appropriate and value obtained was 0.779 which shows that the Kaiser – Meyer – Olkin measure of sampling adequacy is appropriate. Bartlett's Test of Sphericity is to examine the hypothesis by correlation of variables in Chi-Square and correlation matrix of determinants. Value obtained in Bartlett's Test of Sphericity Chi-Square is 1.6143. This shows that all the statements were correlated and factor analysis is appropriate for the study.

Table-3
Rotated Component Matrix(a)

Rotated Component Matrix ^a									
	Component								
	1	2	3	4	5	6	7	8	9
Wide Varieties	.389	.116	.487	-.198	.292	.277	.078	.046	.179
Durability	.463	.114	.244	.176	-.211	-.100	.062	-.148	.567
Quality	.672	.199	.082	.246	.157	.149	.048	-.191	-.025
Smart look and comfortable	.641	.169	-.127	-.002	.234	.042	.249	.328	-.034
Range of colour and design	.136	.089	-.008	.119	.811	.184	.057	.053	-.016
Different Style	.090	.120	.184	.168	.837	-.030	-.005	.028	.001
Price Range	.076	.676	.026	.027	.096	-.058	.309	-.071	.300
Offers and Discounts	.215	.518	.288	.081	.170	-.066	.370	-.111	.335
Price matches with products	.276	.746	.183	.161	.047	.135	.068	.116	-.050

Price compared with competitive Pricing	.311	.743	-.050	.298	.014	.044	-.057	.187	.056
Price strategy adopted	.183	.701	.407	-.092	.151	.160	.042	.059	.075
Convenience to choose	.269	.190	.162	.206	.218	.431	.411	-.246	.168
Warranties, return policies	-.100	.361	.051	.280	.083	.530	.152	-.068	.296
Reliability	.350	.294	.451	.212	.006	.242	.089	-.114	-.073
Attractiveness	.769	.280	.133	.013	.056	.116	-.160	.089	.049
Uniqueness	.762	.209	.053	.003	-.050	.045	-.004	.193	.102
Frequent Advertisement	.019	.179	.101	.028	.040	.230	.078	.174	.833
Attract of ads	.209	.148	.107	-.111	.358	.318	.113	.496	.366
salesmanship	.285	.198	.156	.230	-.209	.573	.052	.101	-.047
Celebrity	.071	-.132	.155	-.086	.303	.771	.076	.116	.112
Brand Images	.621	-.017	.179	-.051	.192	-.025	.001	.377	.136
Location of shops	-.080	.222	.087	.779	.089	.141	.106	.129	.124
Easy Access	.071	.035	.183	.788	.167	.054	.251	.040	.013
Shopping hours	.149	.203	.363	.532	.080	-.072	.138	.354	-.051
Ambiences	.152	.009	.538	.193	.005	-.150	.218	.536	-.073
Display of Merchandise	.237	.096	.181	.312	.008	.132	.009	.713	.087
Parking	.023	.120	.704	.218	.173	-.073	.046	.057	.192
Warranties	-.133	.065	.142	.313	.114	.172	.718	.036	.304
Service quality	.071	.187	.204	.163	-.063	.097	.750	.162	-.080
Online information about product	-.022	.153	.586	.003	-.049	.285	.218	.053	.055
Trustworthy in formation	.112	.082	.669	.315	.088	.210	.134	.202	.043
status symbol	.299	.015	.449	.377	-.075	.107	-.242	.218	.260
Facility use of credit card	.458	-.008	.122	.495	.043	-.006	.081	-.027	-.013

Extraction Method: Principal Component Analysis.

Rotation Method: Varimax with Kaiser Normalization.

a. Rotation converged in 12 iterations.

The factors are:

- **FACTOR1:**
Attractiveness.
- **FACTOR 2:**
Price Matches with Products.
- **FACTOR 3:**
Parking.

- **FACTOR 4:**
Easy Access.
- **FACTOR 5:**
Different Style.
- **FACTOR 6:**
Celebrity
- **FACTOR 7:**
Service quality.
- **FACTOR 8:**
Display of Merchandise.
- **FACTOR 9:**
Frequent Advertisement

INFERENCE:

Nine values represent the total variance explained by each factor. Percentage of the total variance attributed to each factor. One of the popular methods used in exploratory factor analysis is Principle Component Analysis, where the total variance in the data is considered to determine the minimum number of factors that will account for maximum variance of data.

3. MULTIPLE REGRESSION:

Hypotheses 1:

1. There is an impact of Men’s Satisfaction towards the selection of branded Men’s shirts.

**Table-4
Model Summary (b)**

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.620 ^a	.570	.597	.65561
a. Predictors: (Constant), Frequent Advertisement, Easy Access, Attractiveness, Celebrity, Different Style, Service Quality, Parking, Display of Merchandise, Price Matches with Products				

INFERENCE:

The model summary shows the R value as 0.620 and this is the percentage variation in overall factors influencing Customer Satisfaction towards the Selection of Royale Enfield Bullet.

**Table-5
ANOVA (b)**

ANOVA^b						
Model		Sum of Squares	Df	Mean Square	F	Sig.
1	Regression	14.306	9	1.590	3.698	.001 ^a
	Residual	38.684	90	.430		
	Total	52.990	99			
a. Predictors: (Constant), frequentadvertisement, easyaccess, attractiveness, celebrity, differentstyle, servicequality, parking, displayofmerchandise, pricematcheswithproducts						
b. Dependent Variable: overallstatisfactiontowardsbrandshirts						

INFERENCE:

The above ANOVA table gives the F value to find the dependent variables associated with the Independent variables, larger the F value more the variances. The F-ratio given under column F is 3.698 and p-value, 0.001 is given under sig.column. Since p-value is less than 0.01, it implies that the calculated regression coefficient is significant and the variance in independent variable contributes to the change in dependent variable. Therefore, it is inferred that the variance in predictors (Constant variable), really contribute to Men's Satisfaction towards the selection of branded Men's shirts (Dependent Variable).

Table-6

Coefficients(a)						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.282	.547		2.344	.021
	Attractiveness	.168	.098	.181	1.709	.001
	Price matches with products	.129	.087	.162	1.476	.143
	Parking	.146	.087	.173	1.682	.006
	Easy access	.085	.082	.113	1.041	.301
	Different style	.063	.089	.071	.705	.482
	Celebrity	.111	.088	.123	1.266	.209
	Service quality	.014	.088	.016	.158	.875
	Display of Merchandise	.088	.095	.096	.924	.358
	Frequent advertisement	-.086	.071	-.120	-1.215	.228
a. Dependent Variable: overall satisfaction towards brand shirts						

INFERENCE:

From the above table it is inferred that the value given under the column B against Constant is the a-value (0.021). To determine if one or more of the independent variables are significant predictors of overall satisfaction towards brand shirts, we examine the information provided in the coefficient table. Out of Nine independent statements 2 statements are statistically significant. The attractiveness which has a beta coefficient of (0.181) which is significant (.001). Parking which has a beta coefficient of (0.173) which is significant (.006).

SUGGESTIONS:-

- As the majority of the buyers are young, the product should be associated with style, trends and comfort.
- Surveys should be conducted by the companies to know about the preferences of the buyers.
- Brand preference can be created by advertisements and discounts & free gifts will enhance the sale of the product.
- Economical range in branded men's wear should be available.

CONCLUSION:

It is clear that most of the shoppers of men's branded shirts were highly influenced by the factors such as durability, reference groups, wider choice of color and design, attractiveness, price range and celebrity endorser. Most of the customers are expecting reduced price and wider choice of

color and design. The manufacturers of branded shirts must focus on all these factors to formulate branding strategies effectively and to sustain their growth. Convenient shop hours and the offer & discounts are the two factors that contribute more to prefer a particular retail garment showroom. The retailers need to give more attention to these factors in order to attract and retain their customers.

LIMITATIONS OF THE STUDY:-

Although the objective of the study is met, but still there are some limitations of the present study.

Firstly, the study conducted is limited to Raymond, Peter England, John Player, Louis Philippe, Basics, Indigo Nation, and Zero.

Secondly, the Consumers are confined to Trichy City only.

Thirdly, only few numbers of variables are selected for the study.

Finally, the results are subject to common limitation of accuracy of response.

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