

CONTENTS

	Page
Acknowledgement	IV
List of Tables	VII
List of Graphs	XVI
List of Abbreviations	XIX
Chapter I Introduction	1
Chapter II Textile Industry and Consumer Behaviour	42
Chapter III Product Specification	59
Chapter IV Preference for Source of Buying	133
Chapter V Influence of Advertisement and Sales Promotion	180
Chapter VI Socio - Economic Factors of Buyers	268
Chapter VII Summary of Findings and Suggestions	337
Bibliography	