A STUDY OF CONSUMER BEHAVIOUR TOWARDS
MARUTI CARS IN SALEM DISTRICT, TAMILNADU

Thesis Submitted to Periyar University in partial fulfilment
of the requirements for the award of the degree of
DOCTOR OF PHILOSOPHY IN COMMERCE

By
V. SENTHIL KUMAR

Under the Supervision of
Dr. R. ELANGOVAN, Ph.D.,
Associate Professor and HOD of Commerce

DEPARTMENT OF COMMERCE
SALEM SOWDESWARI COLLEGE
(Accredited with B Grade by NAAC)
SALEM – 636 010.

APRIL 2012