

PRESSURES IN BUYING CONSUMER
DURABLES -
A STUDY WITH REFERENCE TO
KERALA

*Thesis submitted to the Mahatma Gandhi University,
Kottayam in partial fulfilment of the requirements for the
award of the Degree of*

Doctor of Philosophy
Under the faculty of Social Sciences

By
SUMEDHAN.K.P

Under the supervision of
Dr. K.C. SANKARANARAYANAN

Research Center:
Department of Applied Economics
Cochin University of Science and Technology
Kochi

Mahatma Gandhi University
Priyadarsini Hills P.O
Kottayam – 686 560

2009