



*Multidisciplinary Scholarly Research Association, India
Aarhat Journals and Aarhat Publications*



EIIRJ

ISSN-2277- 8721

**ELECTRONIC INTERNATIONAL INTERDISCIPLINARY
RESEARCH JOURNAL**

Peer Reviewed Refereed Journal

CERTIFICATE OF PUBLICATION

This is to certify that, Mr./Ms./Mrs./Dr.

G. Radha

has contributed a paper as author/co-author to Electronic International Interdisciplinary Research Journal (EIIRJ),

ISSN 2277-8721, Volume-VII, Issues-I, Jan-Feb 2018, Impact Factor: 0.987

CONSUMER BUYING BEHAVIOUR TOWARDS DURABLE GOODS - A STUDY

WITH REFERENCE TO MAYILADUTHURAI TOWN

The Editor in chief and The Editorial Board appreciate the Intellectual Contribution of the author/co-author.

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