

Table of Contents

TABLE OF CONTENT

CHAPTERS NO.	TITLE	PAGE NO.
I	INTRODUCTION AND DESIGN OF THE STUDY	1
II	REVIEW OF LITERATURE	9
III	AN OVERVIEW OF CUSTOMER BASED BRAND EQUITY AND CONSUMER DURABLE PRODUCTS	48
IV	DEMOGRAPHIC PROFILE, BRAND PREFERENCE AND BUYING BEHAVIOUR OF CONSUMERS – AN ANALYSIS	66
V	CUSTOMER BASED BRAND EQUITY DIMENSIONS OF SELECT DURABLE GOODS	118
VI	ANALYSIS OF PRE-PURCHASE BRAND DOMINANCE AND POST PURCHASE SATISFACTION	145
VII	CONSUMER BUYING BEHAVIOUR, CBBE, PRE-PURCHASE BRAND DOMINANCE AND POST-PURCHASE SATISFACTION – A RELATIONSHIP ANALYSIS	176
VIII	FINDINGS, SUGGESTIONS AND CONCLUSION	191
	BIBLIOGRAPHY	
	APPENDIX	
	PUBLICATIONS	