

## **PROBLEMS FACED BY UNIVERSITY STUDENTS, WHILE PURCHASING CONSUMER DURABLE GOODS**

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### **ABSTRACT**

*The study was conducted with an objective to identify the problems faced by university students in purchasing consumer durables. An ex-post-facto research design was adopted for conducting the study. The study was carried out in College of Home Science, Hyderabad, Telangana, India. Data was selected from 30 college students randomly. Further the data was analyzed with percentage and frequency.*

**KEYWORDS:** *Consumers, Durable Goods and Decision Making*

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