

A COMPARATIVE STUDY ON CONSUMER BUYING BEHAVIOUR OF COSMETIC PRODUCTS IN SELECT DISTRICT OF TAMILNADU

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ABSTRACT

The exam tries to discover the supporter hunting down the lead of splendor matters particularly decently about Tamilnadu. The clarification at the back of this paper is to analyze the changed additives that have an effect on checking for the choice of clients. On this paper, respondents had been settled on thru making use of obliging exploring technique and statistics changed into dismantled and deciphered with the assist of quantifiable frameworks. The examination exhibits that indisputable segments have a large effect chasing down the lead. This watches furthermore adds to the statistics of the manner thru which medicinal affiliations can be able to seeing scanning for the direction of the clients.

KEYWORDS: Brilliance Cares Things Customer Lead Searching Down Tendencies