

Contents

Consumers' behaviour towards cell phone with reference to Sivakasi - A study...5 - 16

M Rifaya meera, M Valli mayil and C Anusuya

A study on consumers' buying behaviour in retail industry with respect to FMCG products.....17-28

Vipinkumar M and S Kavitha

Biodynamic Chromotography - Applied to quality testing of compost produced from organic waste treated with different inoculua.....29 - 39

P Jeyaprakash, N Balambigai, Ilanchezhiyan S and Ismail SA

A study on consumers' behaviour with reference to four wheelers in Virudhunagar District40 - 52

R Manohar, M Syed Sulaiga Benazir, M Valli mayil and K Revathi

Fringe benefits in wind energy industry - A study.....53 - 62

Monita Sutherson and T Narayanan