BUYING BEHAVIOUR OF HDPE PIPE WITH SPECIAL REFERENCE TO DINDIGUL CITY

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ABSTRACT
Research has been conducted to evaluate the buying behaviour of HDPE pipes in Dindigul city. HDPE pipe emerges as a key solution for drinking water application making it possible to drink clean water which is free from rust and corrosion. It not only offers an ideal solution for drinking water but leads to tremendous amount of savings in the cost of pipes in comparison to pipes made from traditional materials. The advantage of HDPE pipes are numerous coupled with low cost based on total life cycle analysis resulting in substantial savings. Although many different types of plastic pipes share these particular advantages, HDPE pipes and related products combine these attributes with the added benefits of heat fused joints and flexibility. Irrespective of these factors measuring the buying behavior of customer is always a challenge. Hence, the present study has been undertaken keeping this aspect in view. The present study is based on both primary and secondary data. Question which were asked, were of multiple choices in nature and were of closed ended. Personal interview were also conducted. There was face to face conversation between researcher and the respondents. Samples of 120 customers have been decided to collect information. The researcher proposes to undertake a study on the usage and to measure the buying behavior of the customers in using the HDPE pipes in Dindigul city.

KEYWORDS: Buying behaviour, consumer, and buyer.

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