

**A STUDY ON INDUSTRIAL BUYING BEHAVIOUR IN  
BARCODE PRINTERS MARKET AT CHENNAI: PURCHASE  
MANAGERS' PERSPECTIVE**

**THESIS SUBMITTED TO BHARATHIAR UNIVERSITY IN PARTIAL  
FULFILLMENT OF THE REQUIREMENTS FOR THE DEGREE OF  
DOCTOR OF PHILOSOPHY IN MANAGEMENT**

*By*

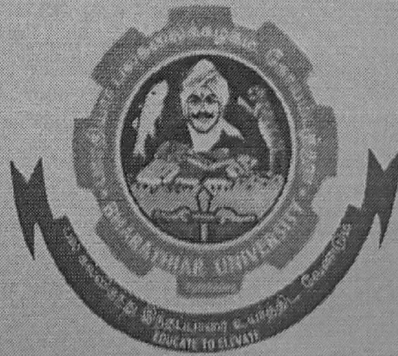
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