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- Kumar S. (2011): "Customer Value: A Comparative Study of Rural and Urban Customers," Thesis, Kurukshetra University, Kurukshetra.

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- Garg, Bhavet (2011): Towards a New Gas Policy, Political Weekly, Viewed on January 01, 2012 <http://epw.in/user/viewabstract.jsp>



# **CUSTOMER'S PREFERENCES TOWARDS DTH (DIRECT-TO-HOME) SERVICES IN NASIK CITY**

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**ADGAON**

## **ABSTRACT**

*After the emergence of Cable entertainment industry, cable TV has become a necessary accessory in every family's drawing room. Similarly, over a period of time DTH is an almost all good home entertainment kit which depends on modern direct to home technology. There are lots of DTH service providers for instance Sun TV DTH, Dish TV DTH, Tata Sky DTH, Big TV, Airtel DTH, Videocon D2H which present superfluous features in addition to greatest digital TV services with their buyers. DTH service providers present a variety of technology by using several fees in addition to packages. So, it is always advisable to compare DTH services with the offers before acquiring any DTH television set service to receive plan which will be the greatest package as well as service which fits the needs. A Consumer must make an assessment before choosing the best service provider taking into consideration all aspects such as maximum no. of channels, picture quality, recording, pause and play and so on. So, the researcher has tried to study the various services and offers provided by all the available service providers in Nasik city and assessment of the consumer preferences for direct to home services in Nasik City.*

# SELECTIVE INVESTMENT AVENUES OF INDIVIDUAL INVESTORS IN FINANCIAL MARKET

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**TIRUCHIRAPPALLI**

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**PERIYAR E.V.R COLLEGE**  
**TIRUCHIRAPPALLI**

## ABSTRACT

*This Study tried to explore the Selective Investment avenues of Individual Investor who resides in Tiruchirappalli. Investors tend to look at the Return – the potential return possible from investment; Risk- the variability in returns from an investment in avenues due to value going up and down or market fluctuations; Liquidity – the ease with which the investment can be converted into cash. Based on the preferred risk, return and liquidity each individual selects investment avenues that match with his investment objectives It is found during the study that age and education does affect the investment decision of individuals dealing in capital market.*

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With sincere regards

Thanking you profoundly

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