

## EMPIRICAL STUDY ON FACTORS INFLUENCING CUSTOMER PURCHASE DECISION OF SOFTWARE SERVICES PERTAINING TO MICROSOFT PACKAGES

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**Received: 11 Mar 2018**

**Accepted: 20 Mar 2018**

**Published: 29 Mar 2018**

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### **ABSTRACT**

*This study focus on examining perceptions of the consumers mainly in terms of the information gathered, sources of information, location where the purchase is made and the ultimate purchase decision. This study is to analzse the buying behavior of consumers of software services from different perspectives. This study is to identify the post purchase behavior of consumers on software services and to classify them based on the factors.*

**KEYWORDS:** *Customer Purchase Decision, Consumers of Software Services, Consumer Behavior*