

CERTIFICATE

This is to certify that the Minor Research Project entitled **“Globalization And Its Impact On Consumer’s Buying Behavior Regarding Consumer Durable Products In Aurangabad District”** submitted to University Grants Commission, WRO (Pune) by **Dr. Baig Firoz A.** of Department of Commerce, S.B.E.S. College of Arts & Commerce, Aurangabad, is a bonafide record of research work carried out by him.

Place: Aurangabad

Date: 10-09-26

Principal

Principal

ACKNOWLEDGEMENT

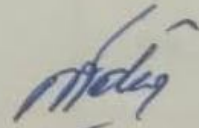
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I am deeply indebted to the bank officials for supplying me with vital information My humble thanks go to Dr. Dilip Chavan, Prof. Pramod Deo, Prof. Sandip Chaudhari for their timely support and encouragement.

I express my gratitude to my family members and department colleagues for their encouragement and support.

Last but not least, I express my gratitude to the Almighty for enabling me to do the work.



Dr. Baig Firoz A.

Principal Investigator

UGC MINOR RESEARCH PROJECT [COMMERCE]

**“GLOBALIZATION AND ITS IMPACT ON CONSUMER’S
BUYING BEHAVIOR REGARDING CONSUMER
DURABLE PRODUCTS IN AURANGABAD DISTRICT”**

FINAL REPORT

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Submitted by

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Submitted to

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CHAPTER -I

INTRODUCTION

Introduction:

Marketing- Meaning and Definition

“Marketing” connotes diverse implications to diverse people; in general, marketing is the process of selling something at a shop or market; to some it is the study of individual commodities & their movement in the market; to some it is the study of institutions and personnel who move these product or study of the economic contribution; whereas to others it is study of behavior of product movements & the way in which the individual involved move them. Marketing in its most general definition, “it is the directing of the flow of goods and services from the producer to consumer or users”.

Numerous meanings of the marketing have been granted by various authors which rotate around the primacy of purchaser as a part of an exchange process.

American management association (AMA) has termed marketing as, “Marketing is the process of planning and executing the conception, pricing, promotion and distributing of ideas; goods and services to create exchange that satisfy individual and organisational goals”.

As per Philip Kotler, “Marketing is the total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to the present and potential customers.”

Marketing is social & managerial process by which individuals and groups obtain what they require and want via creating, offering and exchanging of values with others.

Evolution of Marketing Concept

After marketing progress in the steps of progress, it can be said that it is necessary for the vendors to focus on customer satisfaction. Since the marketing activities in the previous days was an orientation for production but in the current era of marketing activities of

globalization, should be designed according to the requirements, taste, wants, customers' wishes.

The traditional purpose of marketing has been to provide goods to those places where they were necessary. Later this assumption was replaced by "exchanging" the emphasis on "satisfaction of human satisfaction". As the human needs and needs multiplied and technical progress met traditional concepts on marketing, it was replaced by recent assumptions. The following are the stages of development of marketing:

1. Self-Sufficiency Stage

In this phase, every family was considered as self-sufficient unit in relation to the production and consumption of the product. Many families rely on agriculture. In this phase people were only developing products for which their family was required and additional volume was made so that it could be replaced with others. Therefore, the concept of marketing was not present at this stage.

2. Exchange-Oriented Stage

In this phase, people are involved in agriculture and allied activities and this leads to additional production as well as items and hence the issue of surplus production comes in exchange for which exchange of surplus products is shared with others. For smooth exchange of the object, the "barter system" came into circulation.

3. Production-Oriented Stage

This phase emerged due to industrial revolution, it has been found in this phase that if good quality and fair value products is produced; it can be sold easily in the market.

4. Sales Oriented-Stage

At this stage, everyone knows that marketing is necessary for the sale of commodity. It is being seen at this stage that the product can only be sold when efforts are made by the organization to make a lot of sales and promotion. Under this idea, instead of customer satisfaction, there was a big stress on mass sales.

5. Marketing Oriented-Stage

In this phase the bad effects of the opposition understand the manufacturers that the product can be sold without an operative sales force. The producers were required to think again about the philosophy of marketing. In this way, it was appropriately allowed that the purpose of marketing was to know and understand the consumer so well that the product or service fits it and sells itself.

6. Consumer Oriented-Stage

In this phase, the customer is considered as King and it is a customer who decides what a business is. As a result, focusing only on consumer needs or behaviour was not enough. At this stage, it is understood that 'consumer satisfaction' should be created and an accurate approach to the marketing policies of a business should be created. This marketing perception is a philosophy of business that believes that the satisfaction of consumers' desires is the economic and social interpretation of a business's existence. Ideas such as CRM are the result of this phase.

7. Societal Orientation-Stage

An effort is made to maintain the balance between consumer satisfaction and conservation of environment in the current phase. At present, manufacturers not only produce products that the customer wants to do but what is good for their health. It is estimated from the institute that they should produce drugs, drugs and other products without side effects. Consumers need a scooter or car without pollution. In short, this stage focuses on the social welfare of the members of the society.

Consumer Behavior

In the current competitive and global market, customer is deliberated as the king and it is the customer who decides what a business is. Currently every business institution all over the world has recognized the prominence of understanding consumer behaviour as the crucial to their success. But understanding of consumer behaviour is a challenge for the marketers. It needs them to probe and explore an extensive range of replies comprising

emotional responses (feeling and emotions are experiences), cognitive responses (beliefs, opinions, attitudes and intentions associated to products and services) and the behavioural responses (actions involved while obtaining, using and disposing goods or services.) Furthermore, in the long run it is only those organizations that have been close to their consumers and comprehend their requirements and wants that have been able to compete effectively at the market place.

Though the marketing notion has been in trend since the past decades, today, when the market is swamped with so many me-too products, it is all the more indispensable that marketers recognize the uniqueness and diversity of consumer behaviour and make product or service offering accordingly. The success of organizations will be replicated when the customers accept such offerings and continue to patronize it for a long period of time.

Presently we are staying in e-technology era. The revolution in the e-technology age enables marketers to go for more customization of products, services and media usage. This is probable since marketers take the help of technology to collect and analyses all the complex information available on customer's characteristic features and buying pattern. Likewise, e-technology has also assisted customers to attain more information about numerous product and service offering and at times even transforming them to online buyers. This evidently shows that marketers as well as all those fascinated in the success of the organization must understand –what, why, when, where, how often and son questions associated to the study of consumer behavior.

In this globalization age, the market is swamped with a burst of choices of products with apparently very diminutive differences amid one and the other, which are frequently not even noticeable to customers. There has been a shift in the mind set of customers in the direction of rising aspirations and varying attitudes to lifestyle, recreation and entertainment expenditure. The success and failure of any organization, company or firm rests on how it pleases to its customers.

Successful marketers have realized that the principle for success will be founded on how meritoriously they have recognized their customers' anticipations from products and brands and offer the same with a very high value satisfaction level. These marketers are

engaged in gauging the behavior of customers, recognise the sources, timing and direction of the change in their behavior, the evolving new competencies and viewpoints. All of which will permit them to react to the variations in the most effective method.

Despite of their high efforts, analyzing the customers' buying behavior is not only a puzzle but also a challenge for the marketers. The customer has always showed a complex buying pattern. They have diverse requirements and wants, frequently at several phases of emergence and actualization, revealing numerous degrees of prioritization (some are latent, some manifest, while some others are highly dominant). Every purchaser may relish her own distinctive method of apprehending these requirements and wants particularly since she is exposed to a very wide world of information.

Customer alignment stems from the company's acceptance and implementation of the marketing concept a philosophy of every business unit which has triple repercussion specifically, I).the victory of any business unit rests on customers who are eager to accept and pay for the products or services; II).the organization should be conscious of the market want well in advance of production and III).customers' needs must be monitored constantly for assured success over opponents. The customers are the arbiters of fortune in business. In highly competitive economic system, the success, survival and growth of firms permits precise knowledge about customer or their behavior. Understanding consumer is the critical task of every marketing manager.

Consequently, a sound marketing programme should begin with a careful analysis of the habits, attitudes, motives and requirements of customers. A company or a firm that does not show up to the requirements of its customers, very soon, finds its markets share diminishing very fast. Customer has become the reason and purpose of every business activity. None of the business can afford to ignore the customers, and consequently, the study of consumer behavior is catching consideration from business people as well as from marketing academicians.

Definitions of Consumer Behavior

Diverse marketing scholars have well-defined the buyers / consumers behavior in diverse techniques. Few of these definitions are as below:

- 1) **C.G. Walters and W.P. Gordon:** Consumer behavior is the procedure whereby individual choose whether, what, when, where, how and from whom to purchase goods and services.
- 2) **Philip Kotler:** Consumer buying behavior denotes to the buying behavior of final consumers individuals and households, who buy goods and services for personal consumption.
- 3) **F.F. Webster:** Buyer behavior is all psychological, social and physical behavior of probable customer as they become conscious of products and services and evaluate purchase, consume and tell other people about products and services.

In simple words it can be concluded that customer behavior is a procedure in which the customer chooses about procuring of products, goods or services on the basis of his requirement after cautious examination of product, its price, service and quality etc.

Importance of Studying Consumer Behavior

In this globalisation era, a study of consumers' behavior is most important. Understanding the nature and reason of the buyers' response is very important for marketer as he will not be able to sale his products successfully until he succeeds in this. Each marketer must learn how customer's response does develop and what makes a customer to respond positively or negatively. The other points of prominence of studying buyers' behavior are given below-

- **Increasing competition**

In this globalization era, due to liberalized policy of government a lot of multinational companies are expanding in India which has led to a cut throat competition in the market. Selections of the foreign and domestic products are accessible to the customer. Consequently the ever increasing competition has enforced the marketers to focus on consumer behavior.

- **Designing of marketing policy and marketing strategy**

Globalization has forced to the organization to make analytical study of consumer behavior for designing of suitable marketing policy and marketing strategy. Decisions in regards to the product strategies, pricing strategies, distribution choice, and promotion mix or market segmentation are to be made after a judicious study and analysis of consumer behavior.

Then only they will be in a position to face this global competition.

- **Knowing different factors affecting consumer behavior**

It is very essential for the organization to have the information concerning the aspects influencing buying behavior of consumers. The analytical study of consumer behavior or marketing research offers the information about the factors which impacts the buying behavior of consumers.

- **Planning marketing activities customer-focused**

Each company, currently, has to make all its actions customer-focused. And this can be performed only when the customer behavior is effectively studied.

- **Creation and exchange of values**

Marketing is termed as a process of creation and exchange of values. Until consideration is paid to consumer behavior, no marketer will know what is valued and exchangeable to consumer.

Types of buying behavior

Consumer decision making differs with the kind of buying decision. The decisions to purchase toothpaste, a tennis racket, a personal computer, and a new car are all very different. Complex and expensive purchases are probable to include more buyer deliberation and more participants. Heary Assael distinguished four types of consumer buying behavior, based on the degree of buyer involvement and the degree of differences amongst brands.

1. Complex buying behavior

Complex buying behavior comprises three-step procedure. First, the buyer develops belief about the product. Second, he or she develops attitudes about the product. Third, he or she makes a thoughtful choice. Customers involve in complex buying behavior when they are highly tangled in a purchase and aware of significant differences among brands. This is typically the case when the product is expensive, bought regularly, risky and highly expensive, like an automobile.

2. Dissonance-reducing buyer behavior

Sometimes the customer is extremely involved in a purchase but see little difference in brands. The high involvement is based on the fact that the purchase is costly, occasional,

and precarious. In this case, the buyer will shop around to learn what is available. If the customers find quality variances in the brands, he or she might go for the greater price. If the customer note minor alteration, he /she could simply buy on price or convenience. After the purchase, the customer could experience dissonance that arises from observing certain disquieting features or hearing promising things about other demands, and will be alert to information that provisions his or her decision.

3. Habitual buying behavior

Numerous products are bought under condition of low involvement and the absenteeism of noteworthy brand differences. Consider salt. Customers have slight participation in this product category. They go for the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. There is good indication that customers have little involvement with most low-cost, recurrently purchased products.

4. Variety-seeking buying behavior

Some buying circumstances are categorized by little involvement but important brand differences. Here customers frequently do a lot of brand switching. Think about cookies. The customer has some opinions about cookies, chooses a brand of cookies without much assessment, and evaluates the product during consumption. Next time, the customer may reach for other brand out of a wish for a diverse taste. Brand switching occurs for the sake of multiplicity rather than satisfaction.

Models of Consumer Behavior

A model is very frequently denoted to as an abstract representation of a process or relationship. We hold numerous models in our minds which permit us to make sense of the world and also help to forecast the probable course of events. Simply stated models help us in the following techniques:

- They aid in the development of theories.
- They aid to understand complex relationships.
- They offer the framework for discussions & research work.

Consumer behaviour models can be categorized into following two categories:

1.Traditional Models

- **Economic Model**

Under economics, it is presumed that man is a rational human being, who will assess all substitutes in regards to cost and value received and select that product/service which gives utmost satisfaction. Consumers are presumed to trail the norm of utmost utility based on the law of diminishing utility.

- **Learning Model**

Contrasting the economists, classical psychologists have been attracted in the realization and satisfaction of requirements and tastes. Human beings have innate requirements, e.g. hunger or thirst, and learned requirements, e.g. fear or guilt. Learning process comprises three steps: A drive is a strong internal stimulus which induces action. When it is focused to drive-reducing objects it becomes a motive. A drive thus encourages a person for action to satisfy the requirement. The objects are stimuli which satisfy our drives. Cues are weak stimuli. Cues decide when the buyer will respond. We have cues, e.g. a product, an advertisement and such other stimuli applicable to the situation. The individual has to select few precise response to achieve the drive for which was acting as a strong stimulus.

- **Psychoanalytical Model**

This model is relied on the work of psychologists who were worried with personality. They were of the viewpoint that human requirements and motives operated at the mindful as well as at the subconscious levels. Sigmund Freud mentioned that the real psychological forces shaping human behavior are mainly at the unconscious level of mind. As a person grows, they have to repress numerous urges and accept social rules. These urges are never completely eradicated or perfectly controlled. They emerge in dreams, in slips of tongue or in neurotic behavior. Consequently, the motives of human action the surface and in deep-mind of that person could be dissimilar.

- **Sociological Model**

As per the model the individual buyer is a portion of the institution called society. Since he is living in a society, he gets influenced by it. He is plays numerous roles such as family member, as an employee of an organization, as a member of a professional forum and as

an active member of an informal cultural organization. Such interaction leaves some impressions on him and may play a role in influencing his buying behavior.

2. Contemporary Models

With the evolution of the consumer behavior study, newer approaches were used to understand what influences consumer behavior. These were said to be contemporary models.

These contemporary models of views varied from the previous models primarily as they focused on the decision process implemented by consumers and borrowed notions from behavioral sciences field. Some of these models have been deliberated as below.

• Hower-Sheth Model

Hower-Sheth Model tries to throw light on the rational brand behaviour shown by buyers when faced with circumstances comprising incomplete information and limited capabilities.

The model refers to three levels of decision making:

1. *Extensive Problem Solving*: The first stage of decision making when the buyer has slight information about brands and has not yet established a well-defined and structured criteria to make a selection from the several products.
2. *Limited problem solving*: In a little more advanced step choice criteria which is well defined but the buyer is not clear and undecided on the set of brands which will greatest serve him. In this situation, the consumer is uncertain on the 'best brand' which will suit him (or her).
3. *Routinized Response Behavior*: The phase when buyers have well-defined choice criteria along with strong predispositions towards one brand. In such a situation. There is barely any confusion in the consumer's mind and he is ready to purchase a specific brand with slight evaluation of substitutes.

• The Nicosia Model

The Nicosia Model attempts to clarify buyer behavior by establishing a link amongst the organization and its potential customer. The model recommends that messages from the first impacts the tendency of the consumer to the product or services. Based on the condition, the consumer will have a search for the product or an assessment of the product

characteristics by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product else the reverse may occur.

- **The Engel-Kollat-Blackwell Model**

This model gives a more of stress on the consumer's decision process steps which embrace of the problem recognition, information search, alternatives evaluation, choice and outcomes.

- **Engel, Blackwell and Miniard Model**

The EBM model fundamentally concentrates on the process of decision making and is augmented with inputs from information processing and other persuading factors also. This model when associated to the Howard-Sheth model is more coherent and flexible than the latter. Furthermore, it also comprises human processes like memory, information processing and considers both the positive and negative purchase outcomes.

- **Webster and Wind Model of Organizational Buying Behavior**

This model attempts to explain the multidimensional nature of organizational buying behavior. This model denotes to the environmental, organizational, interpersonal and individual buying elements, which influence the organizational buyer(s). These determinants influence both the individual and group decision making processes and subsequently the final buying decisions.

- **Schiffman & Kaunk's Model of Consumer Decision Making**

This model speaks of the communication amongst the marketer and consumer. This procedure can be seen in the form of three separate though interactive phases.

The input phase in the consumer decision making model comprises of external environmental inspirations, or two foremost sources of information. These sources are the firm's marketing mix elements (comprising the product or service, its price, its promotion and location of availability) as well as the external sociological influences on the consumer (family, peer and friends, neighbors, other informal and non-commercial sources, social class, group influence, religion and cultural etc.).

The process stage stated in the model notifies us on how consumers make decisions. There are a psychological features current within each individual (motivation, perception, learning, personality and attitudes) which distress how the external inputs from the input stage impacts the consumer's decision making process.

The output phase of the consumer decision making model comprises of two closely associated post decision actions namely, purchase behavior and post purchase evaluation. The post decision activity is also reliant upon the type of decision tangled. For example, post purchase behaviors for low-cost non-durable products say new toothpaste, could be prejudiced by the free coupon provide and may in fact be a trial purchase. In case the consumer is satisfied with the product after use, he or she may repeat the purchase. The trial forms the investigative stage of the purchase behavior, when the consumer assesses the product through direct usage. A recurrence purchase will designate product adoption by the consumer.

- **Assaell's Consumer Decision Making Model**

This model tells that the consumer's participation in the decision making will differ reliant upon the type of purchase involved. For instance, in case of high involvement purchases (or complex decisions) the decision making process will comprise information search as well as assessing the brand alternatives. Whereas, in case of low involvement purchases the consumer may seek little or no information and considers only one brand.

- **Simple Stimulus-Response Model**

As per the stimuli response model, there are marketing and other stimuli which enter the 'consumer's black-box' and consequently produces definite buyer responses. This model suggests that a buyer is considered as 'Black Box'. Since we cannot enter in his mind and read out what is going on there. The marketing and other stimuli enter the customer's mind i.e. the black box, and produce assured responses. The marketing stimuli comprise of four components of marketing mix i.e. Product, price, place and promotion.

The reason of providing the list of the above model is to show how these models are related for understanding customer behavior and assess their effectiveness to marketers in diverse market circumstances. This model suggest the marketers that while marketing or designing the products, organisation must consider the different models of consumer behavior so as to satisfy the consumers and face the cut throat competition available in the market. The above given model of consumer behavior says that the buying decision of every consumer differ from the other consumers.

Consumer Buying Process

This is an important process that plays an important role in the consumer behavioural study and is the first mandatory stage for understanding consumer behaviour. The purpose of the study of consumer procurement process is to know how the consumer decides to buy or not buy anything, in most cases. The purchase process is the decision-making process which is leading to the purchase function. One option is to select an option and it represents a problem-solving approach. This mechanism is similar to any processing activity in which we provide some input after the processing activity and in the end the output comes in front of us. Philip Kotler has presented a six-level model involving consumer purchase decision process. It has been said as follows:

Figure No. 1.1: Consumer Buying Behavior Process



Source: <https://www.dreamstime.com/stock-photography-green-consumer-buying-behavior-process>

Philip Kotler has presented a six-level model involving consumer purchase decision process. It has been said as follows:

1. Problem Identification

Consumer purchase decision process starts with identifying requirements. These needs can be started with internal and external stimuli. For example, a person may wish to wear fashionable clothes with internal stimuli or receive suggestions from friends who work as

an external source. Marketers' help these needs and helps people recognize these needs, which is through intelligent use of marketing mix variables.

2. Information Search

When consumers need to identify a need, they can find information about how to satisfy it.

A consumer can search for information from five general sources:

1. *Internal Source*: Remembering memory, if they have satisfied a similar requirement in the past.
2. *Group Source*: By consulting family members, friends and others like others.
3. *Marketing Source*: Sales people, through advertising and packaging.
4. *Public Source*: Through media promotion, research firms report.
5. *Experimental Source*: By experiencing the products, that is, by assuming or taking them or using them. For example, a consumer can taste a special item of fast food, and if he likes it, then he can make a purchase decision.

3. Listing Alternative Brands

In this phase, the consumer analyzes the information available with them to select the right product or brand. A consumer can list some alternative brands available in the market. Brands can be listed after collecting necessary information from different sources.

Information about alternative brands may include the following factors: characteristics, prices, models, after-sales service and warranty.

4. Evaluation of Alternatives

Based on available information, consumers identify and evaluate ways to meet their needs. A consumer can identify products or brands that effectively meet their needs or solve their problems, and then evaluate each brand / product with certain criteria such as features, prices, company reputation and so on.

5. Purchase Decision

Consumer has reduced the potential options for a while, and then the decision to make a purchase can be decided. The consumer will decide what to buy, and if so, what, where, and when to buy. If none of the shortlisted options meet their needs, consumers can also postpone purchasing decisions or leave behind.

6. Post-Purchase Behaviour

A marketer's job is not completed with the purchase decision by the buyer. After purchasing and consumption, the customer will experience some level of satisfaction. If the product meets the consumer's expectations, the consumer will be satisfied if the performance of the product exceeds the expectations of the customers, they will be happy, and if they come down from the expectations, they will become dissatisfied.

A satisfied consumer may be involved in a repeat purchase. A delightful customer promotes a positive image of the brand, while an unhappy consumer can spread the bad image of the product or brand. Thus, a study on the behavior of post-purchase behavior is used and it is considered unique, and helps the marketers to design their marketing mix.

Products

Product is an article/substance/service, produced, manufactured and/or refined for the purpose of onward sale. It may be any item that is the result of a process or action. It can be tangible or intangible form. A product has a cost and therefore has a price, means to produce a product you have to spend money and you get your money back with profit when the product is sold out.

A mobile phone handset is a tangible product whereas the software used to run this handset is an intangible product. Service provided by the mobile operator is also a product and it is also an intangible one. To further understand, a tennis ball is a tangible product whereas an insurance policy is also a product but it is intangible.

Definitions of Product

1. Philip Kotler:

“Product is anything that can be offered to someone to satisfy a need or a want.”

2. William Stanton:

“Product is complex of tangible and intangible attributes, including packaging, colour, price, prestige, and services that satisfy needs and wants of people.”

3. W. Alderson:

“Product is a bundle of utilities, consisting of various product features and accompanying services.”

Types of Product

Products are broadly classified into two categories –

1. Consumer products/goods and
2. Industrial products/goods.

1. Consumer Product/Goods

A consumer product is any tangible product for sale that is used by a person or household for non-business purposes. A consumer product is generally any tangible product for sale that is used for personal, family, household or non-business purposes.

Types of Consumer Product/Goods

There are four different types of consumer products. Marketers usually classify consumer products into these 4 types of consumer products:

- **Convenience Goods**

Products that users buy as a routine matter for their daily life usage are convenience products. These are bought by the customer just habitually without having a thought for an alternative option. In fact, these are mostly low-cost items; hence there is hardly any difference between different brands. Resultantly customers keep on buying the same brand over and over without considering any other brand.

Items of daily usage such as Soap, Coffee, Candy, toothpaste, etc. may be categorized under this type. Since these products are of low-cost category, most consumers don't bother about price and just keep on buying the same brand unless there is a visible increase in price. So the price does not matter in this category of products; it is only the trust of the consumer on a particular brand.

- **Shopping Goods**

Just opposite to Convenience Goods, Shopping Goods are the products that carry relatively high costs, such as house, car and clothing, etc. Customers spend a little time on research and analysis while buying such products. Not only the price matters here, but at the same time brands and manufacturers also have to be compared before reaching a final decision. As such the companies and manufacturers pay a lot of attention to the quality and durability of their products that can justify the price paid by the buyer. Here the producer has to keep

a balance in quality and pricing. A product with almost the same quality offered at a relatively lower price will attract the customer. Similarly with the same price range, better quality as compared to the competitor will also do the trick.

- **Specialty Goods**

This is a unique group of products. Price and quality don't matter here; the only thing that matters is the uniqueness of the product and loyalty of the customers. The iPhone users will always buy an iPhone and a Ferrari rider will go for it all the time without considering anything else.

What matters here is only the specialty of the product. Since price does not have any impact, the producer has to focus only on the ever-increasing trust and loyalty of the customer, for which a consistent improvement in the product is required. Above all, a sense of status consciousness is also associated with this category of products

- **Unsought Goods**

Products which are so innovative and out of the box that customer never thinks about fall under this category. Similarly, products which do not fetch any attention of the customers unless they are compelled to buy one, also fall in this category.

You will never think of buying an insurance policy unless a fear arises in your mind about your life expectancy. Similarly, most people don't bother to buy a fire extinguisher unless they are compelled to buy one due to a mishap.

2. Industrial Products

These are products which are used as input for manufacturing other products. Unlike consumer goods, these are not for direct consumption. These are meant for business and non-personal use. Some examples of industrial products are raw materials, machines, tools etc.

Here the demand for industrial products is limited. Since they are not consumer goods the demand for them is not vast.

Types of Industrial Products/Goods

The three broad categories of Industrial goods are as follows

- **Machine and Machine Parts**

These goods are used entirely in the manufacturing process. These include raw materials like cotton, lumber, petroleum etc. They also include manufactured products like glass, rubber etc.

- **Capital items**

These are goods/products used to manufacture finished goods. They include installations (lifts, mainframe computers etc) and equipment (hand tools, personal computers etc)

- **Business Services and Supplies**

These are industrial goods and services that facilitate the manufacturing process. They include services such as painters, technicians, maintenance, and repairs. And products such as lubricants, stationary etc.

Consumer Non-Durable and Durable Goods

Consumer goods are classified into two categories, i.e. Non-durable and durable goods.

1. Non-durable goods

Non-durable goods are products consumers purchase with the plan to use for a short period of time. Also referred to as consumable goods, most non-durable goods are expected to be consumed or used in three years or less. Non-durable goods or soft goods are those goods that have a short life cycle. All the products which we eat and drink, are consumer non-durable goods.

There are essentially three types of non-durable goods. They may be literally consumed, as with food and drinks. They can also be utilized until they are gone, such as deodorant, toothpaste or dish soap. The third type of non-durable good is a product that is used and no longer needed, intended for one use, or wears out from normal use, such as socks, paper plates and light bulbs.

2. Consumer Durable Goods

Consumer Durable products are those noticeable products which typically endure numerous uses like, for example, machinery, cars, scooters, furniture, coolers, air conditionings and refrigerators etc. In other words, all those products that we use turn out to be worn out, or useless or non-working with gap of time, but do not vanish unexpectedly. They are consumer durable goods. For instance if we sit on a chair or tune or radio, read a book, these product do not vanish nor they become unusable or non-workable instantaneously. Out of four types of consumer goods, three types viz; shopping goods, specialty goods and unsought goods come under the category of consumer durable goods.

Features of Consumer Durable Goods

- These products are durable in nature and add to the status of the purchaser.
- Price per unit of these products is very high.
- They are non-routine products and the frequency of purchase is low.
- Demand is influenced by fashion and fads.
- The purchases are planned well in advance.
- Consumers like to acquire more information before they decide to buy.
- These products have unique characteristics or features.
- Consumers always consult with his friends, relatives, colleagues before purchasing of product.
- Each consumer has liking for a particular brand.

Indian Consumer Durable Industry

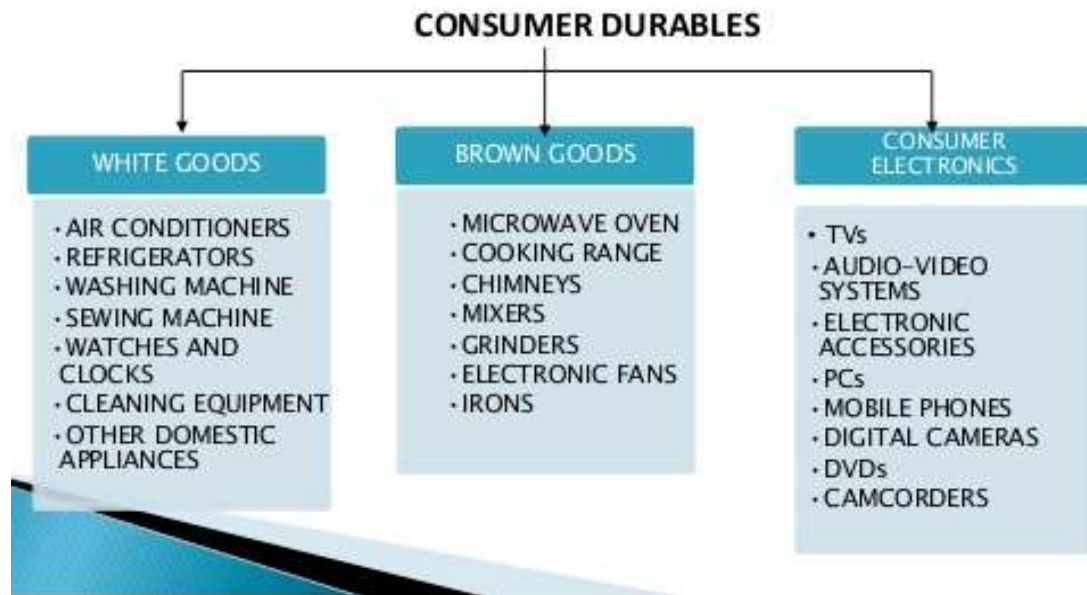
The consumer durables industry comprises of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The consumer durable industry can be generally categorized into two divisions: consumer electronics and consumer appliances. Consumer Appliances can further be divided into Consumer electronics, White Goods and Brown goods.

Consumer electronics or home electronics are electronic equipments proposed for daily use, normally in private homes. Consumer electronics comprise devices used for entertainment, communications and home-office activities.

White Goods: White goods are heavy consumer durables. The white goods or major appliances are difficult to move and are generally placed on the floor.

Brown Goods: Brown goods also known as small appliances refer to relatively light electronic consumer durables.

Figure No. 1.2: Indian consumer Durable Industry



The distinguished classifications of brown goods vs. white goods have direct influence in the service/maintenance areas for the products of these classes. Commonly, high-end technical skills are applicable in renovating the complex electronic circuits based brown goods, whereas it necessitates practical application specialized knowledge in servicing the white goods. The mechanics for the brown goods illustrate unwillingness in taking up the maintenance assignments for the white goods.

SWOT Analysis- Indian Consumer Durables Industry

All of us aspire for better lives and lifestyles. With increasing mechanization and growing incomes, our inclination towards possessing various consumer durable goods is on the rise. India, a rapidly developing nation, has opened its market to globalization which has resulted in overall growth for the average citizen. He not only has more opportunities of income but has access to a market that offers him a myriad of choices, excellent after sale services, low maintenance and much more. Apple, Hitachi, Porsche, TAG Heuer have become common names for us.

The consumer durable goods are also designed to suit our own fast paced lives – we now have microwaves in most kitchens to cook, bake and heat our food, frost free refrigerators, intelligent air-conditioners that adjust temperatures depending on occupancy, etc.

- **Strengths**

As is evident, the consumer durable industry in India is on a steeply rising curve. Till about two and a half decades ago, people were satisfied with whatever was available – can you recall items such as black and white televisions or bulky tape recorders?

Globalization has brought about a paradigm shift in the way we think and revolutionized our lives. International players have found a hungry market in India – the consumer durables industry has experienced a boom like never before. Foreign Direct Investment (FDI) has made it possible to manufacture the goods in India with the technology from abroad; thus avoiding heavy custom duties and formalities, and keeping the prices within affordable ranges. Tie ups with financial institutions have brought in the idea of Easy Monthly Instalments (EMI) schemes – People with moderate income levels can now aspire for high end life style products without it being too heavy on his pocket.

- **Weaknesses**

On the face, one may think that there are absolutely no loopholes in this industry. Indeed there are some grey areas - but the good news is that perhaps it is possible to overcome them to a fair extent. For example, when a foreign player wants to set up its own manufacturing duties, the Indian laws may take them in circles before even a scratch is realized on the ground. Also, in some cases, it becomes difficult to provide complete after sale support to the customer.

- **Opportunities**

Rising demands, flexible investment options, and incentives from the Government – the time is ripe for the consumer durable industry. A strong opportunity for foreign players is to employ Indians as their local staff, who can overcome language and cultural barriers and connect with the masses better. This is also an opportunity for talented and well educated youth for being associated with multinational companies and earning handsome packages.

- **Threat**

Stiff competition from multiple brands for a single product has kept every player on his toes. In India, word of mouth spreads travels faster than light – so a single dent in the image

may cost a brand dearly. Even today, we buy products that assure us good service and not ones that make you wait for months because a spare part is in transit from a faraway land!

Figure No. 1.3: SWOT Analysis- Indian Consumer Durables Industry



Top Consumer Durable Industries/Brands in India

There are so many consumer durable brands in India. Most of the Indian and foreign companies are manufacturing a variety types of product like kitchen hold product, household product, transport product and personal products. Some companies are working in India in the before globalisation period (before 1991). And some companies started its business in India in the after globalisation period (After 1991) and some foreign companies are only selling their products in Indian market without establishing its business in India. The list of few famous Indian and foreign companies in the pre and after globalisation era are given below in detail form:

- **Samsung**

Samsung India Electronics Pvt Ltd was established in the year 1969. It has its head office in South Korea. Samsung Electronics commenced its operations in India in December 1995. Samsung is the number 1 company in India which has a fantastic market share in the smartphone industry and the television industry. It has a wide range of televisions, refrigerators, washing machines, home theatre systems and other such consumer electronics and appliances. Hence, Samsung is one of the top consumer durable companies in India.



- **LG**

LG Electronics India Pvt Ltd started its business in India in the year 1958. It is a South Korean MNC company. It is part of LG Group. LG has a fantastic market share in televisions as well as refrigerators. Even their washing machines are known to be durable and high performance. LG has a huge range of home appliances and kitchen appliances, which makes their product portfolio vast where appliances are concerned. While Samsung leads in electronics, LG leads in appliances. Lg is the second highest amongst consumer durable companies in India.



- **Sony**

Sony India Pvt Ltd was established in the year 1994. It has its head office in New Delhi, India. The company is Indian subsidiary of Japan's Sony Corporation headquartered in Tokyo. Sony is the champion of consumer electronics and is known for its Televisions, home theatre systems, speakers, cameras, Smart phones and most importantly – PlayStation. Sony is ranked 134 in the top global 500 companies in the world.



- **Bajaj Electricals**

Bajaj Group is an Indian company set up by Jamnalal Bajaj in Mumbai in 1926. It is considered as one of the oldest Indian brand.. It has its head office in Mumbai in the Indian state of Maharashtra. Bajaj is trusted for home appliances segment. Bajaj is trusted for its fans, geysers, lights, home appliances, lighting, kitchen appliances and other products.



- **Godrej**

Godrej is an Indian company which is established in the year 1897. It has its head office in Mumbai, Maharashtra. Godrej is the master of security products since ages which produces

cupboards, safes, CCTV cameras and security equipment, air conditioners, refrigerators, digital imaging and many other such products. Godrej's brand equity is mainly derived from the locks it manufactures.



- **Videocon**

Videocon Industry is established in the 1979. It has its head office in Mumbai, Maharashtra. (India). It is considered as well-known Indian brand in the consumer durable market. . It is a very famous brand name in manufacturing and selling home appliances and consumer electronics such as air conditioners, washing machines, TVs, CD-DVD players, and refrigerators.



- **Philips**

Philips is an international or foreign brand founded in the year 1891 by the father son duo Fredrick and Gerard Philips. It is a Dutch company. Philips is very strong in the grooming and personal care segment which can be classified as consumer electronics. Its trimmers, shavers and other personal grooming products lead the market in their category. At the

same time, the company is present in Television, DVD players, home player systems, computers and accessories and many other such products.



- **Whirlpool**

Whirlpool Company is established in the 1911. It started its business in India in the year 1987. It has its main head office in the Benton Charter Township in the US state of Michigan. Whirlpool dominates the washing machine product category and has a major market share in this category. It manufactures a variety of consumer durable goods like refrigerators, microwave ovens, water purifiers and several other such products. It is one of the top consumer durable companies in India.



- **Blue Star**

Blue star started working in India in the year 1983 in consumer durable products. Blue Star is known as the experts in air conditioning and refrigeration products. It has a wide range of air conditioners and is predominantly known for its packaged air conditioning, retail air conditioners and refrigeration products like deep freezers, dispensers as well as for Water purifiers.



- **Voltas**

The company was incorporated on 6 September 1954 in Mumbai. It was a collaboration between Tata Sons and Volkart Brothers. Another company concentrated towards Air conditioners (India is very hot after all) is Voltas. Voltas has expanded to other retail products like Air purifier, Air coolers, dehumidifiers and others.



- **Onida**

MIRC Electronics Ltd (ONIDA) is established in the year 1981. Its head office is in Mumbai, Maharashtra. It is producing a variety of products which includes LCD, Plasma, Televisions, DVD, Air Conditioners, Washing Machines, Microwaves Ovens, Mobile Phones, LED TV, LCD Monitor, LCD TV and smartphones. It is considered as the most trusted brands in India.



- **Hitachi**

Hitachi started its working or business in India in the year 1930. It is a Japanese multinational company having head office in Chiyoda Tokyo, Japan. Hitachi is known majorly for its refrigerators which are sleek and suave and have a good performance at the same time. Hitachi also has a range of air conditioners which are doing well in the market.



- **Panasonic**

Panasonic India Pvt Ltd was established in the year 1918. It is previously referred as Matsushita Electric Industrial Co., Ltd. It is a Japanese MNC Electronics Company with its head office in Kadoma, Osaka, Japan. It is considered as one of the best consumer durable goods manufacturing enterprises in India.



- **Usha**

Usha International Ltd (the Company), a constituent of the Siddharth Shriram group, was formed in 1934 and started doing business under the brand name, USHA. Over the decades, this brand name has become a household name in India while the Company has expanded into the business of new age home appliances, sewing machines, fans, power products, water cooler, water dispensers, modern farm equipment and auto components.



- **Titan**

It established its business unit in the year 1987 in India. Its head office is located in the city of Bengaluru of Karnataka. Titan is well-known brands in producing and selling accessories like jewelries, sunglasses, and watches. Some of the brands under this company are Tanishq, Helios, Xyllys, Fastrack, and Sonata. The truth is, Titan is a subsidiary of a well-known business company, Tata Group.



- **Symphony**

Symphony limited is established in the year 1988 at Ahmedabad (Maharashtra). It is well known Indian brand in the consumer durable products. It manufactures products like domestic air coolers, industrial air coolers, and water heaters. Symphony has its operations in about 60 countries. The best characteristic of this company is that it produces the products which is eco-friendly as well as user-friendly products.



- **BPL Group**

British Physical Laboratories was founded in 1963 by T. P. G. Nambiar in Palakkad, Kerala.

British Physical Laboratories is an Indian electronics company. The Company operates in the electronic industry. BPL's consumer products include home entertainment products, such as DVDs and home theatre systems; televisions; mobiles and household products, including rechargeable lanterns, LED torchlights, solar powered products, home UPS, gas tables, cooking hobs, refrigerators, washing machines, solar street lights, commercial lights etc.



- **Toshiba**

Toshiba Corporation commonly known as Toshiba and stylized as TOSHIBA, is a Japanese multinational conglomerate headquartered in Tokyo, Japan. Toshiba JSW Power Systems Pvt. Ltd., is a joint venture between Toshiba Corporation, Japan (Toshiba) and JSW Group, India. Toshiba has a long history of over 50 years in India. Its diversified products and services include information technology and communications equipment and systems, electronic components and materials, power systems, industrial and social infrastructure systems, consumer electronics, household appliances, medical equipment, office equipment, as well as lighting and logistics.



- **Crompton Greaves Consumer Electricals Ltd**

Crompton Greaves Consumer Electricals Ltd was founded in the year 2015. The company is one of the leading consumer durable companies in India. The company manufactures and markets a range of consumer products. The company's main products and services include lighting products and electrical consumer durables. The company is one of the top 10 consumer durable companies in India.



- **IFB Industries Ltd**

IFB Industries Ltd was incorporated in the year 1974 as Indian Fine Blanks Ltd. The company is headquartered in Kolkata, India. The company is one of the top consumer durable companies in India. It is engaged in engineering and manufacturing of diverse parts & accessories for motor vehicles. The company operates through two segments- Engineering and Home Appliances. Its engineering divisions are located in Kolkata and Bangalore. The company has a service network of approx 650 franchises.



- **TTK Prestige Ltd**

TTK Prestige is one of the top consumer durable companies in India. The leading consumer durable company is headquartered in Bangalore, India. It was founded by TT

Krishnamachari in the year 1928. It was incorporated as a private limited company in the year 1955. Then it became a public limited company in 1988. The company manufactures and markets Kitchen and Home appliances. Its products include pressure cookers, non-stick cookware, pressure cookware, and cleaning solutions, such as vacuum and steam cleaners, floor polishers, air purifiers, electric and non-electric mops, etc.



- **Hero Motocorp Ltd.**

Hero Motocorp Ltd. is established in the year 1984. It has head office at Guragaon, India. Hero Motocorp Ltd formerly Hero Honda, is an Indian motorcycle and scooter manufacturer company. The company is the largest two-wheeler manufacturer in the world. It is a very reputed brands in the Indian consumer durable market



Havells India Limited

Havells India Limited, is Indian electrical equipment company based in Noida, India. In business since 1958, the company has products ranging from home and kitchen appliances, lighting for domestic, commercial and industrial applications, LED lighting, fans, modular switches and wiring accessories, water heaters, industrial and domestic circuit protection switchgear, industrial and domestic cables and wires, induction motors, and capacitors

among others. Havells India owns some brands like Havells, Lloyd, Crabtree, Standard Electric and Promptech.



- **Hawkins**

Hawkins Cookers Limited was started in 1959 by an entrepreneur H.D. Vasudeva, in technical collaboration with L.G. Hawkins of England. Hawkins Cookers Ltd. It manufactures pressure cookers, idli stands and other domestic appliances, including non-stick frying pans and cookware. The Company also manufactures spice blends and cooking masalas.



- **Other Consumer Durable Brands/Industries**

Apart from above famous consumer durable companies there are several other companies Producing and selling their products in working in consumer durable market. It will be cumbersome to give the history of all those industries. Few of these companies are: IFB, Crompton, Orient, Orpat, Atlas, Khadims, Lancer, Red Tape, Liberty, HCL, Suryaflame, , Kenstar, , Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay Maharaja, Sumeet, Electrolux,

Haier, Akai, Sansui, Kelvinator, Skoda, Maruti, Hyundai, BMW, Mercedes-Benz, Citizen, Timex, Bata, Reebok, Woodland, Red Chief, Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, Prestige, Milton, Butterfly, Apix, Lexus, Morphy, Nlase, McCoy, Pioneer, Canon, Casio, Fuji Kodak, Nikon, Olympus, Seiko, Rikon, Hercules, Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Land Rover, Fossil, Nike, Converse, Lotto, Puma, Adidas, Paragon etc.

Above are some of the consumer durable Indian and foreign brands available in India.

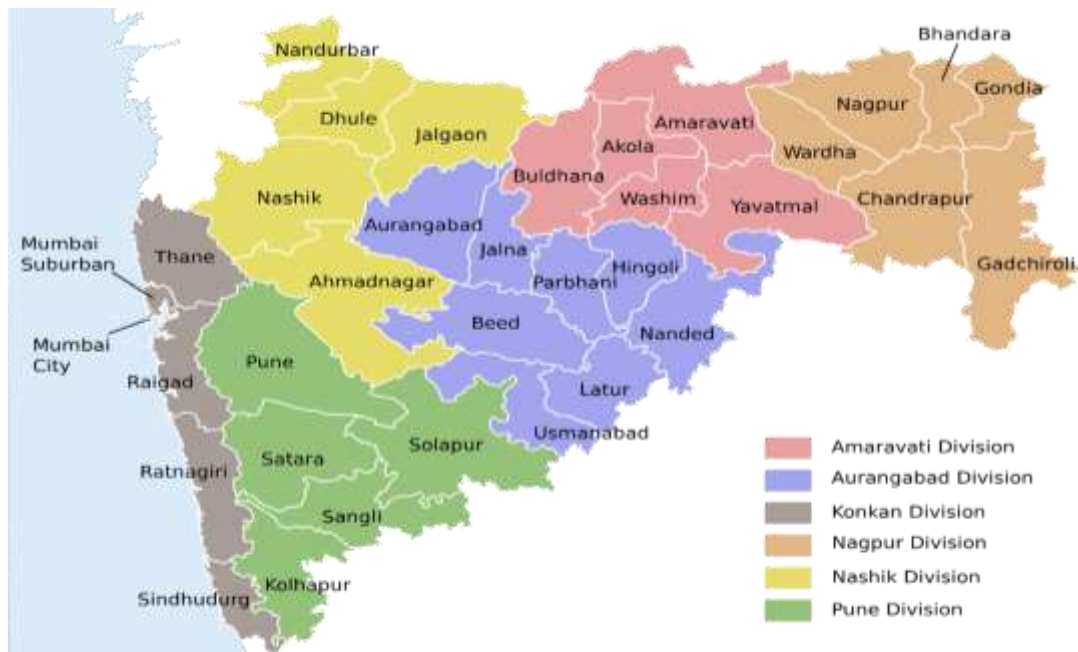
Maharashtra State at a glance

Maharashtra is the second largest State in India in terms of population and 3rd largest as per geographical area (3.08 lakh sq.km) of the country. The state has actual population of 112,373,972 (as per 2011 Census (Provisional)) which is 9.29 percent share of total population of India. It is bounded by Arabian Sea in the West, Gujarat in the North West and Madhya Pradesh in the North, Andhra Pradesh in the South-East and Karnataka and Goa in the South. The Konkan Coastal stretches about 720 kms long in the West and the Sahyadri ranges paralleled to the sea coast at about 80 Kms wide in the East. To the coast of the Sahyadri stretches a vast plateau. This plateau is drained by the three great rivers Godavari, Bhima and Krishna, which rise in the Sahyadri and flow eastward across Indian Peninsula into the Bay of Bengal.

The State has 35 districts which are divided into six revenue divisions viz. Konkan, Pune, Nashik, Aurangabad, Amravati and Nagpur for administrative purposes. The State has a long tradition of having statutory bodies for planning at the district. For local self-governance in rural areas, there are 33 Zilla Parishads, 351 Panchayat Samitis and 27,906 Gram Panchayats. The urban areas are governed through 26 Municipal Corporations, 219 Municipal Councils, 7 Nagar Panchayats and 7 Cantonment Boards.

Mumbai, the capital of Maharashtra and the financial capital of India, houses the headquarters of most of the major corporates & financial institutions. India's main stock exchanges & capital market and commodity exchanges are located in Mumbai.

Figure No. 1.4: Maharashtra State Map



Profile of Aurangabad

My research study is restricted to Aurangabad district of Maharashtra State. This part covers the Brief History, Location & Geographical Area, Topography, Administrative Set Up, Forests, River, Demographics, List of Talukas, Major Tourist attractions, Industrial scenario of Aurangabad district Etc.

Figure No. 1.5: Aurangabad Map



Brief History of Aurangabad

The city, originally known as Khadki, was founded by Malik Ambar in 1610. Its name was changed by the Mughal emperor Aurangzeb, who built the Bibi Ka Maqbara tomb near the city as an imitation of the Taj Mahal in Agra. Aurangabad remained the headquarters of the independent nizams (rulers), but it declined when the capital was moved to Hyderabad in Hyderabad princely state. With the dissolution of the princely state in 1948, Aurangabad was included in Hyderabad state in newly independent India. It later became part of Bombay state (1956–60) before that state was divided into Maharashtra and Gujarat.

Location & Geographical Area.

Aurangabad District is bordered by the districts of Nashik to the west, Jalgaon to the north, Jalna to the east, and Ahmednagar to the south. Aurangabad is the headquarters and principal city. The district covers an area of 10,100 km², out of which 141.1 km² is urban area and 9,958.9 km² is rural. Aurangabad district is a major tourism region in Marathwada. Aurangabad District is located mainly in the Godavari River Basin and partly in the Tapi River Basin. The district is located between 19 and 20 degrees north longitude, and 74 and 76 degrees east latitude.

Topography

The location of Aurangabad is on 74 to 76 degrees East longitude and 19 to 20 degrees North latitude forms the part of the vast Deccan plateau all of India.

Administrative set up.

Aurangabad districts has 9 Tehsils. At the district level, collector is the Administrative chief and at Tehsil level, Tehsildars are looking after the administration as per collector's instructions. For rural development chief executive officer of Zila parishad and BDOs at block level are in charge of the administration. Municipal Corporation for Aurangabad and Municipal council for other Tehsils are responsible for urban development of all the Tehsils.

Forests

In Aurangbad district total Forest Area is 135.75 Sq.Km.

Mountains

There are three mountains namely 1) Antur – its height is 826 Mtr. 2) Satonda – 552 Mtr. 3) Abbasgad – 671 Mtr. and Ajintha 578 Mtrs. Average Height of Southern portion is 600 to 670 mtrs.

River

The main rivers in Aurangabad district are Godavari and Tapi and also Purna, Shivna, Kham, Dudhna, Galhati and Girja rivers are the Sub Rivers of Godavari.

Demographics

Population

Table No. 1.1: Population of Aurangabad District

Population Type	Male Population	Female Population	Total Population
Rural	10,81,825	9,99,287	20,81,112
Urban	8,42,644	7,77,526	16,20,170
Total	19,24,469	17,76,813	37,01,282

Languages

As of the 2011 Census of India, 69.66% of the population in the district speaks Marathi, 14.51% speaks Urdu, 14.05% speaks Hindi, and 0.42% speaks Telugu as their first language.[8] Other languages spoken include Ahirani, a Kandeshi tongue similar to Bhili[9] with approximately 780,000 speakers; and Andh, a Marathi-Konkani language spoken by 100,000 people near the southwest border of the district.

Religions

As per census 2011, religions in Aurangabad district are:

- Hinduism (69.00%)
- Islam (21.00%)
- Buddhism (8.35%)
- Jainism (0.84%)
- Sikhism (0.69%)
- Other (0.12%)

According to the 2011 census, Hinduism is the most popular religion in the district and is practiced by 69% of the population. Other popular religions include Islam (21%), Buddhism (mainly Navayana Buddhism, 8.35%), Jainism (0.84%), and Sikhism (0.69%).
Population of Aurangabad.

List of Taluqas in Aurangabad district

Below is list of all Talukas in Aurangabad district with important data such as Population, Literacy rate and Sex Ratio.

Table No. 1.2: List of Taluqas in Aurangabad district

Sr.	Taluka	Towns & Villages	Population	Literacy	Sex Ratio
1	Aurangabad	Towns & Villages	1,590,374	73.1%	918
2	Gangapur	Towns & Villages	358,155	65%	920
3	Kannad	Towns & Villages	341,019	63.8%	920
4	Khuldabad	Towns & Villages	118,328	64.2%	933
5	Paithan	Towns & Villages	347,973	62.7%	936
6	Phulambri	Towns & Villages	161,012	62.6%	926
7	Sillod	Towns & Villages	359,963	61.8%	925
8	Soegaon	Towns & Villages	113,087	60.2%	920
9	Vaijapur	Towns & Villages	311,371	65.9%	936

According to the 2011 census, Aurangabad District has a population of 3,701,282 inhabitants and a population density of 365 inhabitants per square kilometre (950/sq mi). It is the 72nd most populous district in India out of 640 total districts, and the population growth rate between 2001 and 2011 was 27.33%. The population of the district is 37.53% urban as of 2001. The district has a sex ratio of 917 females for every 1000 males and a literacy rate of 80.4%.

Figure No. 1.6: Taluqas in Aurangabad district



Major Tourist attractions in Aurangabad District

Bibi Ka Maqbara: Situated about 3 km from the city is Bibi Ka Maqbara, the burial place of Aurangzeb's wife, Rabia-ud-Durrani. It is an imitation of the Taj at Agra, and, due to its similar design, it is popularly known as the Mini Taj of the Deccan. The Maqbara stands in the middle of a spacious and formally planned Mughal garden with axial ponds, fountains, water channels, broad pathways and pavilions. Behind the mausoleum is a small archaeological museum.



Panchakki (water mill): Housed in the Dargah complex of Baba Shah Musafir, this is a 17th-century water mill situated at a distance of 1 km from the city. An intriguing water mill, the Panchakki is famous for its underground water channel, which traverses more than

8 km to its source away in the mountains. The channel culminates in an artificial waterfall that powers the mill.



Ajanta Caves: The Ajanta Caves in Maharashtra, India are 31 rock-cut cave monuments which date from the 2nd century BC. The caves include paintings and sculptures considered to be masterpieces of both Buddhist religious art (which depict the Jataka tales) as well as frescos which are reminiscent of the Sigiriya paintings in Sri Lanka.



Ellora Caves: Ellora is an archaeological site, 30 km (19 mi) built by the Rashtrakuta rulers. Well known for its monumental caves, Ellora is a World Heritage Site. Ellora represents the epitome of Indian rock-cut architecture. The 34 "caves", actually structures excavated out of the vertical face of the Charanandri hills, being Buddhist, Hindu and Jain rock-cut temples and monasteries, were built between the 5th and 10th centuries.



Daulatabad Fort: Daulatabad, meaning "City of Prosperity", is a 14th-century fort city in Maharashtra, about 16 kilometers northwest of Aurangabad. The place was once as known

as Deogiri. Starting in 1327, it famously remained the capital of Tughlaq dynasty, under Muhammad bin Tughluq (r. 1325–1351), who also changed its name, and forcibly moved the entire population of Delhi here for two years, before it was abandoned due to lack of water.



Industrial Scenario of Aurangabad District

Table No.1.3: Existing Status of Industrial Areas in the Aurangabad District.

Sr.	Name of Ind. Area	Land acquired (in hectare)	Land developed (in hectare)	Prevailing Rate Per Sqm (in Rs.)	No. of plots	No. of allotted plots	No. of vacant plots	No. of Units in production
2	MIDC, Chikalthana, Aurangabad	633.18	633.18	2050.00	955	955	NIL	794
3	MIDC, Waluj, Tq. Gangapur, Aurangabad	1521.99	1521.99	2050.00	3274	3272	2	3032
4	MIDC, 5 star, Shendra, Aurangabad	902.88	902.88	1850	801	801	NIL	35
5	Proposed addl. MIDC Shendra	813.69	813.69	Rates are yet to be finalised	Plotting yet to be done	--	--	--
6	Proposed addl. MIDC Shendra	2363.83	2363.83	Rates are yet to be finalised	Plotting yet to be done	--	--	--

Table No. 1.4: Industry at a Glance

S. No.	Head	Unit	Particulars
1.	Total Industrial Unit	NO	6752
2.	Registered Medium & Large Units	NO.	32
3.	Estimated Avg. Of Daily worker Employed In Small Scale Industries	NO.	09
4.	Employment In Large & Medium Industries	NO.	1442
5.	No. Industrial Area	NO.	04
6.	Turnover Of Small Scale Ind.	IN LACS	148645
7.	Turnover Of Medium & Large Scale Industries	IN LACS	22948

(Report: Government of India Ministry of MSME, Brief Industrial Profile of Aurangabad District)

Statement of the Problem

Globalization and liberalization has brought a sea change in the buying behavior of consumers. The expectations and demand of the customers have also undergone strong changes due to the entry of the products and services of multinational companies into India after globalisation. Multination companies started offering a variety of value-added products and services with focus on customer satisfaction. The various negative Effects of Globalization on Indian Industry are that it increased competition in the Indian market between the foreign and domestic companies. With the foreign goods being better than the Indian goods, the consumer preferred to buy the foreign goods. This has strongly impacted and created a big problem on the profitability and productivity of the domestic companies. In this context study of consumers' buying behavior has gain vital importance in this globalisation era to face global competition.

Significance of the Study

Understanding consumer behaviour is a vital aspect of marketing in today's era of globalisation. If we analyse the following two formulas of old and new marketing concept, we will surely understand the importance of this research study.

1. *Traditional Way of Marketing* = Customer assumption + Manual Networks + Less Internet.

2. *New Market Plan* = Customer satisfaction + Strong Customer Relationship + Online Advertisement.

If we analyze the above two statements carefully, we can conclude that in the olden days marketing activities were restricted to the above mentioned formula of traditional way of marketing. The main target was to focus on making the brand through advertising rather than quality and performance of the product. Most of Companies strategy was to focus on customer assumption rather than customer satisfaction.

Presently traditional way of marketing is completely changed due to globalization. Today, Consumers have more purchasing choices of selecting the products from Indian and foreign brands due to globalization. Nowadays, companies have to mostly concentrate on customer's satisfaction by providing product quality rather than bulk of quantity. The marketers or companies have to focus on the above mentioned formula of new market plan in order to face cut throat competition prevailing in the market due to liberalization and globalisation.

This research study will definitely provide some important contribution/suggestions to the consumer durable industry which will help them not only in the preparation of marketing mix but also to achieve the profit as well as wealth maximization objectives in an effective manner in this global competition.

Objectives of the Study

The present research study is aimed at highlighting the impact of globalisation on consumers' buying behaviour with respect to consumer durable products. The present research work is designed to achieve the following specific objectives:

1. To identify the factors affecting consumers' buying behavior with regard to consumer durable goods.
2. To analyze the buying behavior of consumer in the pre-and after globalisation era.
3. To study how forces of globalization has impacted on consumers' behavioral traits.
4. To evaluate how globalisation benefited consumers with regard to variety and improved quality of product.
5. To evaluate the changing lifestyle and its impact on buying behavior of consumer.
6. To study the brand preferences among consumers in pre and after globalisation era.
7. To suggest and recommend some remedial measures to consumer durable industries.

Hypotheses of the Study

1. Consumers in higher income group prefer products of foreign brands.
2. Advertising and sales promotion efforts of the company greatly affect the buying behavior of the consumers.
3. Urban consumers have more impact of globalisation than rural consumers.

Research Methodology

Sources of Data Collection

- ✓ **Primary Data:** Primary data for the research study is collected from two types of respondents, i.e. 1. Consumers and 2. Company/Dealer/Wholesalers/Retailers /Shopkeepers of consumer durable products through structured Questionnaire, personal direct and indirect interview, personal observation etc.
- ✓ **Secondary Data:** The secondary data is mainly collected through the Books, Periodicals, Journals and Magazines, annual reports of Government of Maharashtra and India, different websites, project reports in the relevant area etc.
- ✓ **Selection of Samples:** The primary data for the research study is collected from two types of sample respondents i.e. 1. Consumers and 2. Companies/Dealers/Wholesalers with the help of structured questionnaire.

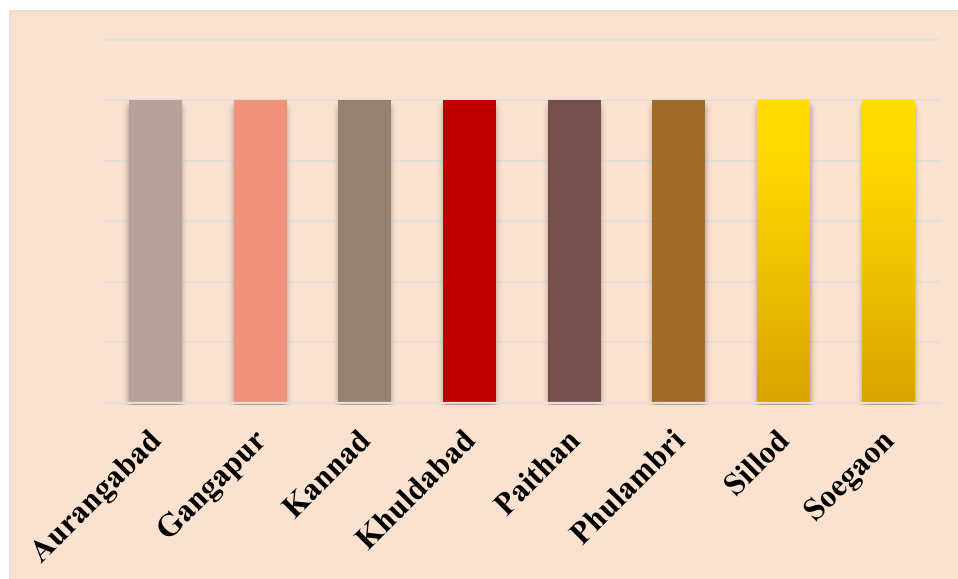
▪ **Sample Size of Consumers:** The data is collected through sampling method. The sampling is representative sampling because the population of Aurangabad as per census 3,701,282. Since 10% population is 3,70,128. Which is very difficult to reach for researcher because of time, money and physical limitation. Hence researcher has selected representative sample of 500 consumers deliberately from the all Taluqas of Aurangabad district of Maharashtra State. This sample is randomly selected.

The details of different Taluqas covered in Aurangabad District are given in the following table:

Table No. 1.5 : Particulars showing Taluqas of Aurangabad and Selection of Samples

Name of the Taluqas of Aurangabad District	Samples Selection
Aurangabad	Total 500 Consumers are selected from all Taluqas of Aurangabad District.
Gangapur	
Kannad	
Khuldabad	
Paithan	
Phulambri	
Sillod	
Soegaon	

Graph No.1.1: Particulars Showing Taluqas of Aurangabad District



The above table shows that total number of samples selected for the research study is 500. These samples are selected from all the taluqas of Aurangabad District, i.e. Aurangabad, Gangapur, Kannad, Khuldabad, Paithan, Phulambri, Sillod and Soegaon. Care is taken to select the samples from each Taluqas on the basis of population of that Taluqas.

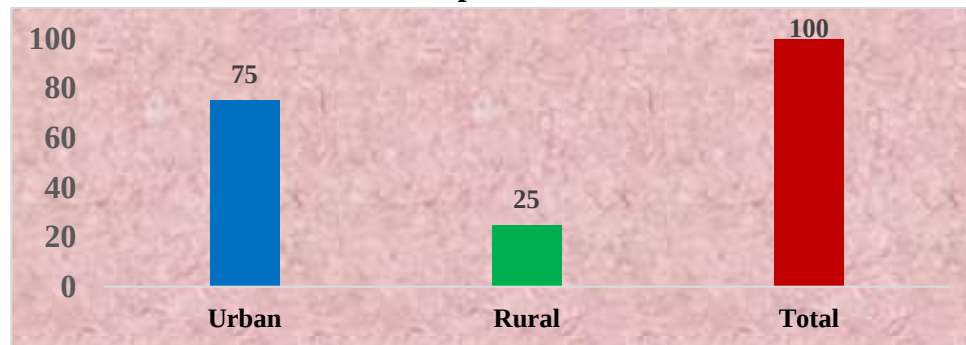
▪ **Sample Size of Companies/Dealers/Wholesalers/Retailers/ Shopkeepers:** The primary data is also collected from Companies/Dealers/Wholesalers/Retailers/ Shopkeepers with the help of structured questionnaire. Total 100 respondents are selected.

Table No. 1.6: Particulars showing number of Respondents and Town/Area of Respondents

Sr. No.	Town/Area	No. of Respondents	Percentage (%)
1	Urban	75	75.00
2	Rural	25	25.00
Total Respondents		100	100

Source: Primary Data

Graph No.1.2: Particulars showing number of Respondents and Town/Area of Respondents



The above table shows the number of Company/Dealer/Wholesaler/Retailer/ Shopkeepers selected for the research study from urban and rural areas of all Taluqas of Aurangbad District. The table shows that total 100 respondents are selected for the research study. The table reveals that out of total respondents 75.00% respondents are from urban area while remaining 25.00% respondents are from rural area. It is disclosed that majority (75.00%) of the respondents are from urban area.

✓ ***Tools and Techniques Used for Data Analysis***

The data so collected from the above sources is analysed with the help of following tools and techniques:

1. Ratio Analysis 2. Correlation 3. Regression 4. Flow charts 5. Chi Square Test.

✓ ***Period of the Study***

Data for the last 10 years, i.e. from 2006 to 2016 is collected for the research work.

✓ ***Scope and Limitations of the Study***

The scope and limitation of the research study is considered from two point of view: Geographically and selecting limited types of consumer durable products/goods.

✓ ***Geographical scope:*** This research study is geographically restricted to only Aurangabad district of Maharashtra State.

✓ ***Types of Product Selected (Scope):*** To undertake the research work on all types of consumer durable goods is very vast. Therefore researcher has selected only 26 consumer durable goods which are categories into four types of product as follows:

1. ***Kitchen hold Products:*** Gas Stove, Mixer/ Grinder, Microwave Oven and Cooker.
2. ***House hold Products:*** Washing Machine, Air Conditioner, Air Cooler, Fans, T.V, CD/DVD player, Digital Camera, Tape Recorder, Iron Box, Wall Clock, Refrigerator, Vacuum cleaner and Sewing Machine, etc.
3. ***Transport Products:*** Bicycle, Scooter, Motorcycle/Two wheeler and Four Wheeler.
4. ***Personal Products:*** Cell Phone, Wrist Watches, Shoes /Chappals/Chappals and Computer.

Types of Products Selected with List of Indian and Foreign Brands: The following table shows the list of Indian and foreign brands:

Table1.7:Particulars showing the Types of products of Indian and Foreign Brands

Types Of Products	Indian Brands	Foreign Brands
A) Kitchen Holds 1. Gas Stove 2. Mixer/ Grinder 3. Microwave Oven 4. Cooker	Usha, Bajaj, Suryaflame, Kenstar, Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay Maharaja, Sumeet, IFB, Godrej, Onida,, Preethi	Prestige, Milton, Butterfly,Apix, Panasonic, Philips, Lexus, Morphy, LG ,Samsung, Whirlpool, Electrolux, Haier,,Inlase, pigeon, Faber, Glen
B) House Holds 1. Washing Machine 2. Air Conditioner 3. Air Cooler 4. Fans 5. T.V 6. CD/DVD player 7. Digital Camera 8. Tape Recorder 9. Iron Box 10. Wall Clock 11. Refrigerator 12. Vacuum cleaner 13. Sewing Machine	Godrej, IFB, Videocon, Onida, Voltas,Bajaj, Kenstar, Crompton, Orient, Symphony, Usha, Voltas, BPL, Sony,Orpat, Ajanta, Blue Star, Havells, Khaitan, Intex, Mitasi, Eureka Forbes	Electrolux, Haier, LG, Samsung, Whirlpool;, Hitachi,Mccoy, Akai,,Thoshiba , Philips , Sansui ,Sharp, JVC, Pioneer, Canon, Casio ,Fuji Kodak, Nikon ,Olympus Panasonic , Seiko, Rikon,,Kelvinator, Dakin, TCL, Thomson, Pioneer, Citron, Black & Décor, Singer
C) Transport 1. Motorcycle/Two Wheeler 2. Four Wheeler 3. Scooter 4. Bicycle	1. Atlas, Bajaj. Hero Moto Corp, Honda, TVS Jupiter, Mahindra, BSA	Hercules,Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Skoda, Maruti Suzuki, Land Rover, Hyundai, BMW, Mercedes-Benz, KTM, Audi, Jaquar, Avon,Kross
D) Personal Uses 1. Cell Phone 2. Wrist Watches 3. Shoes/Chappals 4. Computer	Titan,Khadims, Lancer, Red Tape, Liberty, HCL, Sony, Viideocon, Reliance, Intex, iBall,,Karbonn 2. ,Micromax	1. Citizen, Timex, , Fossil, Bata, Nike, Reebok, Woodland, Converse, Lotto, Puma, Adidas,Paragon, Red Chief, Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, LG, Samsung Panasonic, Sansui, Casio

List of Reputed Brands in the Pre and After Globalisation Period

The researcher has selected to study the impact of globalisation on consumers' buying behaviour. Therefore it is very important to know which Indian and foreign brands were available during pre and after globalisation period in India because the study will analyse whether consumers are shifted from one brand to another brand in the after globalisation period. The following table shows the names of the Indian and foreign brands in the before and after globalisation period in India.

Table1.8:List of Reputed Brands in the Pre and after Globalization Period

Before Globalization				After Globalization			
Indian Brands	Year of Establishment	Foreign Brands	Year of Establishment	Indian Brands	Year of Establishment	Foreign Brands	Year of Establishment
VIDEOCON	1979	LG	1958	IFB	1991	AKAI	1991
BAJAJ-	1926	PHILIPS	1891	INTEX	2008	THOSHIBA	2001
GODREJ	1926	WHIRLPOOL	1987	TVS	2013	SANSUI	1997
ONIDA	1981	PANASONIC	1918	MAHINDRA	2013	SKODA	2001
VOLTAS	1954	ELECTROLUX	1989	BSA	2016	HYUNDAI	1996
BPL	1963	HITACHI	1930	I-BALL	2011	SONY	1994
HCL	1976	SHARP	1985	KARBONN	2009	BMW	2006
Hero Motocorp	1984	KELVINATOR	1989	LAVA	2009	Mercedes-Benz	1994
HONDA	1981	CITIZEN	1918	MICROMAX	2000	SAMSUNG	1955
TITAN	1987	TIMEX	1854	KENSTAR	1996		
CROMPTON	1878	BATA	1894				
ORIENT	1954	REEBOK	1958				
SYMPHONY	1988	WOODLAND	1950				
LIBERTY	1954	RED CHIEF	1953				
MARUTI	1981	DELL	1984				
TTK Prestige Ltd	1955	APPLE	1976				
USHA	1934	ASUS	1989				
HAVELLES	1983	LENOVO	1984				
KHAITAN	1944	Hewlett-Packard	1939				
BLUE STAR	1983	ACER	1999				
TATA	1945	COMPAQ	1982				
RELIANCE	1986	Thomson	1989				
Eureka Forbes	1982	KTM	1992				

The above table shows the list of reputed Indian and Foreign brands during pre and after globalization period. The companies which are established before 1991 are included in the list of pre globalisation era and the companies which are established after 1991 are included in the list of after globalisation period.

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CHAPTER -II

REVIEW OF LITERATURE

Introduction

Chapter second deals with review of literature on consumers' buying behaviour regarding consumer durable products. The study of impact of globalisation on consumers' buying behaviour concerning consumer durable products in Aurangabad District has fascinated the attention of large number of researchers.

The literature review is a significant step in any research process. Review of earlier studies discloses the works and studies done by individual researchers and institutions and help to establish further the need for the study. Reports of surveys undertaken by the government and the non-government agencies provide very useful information to the research process. Various studies related to consumer behaviour have been conducted by different social scientists at micro as well as macro level in India and abroad. While there has been much literature available about the customers, it is found in the study that the marketing of consumer durables is of recent development. An attempt has been made in the study to review the earlier studies relating to marketing specifically impact of globalisation on consumer behaviour and of customer care on durable products.

1.Miss. Anjali Bhalerao and Dr. Rajesh Kumar Pandey (2017) in their research article entitled, "Consumer Behavior: A Literature Review" found that Study of consumer Behavior helps to satisfy demands and wants of the Consumers. The study was completed broadly under five heads: Factors affecting Consumer Behavior, Factors linked to demography, Consumer Preferences & attitude, Quality & Innovation and existing Models of Consumer Behavior. This comprehensive study has demonstrated the possible facets of understanding consumer behavior. He conferred that studies of consumer behavior help marketers to recognize and forecast the purchase behavior of the consumers. It further helps the marketers not only to understand what consumer's purchase, but helps to understand why they purchase it.

2. Gabriela Hanus (2018) in his article entitled, “The Impact Of Globalization On The Food Behavior Of Consumers – Literature And Research Review” found that the impact of globalization on the food behavior of consumers is visible in such behavior as buying food in supermarkets, eating in fast food restaurants, looking for both comfort in eating and unique experiences. It has also been indicated that globalization influence on creation of some moves and attitudes against it, such as preferring domestic or ecological products, slow food ideas or actions in the field of food safety. It is also researched that new trends in the food behavior of consumers, which are expanded by globalization in the whole world, forced food producers to create new, individualized products, which can satisfy consumers’ needs, such as functional food, convenience food or organic food.

3. Muhammad Danish, Rehan Azam and Syed Suleman Akbar (2012) in their research article entitled, “Globalization and culture a study of purchase behavior” investigated whether Globalization, culture and purchase behavior differ across the three demographic factors (age, income and gender). Further study empirically substantiated that the globalization impacts on consumer culture and purchase behavior of the consumer. The study was based on primary as well as secondary data. 250 respondents who were urban, educated, middle-class belongs to the different organizations operating in Karachi (Pakistan) were selected and data was collected through structured and self-administered questionnaire. Results showed that consumers who are young, having high income, and female are more inclined towards globalization, having western life style and conspicuous consumption as compare to old, low income group and male respectively. The research study also shown that Globalization is impacting on consumer culture and purchase behavior.

4. Ulas Akkucuk and Javad Esmaeili (2016) in his research article entitled, “The Impact of Brands on Consumer Buying Behavior: An Empirical Study on Smartphone Buyers” conducted research with the help of primary as well as secondary data. The study involved a questionnaire administered to 171 smartphone consumers between December 2015 and March 2016. The consumers were chosen by convenience sampling among the students from a prestigious university in the Istanbul district of Turkey. The findings of the research study indicated that a majority of the smartphone buyers’ decisions are mainly influenced by brand loyalty and brand awareness. Perceived quality and brand association

do not seem to influence purchase decisions for the sample of this study. The research study investigated how smartphone brands can influence consumers' buying decisions.

5. Fatima Sarwar, Muzamil Aftab and Muhammad Tahseen Iqbal (2014)

In their research article entitled, "The Impact of Branding on Consumer Buying Behavior" studied the impact of branding on consumer behavior. The research study disclosed that brand knowledge is a very important factor. As the consumer is more aware of the brand and he has all the knowledge about its price, quality etc., the more he will be attracted towards that brand. The research study disclosed that family is the most influential reference group. The study shown that people like to use the branded products in order to show their status, power and wealth. Reference groups play an important role in choosing the branded products. People tend to become more loyal to specific brands because of their commitment but brand switching increases with the age due to low income problem of aged consumers. So there is a positive correlation among branding and consumer buying behavior.

6. Iryna Shopina, Olena Oliinyk and Valerii Finaheiev (2017) in their research article entitled, "Globalization and Its Negative Impact on the Global Economy" revealed causes and to generalize consequences of the negative impact of globalization processes on the world economy. The researcher found that the identified causes of the negative impact of globalization processes on the world economy are often characterized by economic consequences that have a direct impact on the world community as a whole, changes in macroeconomic and microeconomic impacts, economic development of countries and their associations, the environment, finance, migration processes, political environment. The economic consequences of the negative impact of globalization on the global economy are an increase in crisis phenomena and processes within the global environment, growing threat of terrorism, socio-economic instability, and geopolitical uncertainty. The study suggested that In order to minimize the negative impact of globalization on the world economy, a comprehensive reorganization of the existing system of economic policy coordination of countries around the world, based on the development and implementation of a collective program of actions of socio-economic and military-political security of mankind, is necessary.

7. Dhruv Mathur, Avdesh Bhardawaj, Aditi Pandey, Ashish Oberoi and Divya Rani (2018) in their research article, "Consumer Buying Behavior of Cars in India - A Survey" studied the buying behavior of cars in India. The study concluded that the buying

behavior of cars is influenced by type and brand image of the cars and manufacturers. Technically the engine type and efficiency whereas good advertising with detailed features are the dominant factors that influence the potential car customers. The researcher suggested that it is imperative for manufacturer to maintain their brand images. Finally the researcher recommended that the manufacturers must keep these things in mind while planning the manufacturing and marketing of their cars.

8. Rizwan Raheem Ahmed, Sumeet Kumar Seedani, Manoj Kumar Ahuja and Sager Kumar Paryani (2015) in their research article entitled, “Impact of Celebrity Endorsement on Consumer Buying Behavior” focused on the celebrity endorsement and its impact on the customer’s buying behavior and their perception regarding the product or brand of the company. For conducting the research the data of 200 students of different universities of Pakistan were collected through questionnaire to know their perception regarding the celebrity and its attributes and the impact of celebrity endorsement on their buying behavior. The research study concluded that celebrities endorsed advertisements are more attractive than the non-endorsed advertisements. Moreover the tested attributes of celebrity show positive relationship with the buying behavior and brand perception as well. It also proved that there is a significant impact of celebrity endorsement on the buying behavior.

9. Ahmad Saif-Alddin Abu-Alhaija, Raja Nerina Raja Yusof, Haslinda Hashim and Nor Siah Jaharuddin (2018) in their research article entitled, “Religion In Consumer Behavior Research: The Significance Of Religious Commitment And Religious Affiliation” discussed the influence of religion on customers’ attitudes and behaviors mainly through religiosity and religious affiliation as important religious factors can provide a further understanding to existing research models. The study concludes that researchers should integrate the religious influences (e.g. religiosity) into different models of customer’s attitudes and behaviors. This integration might help marketing practitioners in designing convenient strategies and tactics based on the significance of religion. The researcher recommended that studying the impacts of religion in management research is becoming increasingly important due to current religious awakening.

10. Filda Rahmiati (2016) in her research article entitled, “The Impact of Fast Fashion Elements on Female Consumer Buying Behavior (A Study Case of H&M Grand Indonesia Shopping Town)” examined the impact of fast fashion elements on female

consumer buying behavior of H&M fashion store in Jakarta. A survey was conducted on 80 female consumers aged between 16-30 and ever bought H&M product in Grand Indonesia Shopping Town, Jakarta. The result found that only two independent variables impact on consumer buying behavior (quick response and price). The result shown that price is one of the elements in fast fashion that impact on female consumer buying behavior. The study conferred that there is a significant impact of enhanced design towards female consumer buying behavior of H&M in Grand Indonesia Shopping Town. This result shows that enhanced design is not significantly impact the consumer buying behavior.

11. Avinash Kapoor and Chinmaya Kulshrestha (2009) in their article, “Consumers' Perceptions: An Analytical Study of Influence of Consumer Emotions and Response”, studied that company’s product can be purchased by the customer on the basis of convincing ability of the salesperson of the company. This research article clarified that the emotions, motivation, stimulation, response of the customer trusts upon the convincing behavior of company’s salesperson. The salesperson can realize the behavior, awareness of consumer on the basis of his communication with the customers. By meeting the customers, the salesperson can report the business concerning consumer’s opinions, preferences, likes, dislikes of the customers. In a nutshell, the article stated the role of company’s salesperson in comprehending the opinion of the customers.

12. R. Harish 9 (2007) in his article “Emerging trends in the Marketing of Consumer Durables in India”, found that India is a big market for consumer durable products. As a result of intense competition the prices of consumer durable products has come down considerably. As a consequences of this, market growth has taken place in terms of quantity rather than value. Moreover quantities of the products are traded due to promotional strategy discounts presented by the businesses.

13. Muhammad Nayab Gul Dahir, Shaheryar, Ahmad Shiraz Khan and Sir. Aamir Gafoor (2014) in their research article entitled, “Globalization Drivers Effect on Consumer Likeliness around the World” discovered that People are more and more integrated with each other due to globalization. Globalization opens the numerous ways for the people to share the knowledge and other things (product and services) that prevails in their country. The research study was carried out by taking some important drivers from the globalization to measure the likeliness around the world.

The study was conducted with primary and secondary data. Total 350 respondents were selected out 420 sample size. Demographics' were age, profession and country to belong. 7 countries were taken for the research purposes from which 50 respondents of each country had been taken. The product chocolate had been taken for the measurement of likeliness. The paper investigated the likeliness of consumer around the world by taking satisfaction, technology, price, quality, and marketing variables. The researcher recommended that the result of the study would be helpful for the organizations to capture the market anywhere in the world. It is proved in the study that the benchmark regarding the satisfaction of people all around the globe is same and mental level of peoples appeared to be alike.

14. Ruta Masteikienea and Vitalija Venckuvieneb (2015) in their research article entitled, "Changes of Economic Globalization Impacts on the Baltic States Business Environments" carried out a thorough analysis of economic globalization impact factors on Baltic countries business environments, which revealed high levels of impacts in the fields of: the liberalization of trade; integration of previously non-connected markets and overall productivity growth; the global value chains influence; the increased significance of outsourcing and services sector; the influence of FDI. The core conclusion of the research carried out was that the economic impacts of globalization process are progressively diminishing, however there are new unforeseen impacts evolving and there will be even more challenges for economic subjects to face in the future trying to stay competitive in volatile business environments.

15. Mohamed Abdellatif Abu Auf, Houcine Meddour, Oussama Saoula and Abdul Halim Abdul Majid (2018) in their research article entitled, "Consumer buying behaviour: the roles of price, motivation, perceived culture importance, and religious orientation" discovered the role of price, motivation, perceived culture importance and religious orientation toward consumer buying Behaviour. The study utilized survey questionnaire for data collection from car agencies in Saudi Arabia. The empirical findings of the research study confirmed the direct relationship between price, motivation, perceived culture importance and consumer buying Behaviour. Besides, price and perceived culture importance were found significantly related to religious orientation. It is also found that the mediating role of religious orientation in the relationship between price, motivation, perceived culture importance and consumer buying Behaviour is not supported.

16. Mohammad Anisur Rahman, Md. Aminul Islam, Bushra Humyra Esha, Nahida Sultana and Sujan Chakravorty (2018) in their research article entitled, “Consumer buying behaviour towards online shopping: An empirical study on Dhaka city, Bangladesh” studied that online shopping has emerged and it has influenced the lives of ordinary citizens. The research study was undertaken to understand the behaviour of online shoppers through a self-constructed questionnaire of 160 respondents from Dhaka city. The survey revealed that consumers shop online to save time, and for available varieties of products and services. Both male and female both have the same type of behaviour towards liking and disliking factors; they like home delivery facility and dislike inability to touch and feel the product most. They acquire online shopping information from websites especially from the social network and purchase apparels, accessories mostly through cash on delivery method of payment. The most of the consumers are concern about the security of the payment system, and their overall online shopping satisfaction is mixed.

17. Anna Makarewicz (2013) in this research article entitled, “Consumer behavior as a fundamental requirement for effective operations of companies” has presented the evolution of consumer behaviour occurred for the last few decades. The research paper explained the overall picture of changes that have taken place in societies, stemming from economic, moral, political and social events. Technological expansion and other factors resulting from the general development determine changes in consumer behaviour. The research article very well described that today consumer behavior is a starting point for company’s activities. Company’s success often depends on consumer behavior. The ability to predict consumer behavior is very important, since it allows a company to control the consumer and his/her activities. The researcher recommended that before taking decision regarding producing commodities, the study of consumers’ buying behaviour is very important for the companies.

18. Deepak Kumar. S (2017) in his research article entitled, “Consumerism and its effects on globalization” discovered the relation between globalization, consumerism, and identity and how the interplay of these factors promotes unsustainable consumption practices. The paper explained that globalization in its current instantiation is the fusion of capitalism and advanced technologies, also called “techno-capital”. It produces forces that both homogenize and differentiate identity. Contemporary globalization has impacted the social,

cultural, economic, technological, and environmental realms; fostered transformations of identity; and, helped to new forms of subjectivity. While globalization is the dominant hegemony of the present age, consumerism has become the basis of its wealth.

19. Sukhdeep Kaur (2019) in his research article entitled, “Effect of Globalisation on Consumer Behaviour” researched that globalisation have more positive effect on Indian industry. Primary sector increase its productivity by new variety of seeds which are imported or developed by new botanical methods. Secondary sector also increase its income by import and export of raw and development of new processes. Territory sector also developed. More part GDP is covered by this sector. All this is a implications of globalization. Because of development of the country now consumer’s behavior are also changed and adopt new and highly effective living standards.

20. Dr. Krishna Gupta and Miss Kavita Bharti (2017) in their research article entitled, “Globalization and the Consumer: An Overview” discovered that globalization no doubt has opened new channels for consumers. The study found out the true sense of globalization also found how globalization affects consumer. The result of the study was that globalization is just like two sides of one coin. It affect consumer both positively and negatively. Higher standard of living, balanced human development, changing in people values, lifestyle, increase consumption, increase in product variety , commodities at lower price with high quality, free flow of technology, are the positive effects of globalization on consumer. Globalization negative effects on consumers are cultural diversity, pollution in environment, increasing gap between poor and rich consumer etc. Today in globalised world we can’t neglect both effects. Whole economies, must seek a balance between the positive and negative effects.

21. Giridhar K.V and Rajehev. D (2011) in their article “Consumer Behavior on Online Shopping: A Study on Influencing Factors” found that more and more number of cusomer are using internet. in the current scenario, internet has changed the way of doing business in the form of reaching prospective consumers. Electronic networks permit individuals to go beyond the hurdles of time and distance and take benefit of global markets and business prospects. As Online shopping saves time, transportation cost etc, it has turned out to be an important component of business strategy, planning and economic development in the developing global economy. Customer can also match the prices of two products online.

Online shopping offers freedom to shop at one's own pace, time and suitability as these shops are open round the clock of 24/7, 7 days a week and 365 days. It is very rare to find any traditional stores that are open 24/7. In the current scenario, customers are making online shopping since of all these benefits attached with online shopping.

22. Prof. Sharma Geeta and Sharma Sanjeev K (2011) in their article, "Consumer Attitude towards Advertising-an Empirical Investigation", focussed on the importance of advertising in today's era of globalisation. Advertising stimulates customers to purchase the products of particular company because of advertising policy of that company. Despite of this importance of marketing, marketing has been condemned for many years for distorted information, notifying consumers concerning falsehood quality of product through impressive advertisement campaign. The advertising industry is worry about refining the stained image of marketing. The research article described the attitudes of present consumer towards advertisement. The researcher suggested that, successful and genuine advertising is mandatory in order to attract the customers. The attitude of contemporary consumer in the direction of advertising has been reported in this study very well.

23. S. Suraj Basha, B.C. Lakshmanan And Dr. K. Fayaz (2011) in their research article entitled, "Empirical Study On Buying Behaviour Of Mobile Phone In India," disclosed that there is a high degree of association amongst ages & monthly salary of usage of mobiles phones, the educational qualification does not impact the choice of a mobile. Researcher had selected 400 samples for this research. The data was collected with the help of the planned questionnaire. The data collected was categorised on the basis of age, profession, monthly income, gender, marital status and type of mobile held by the respondents. The Chi-Square test was used to test the data. The study resolved that whenever new models are launched people tend to get attracted towards it. The companies have to keep this in mind. At the present time customers are aware about price, selling price of mobiles has to be decided carefully. Features of the product have to be amplified, quality and after sales service have to be provided. Advertising must be promoted more to customers so as to create awareness about mobile and its features.

24. Dr. Sushil Pande, and Ashish Kumar Srivastava (2013) their research article entitled, "Impact of Globalization on Marketing of Durable Goods," Globalization started in India in the year 1991 as India has implemented the policy of Liberalization, Globalization

and Privatization. This policy of India has created competition in case of price and quality of the products as multinational companies started to come in Indian market. It is necessary for the domestic companies to develop a extensive and strong distribution network, segregate their products in areas of significance to the customer and revolutionize in the areas of promotion, product financing, etc. The researcher finally suggested that there is abundant impact of globalisation on marketing of durable goods and consequently domestic company should structure its marketing strategy compatible with global one.

25. Mr. Sushil kumar Agrawal (2014) in his article, “A Study of Consumer Buying Behavior of FMCG Product in Madhya Pradesh,” concluded that having the knowledge of consumer is very essential in order to be successful in marketing or selling the product of the company.

Though knowing the customer behavior is a challenging task in front of the company, the company must undertake all-encompassing marketing research. Marketing research help in understanding the buying behavior of consumers.

26. Henry Assael (2001) in his book entitled, “Consumer behavior and Marketing Action” has described that if companies want to capture market, understanding or knowing consumer behavior is very much essential. The author highlighted that the buying behavior of consumer is also affected with the past experience of the consumer regarding use of particular product. The author reflects the increasing importance of new technologies in consumer decision making process. The author explained that global communication across the world have produced similar needs and tastes among consumers worldwide. Finally author explained the impact of cross-cultural influences on consumer behavior.

27. P.C. Jain & Monika Bhatt (2003) in thier book entitled, “Consumer behavior in Indian Context.” highlighted the importance of E-Commerce and advertising. E-commerce is a new emerging method of marketing across the globe. The author emphasized the need of studying consumer behavior after the era of globalisation and liberalization. The author has explained the various factors affecting consumer behavior in detail. The author emphasised that advertisement plays a vital role for attracting the consumers. E-commerce has brought a revolutionary change in the buying behaviour of consumers.

28. Hawkins, Best and Coney (2002) in their book entitled, “Consumer behavior Building Marketing Strategy” has suggested that before framing any marketing or framing

any policy with regard to producing goods, the company must study the factors affecting on consumers' buying behavior. The author discovered that consumer spend more time on buying and consuming than we do working or sleeping. Author has presented various cases in the book for understanding consumer behavior. By studying this cases and the principles, one can develop the ability to discern the underlying logic of the marketing activities encountered by the companies in day to day operations of the business.

29.L. Loudon & Albert J. Della Bitta (2002) in their book entitled "Consumer behavior", discussed on importance of studying various factors affecting on consumers' buying behavior to the companies. The book has been divided into five parts. The first part of the book described the need of studying consumer behavior before preparing marketing mix of a company. The second part of the book explained the various factors affecting on consumers' buying behavior. These factors include culture, subcultures, social class, social group, family, personality, of consumers. . In the third part of the book, the author explained various individual determinants of consumer behavior such as personality, motivation and involvement, information processing, learning and memory, attitudes etc. The fourth part explained the process of consumer decision making. the last part of the book discussed on the importance of consumer research to the company.

30.Suja R. Nair (2010) in his book entitled, "Consumer Behavior in Indian Perspective", discussed on various individual determinant which impact on buying behavior of consumer like customer opinion, consumer learning, personality and lifestyle, attitude and motivation. The other social facet which influence the buying behavior of customer like demographics of the consumer, social class and culture reference group. Consumer decision making process is also defined in this book. The book concluded with the unit organizational buying behavior and online consumer which explained the importance of organizational buying behaviour and the prominence of online shopping in the current situation of globalisation.

31. Mr. N. Ratnakumar (2012) in his thesis entitled, Consumer Behavior towards Consumer Durable Goods (A Comparative Study between Rural and Urban areas in Guntur District, A.P., India) found that the buying behavior of rural and urban consumer is different in various aspects. Total 600 hundred samples were chosen from the rural and urban areas of the Guntur District of Andhra Pradesh State. The researcher had bifurcated consumer durable

product into four types, i.e. kitchen hold, household, transport and personal uses product for the research study. The research study found that while purchasing product, the price of the products is given due consideration by the rural consumers whereas urban consumers prefer to purchase the products of high brand. Major influencing factor in rural areas are opinion of others for selecting the brands of durables while in urban areas most influencing factor is word-of-mouth communication. The framed hypotheses were tested with the help of Chi-Square test, correlation, regression etc.

32. Lekshmi Bhai P.S. (2012) in her thesis entitled, “The Effect of Advertisement on Consumer Behavior and Brand Preference with Special Reference to Selected Consumer Durables in Kerala” researched that advertisement and brand preferences is the most important things which impacts on the buying behavior of consumers. For the research study, researcher had selected 900 consumers as respondents from all the fourteen districts of Kerala State. The research study found that advertising plays a major role in recent life. It forms the attitudes of the people and the individual and certainly influences customer behavior. The study suggested that advertisement should be shaped consistent with the product and its suitability with different categories of demographic profiles of the consumers. The researcher also suggested that television advertisement is the most influencing way of advertising and company should make use of television advertisement to reach maximum consumers because most of the people sit to watch TV within hours of the day.

33. R. Vijaya kumar (2012) in his thesis entitled, “A Study on Buying Pattern of Rural Consumers With Reference To Selected Consumer Durable Goods in Namakkal District” studied the buying behavior of rural consumers with respect to selected consumer durable goods. Total 375 respondents were selected as a sample from Namakkal District of Tamilnadu. The study found the factors accountable to select durable goods in the rural area. The study found that most the consumers prefer the products of LG brands and mouth to mouth communication, reference group etc are major medium of advertising in rural area. It is also found that in rural areas price also impact on the buying behavior of rural consumers. So it is suggested to the companies that they should frame the pricing policy accordingly. The study concluded that rural region is the backbone of our economy. Major income comes from the rural areas. Therefore company should focus on rural area in order to increase their sales.

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CHAPTER -III

FACTORS INFLUENCING CONSUMER BEHAVIOR AND GLOBALIZATION

PART-I: CONSUMER BEHAVIOR

In the current competitive and global market, customer is deliberated as the king and it is the customer who decides what a business is. Currently every business institution all over the world has recognized the prominence of understanding consumer behaviour as the crucial to their success. But understanding of consumer behaviour is a challenge for the marketers. It needs them to probe and explore an extensive range of replies comprising emotional responses (feeling and emotions are experiences), cognitive responses (beliefs, opinions, attitudes and intentions associated to products and services) and the behavioural responses (actions involved while obtaining, using and disposing goods or services.) Furthermore, in the long run it is only those organizations that have been close to their consumers and comprehend their requirements and wants that have been able to compete effectively at the market place.

Though the marketing notion has been in trend since the past decades, today, when the market is swamped with so many me-too products, it is all the more indispensable that marketers recognize the uniqueness and diversity of consumer behaviour and make product or service offering accordingly. The success of organizations will be replicated when the customers accept such offerings and continue to patronize it for a long period of time.

Presently we are staying in e-technology era. The revolution in the e-technology age enables marketers to go for more customization of products, services and media usage. This is probable since marketers take the help of technology to collect and analyses all the complex information available on customer's characteristic features and buying pattern. Likewise, e-technology has also assisted customers to attain more information about numerous product and service offering and at times even transforming them to online buyers. This evidently shows that marketers as well as all those fascinated in the success of the organization must understand –what, why, when, where, how often and son questions associated to the study of consumer behavior.

In this globalization age, the market is swamped with a burst of choices of products with apparently very diminutive differences amid one and the other, which are frequently not even noticeable to customers. There has been a shift in the mind set of customers in the direction of rising aspirations and varying attitudes to lifestyle, recreation and entertainment expenditure. The success and failure of any organization, company or firm rests on how it pleases to its customers.

Successful marketers have realised that the principle for success will be founded on how meritoriously they have recognised their customers' anticipations from products and brands and offer the same with a very high value satisfaction level. These marketers are engaged in gauging the behavior of customers, recognise the sources, timing and direction of the change in their behavior, the evolving new competencies and viewpoints. All of which will permit them to react to the variations in the most effective method.

Despite of their high efforts, analysing the customers' buying behavior is not only a puzzle but also a challenge for the marketers. The customer has always showed a complex buying pattern. They have diverse requirements and wants, frequently at several phases of emergence and actualization, revealing numerous degrees of prioritization (some are latent, some manifest, while some others are highly dominant). Every purchaser may relish her own distinctive method of apprehending these requirements and wants particularly since she is exposed to a very wide world of information.

Customer alignment stems from the company's acceptance and implementation of the marketing concept a philosophy of every business unit which has triple repercussion specifically, I).the victory of any business unit rests on customers who are eager to accept and pay for the products or services; II).the organisation should be conscious of the market want well in advance of production and III).customers' needs must be monitored constantly for assured success over opponents. The customers are the arbiters of fortune in business. In highly competitive economic system, the success, survival and growth of firms permits precise knowledge about customer or their behavior. Understanding consumer is the critical task of every marketing manager.

Consequently, a sound marketing programme should begin with a careful analysis of the habits, attitudes, motives and requirements of customers. A company or a firm that does not show up to the requirements of its customers, very soon, finds its markets share diminishing very fast. Customer has become the reason and purpose of every business activity. None of the business can afford to ignore the customers, and consequently, the study of consumer behavior is catching consideration from business people as well as from marketing academicians.

Definitions of Consumer Behavior

Diverse marketing scholars have well-defined the buyers / consumers behavior in diverse techniques. Few of these definitions are as below:

- 4) C.G. Walters and W.P. Gordon:** Consumer behavior is the procedure whereby individual choose whether, what, when, where, how and from whom to purchase goods and services.
- 5) Philip Kotler:** Consumer buying behavior denotes to the buying behavior of final consumers individuals and households, who buy goods and services for personal consumption.
- 6) F.F. Webster:** Buyer behavior is all psychological, social and physical behavior of probable customer as they become conscious of products and services and evaluate purchase, consume and tell other people about products and services.

In simple words it can be concluded that customer behavior is a procedure in which the customer chooses about procuring of products, goods or services on the basis of his requirement after cautious examination of product, its price, service and quality etc.

Importance of Studying Consumer Behavior

In this globalisation era, a study of consumers' behavior is most important. Understanding the nature and reason of the buyers' response is very important for marketer as he will not be able to sale his products successfully until he succeeds in this. Each marketer must learn how customer's response does develop and what makes a customer to respond positively or negatively. The other points of prominence of studying buyers' behavior are given below-

- **Increasing competition**

In this globalization era, due to liberalized policy of government a lot of multinational companies are expanding in India which has led to a cut throat competition in the market. Selections of the foreign and domestic products are accessible to the customer. Consequently the ever increasing competition has enforced the marketers to focus on consumer behavior.

- **Designing of marketing policy and marketing strategy**

Globalization has forced to the organization to make analytical study of consumer behavior for designing of suitable marketing policy and marketing strategy. Decisions in regards to the product strategies, pricing strategies, distribution choice, and promotion mix or market segmentation are to be made after a judicious study and analysis of consumer behavior. Then only they will be in a position to face this global competition.

- **Knowing different factors affecting consumer behavior**

It is very essential for the organization to have the information concerning the aspects influencing buying behavior of consumers. The analytical study of consumer behavior or marketing research offers the information about the factors which impacts the buying behavior of consumers.

- **Planning marketing activities customer-focused**

Each company, currently, has to make all its actions customer-focused. And this can be performed only when the customer behavior is effectively studied.

- **Creation and exchange of values**

Marketing is termed as a process of creation and exchange of values. Until consideration is paid to consumer behavior, no marketer will know what is valued and exchangeable to consumer.

Types of buying behavior

Consumer decision making differs with the kind of buying decision. The decisions to purchase toothpaste, a tennis racket, a personal computer, and a new car are all very different. Complex and expensive purchases are probable to include more buyer deliberation and more participants. Heary Assael distinguished four types of consumer buying behavior, based on the degree of buyer involvement and the degree of differences amongst brands.

1. Complex buying behavior

Complex buying behavior comprises three-step procedure. First, the buyer develops belief about the product. Second, he or she develops attitudes about the product. Third, he or she makes a thoughtful choice. Customers involve in complex buying behavior when they are highly tangled in a purchase and aware of significant differences among brands. This is typically the case when the product is expensive, bought regularly, risky and highly expensive, like an automobile.

2. Dissonance-reducing buyer behavior

Sometimes the customer is extremely involved in a purchase but see little difference in brands. The high involvement is based on the fact that the purchase is costly, occasional, and precarious. In this case, the buyer will shop around to learn what is available. If the customers find quality variances in the brands, he or she might go for the greater price. If the customer note minor alteration, he /she could simply buy on price or convenience.

After the purchase, the customer could experience dissonance that arises from observing certain disquieting features or hearing promising things about other demands, and will be alert to information that provisions his or her decision.

3. Habitual buying behavior

Numerous products are bought under condition of low involvement and the absenteeism of noteworthy brand differences. Consider salt. Customers have slight participation in this product category. They go for the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. There is good indication that customers have little involvement with most low-cost, recurrently purchased products.

4. Variety-seeking buying behavior

Some buying circumstances are categorized by little involvement but important brand differences. Here customers frequently do a lot of brand switching. Think about cookies. The customer has some opinions about cookies, chooses a brand of cookies without much assessment, and evaluates the product during consumption. Next time, the customer may reach for other brand out of a wish for a diverse taste. Brand switching occurs for the sake of multiplicity rather than satisfaction.

Models of Consumer Behavior

A model is very frequently denoted to as an abstract representation of a process or relationship. We hold numerous models in our minds which permit us to make sense of the world and also help to forecast the probable course of events. Simply stated models help us in the following techniques:

- They aid in the development of theories.
- They aid to understand complex relationships.
- They offer the framework for discussions & research work.

Consumer behaviour models can be categorized into following two categories:

1. Traditional Models

• Economic Model

Under economics, it is presumed that man is a rational human being, who will assess all substitutes in regards to cost and value received and select that product/service which gives utmost satisfaction. Consumers are presumed to trail the norm of utmost utility based on the law of diminishing utility.

• Learning Model

Contrasting the economists, classical psychologists have been attracted in the realization and satisfaction of requirements and tastes. Human beings have innate requirements, e.g. hunger or thirst, and learned requirements, e.g. fear or guilt. Learning process comprises three steps: A drive is a strong internal stimulus which induces action. When it is focused to drive-reducing objects it becomes a motive. A drive thus encourages a person for action to satisfy the requirement. The objects are stimuli which satisfy our drives. Cues are weak stimuli. Cues decide when the buyer will respond. We have cues, e.g. a product, an advertisement and such other stimuli applicable to the situation. The individual has to select few precise response to achieve the drive for which was acting as a strong stimulus.

• Psychoanalytical Model

This model is relied on the work of psychologists who were worried with personality. They were of the viewpoint that human requirements and motives operated at the mindful as well as at the subconscious levels. Sigmund Freud mentioned that the real psychological forces shaping human behavior are mainly at the unconscious level of mind. As a person grows, they have to repress numerous urges and accept social rules.

These urges are never completely eradicated or perfectly controlled. They emerge in dreams, in slips of tongue or in neurotic behavior. Consequently, the motives of human action the surface and in deep-mind of that person could be dissimilar.

- **Sociological Model**

As per the model the individual buyer is a portion of the institution called society. Since he is living in a society, he gets influenced by it. He plays numerous roles such as family member, as an employee of an organization, as a member of a professional forum and as an active member of an informal cultural organization. Such interaction leaves some impressions on him and may play a role in influencing his buying behavior.

2. Contemporary Models

With the evolution of the consumer behavior study, newer approaches were used to understand what influences consumer behavior. These were said to be contemporary models.

These contemporary models of views varied from the previous models primarily as they focused on the decision process implemented by consumers and borrowed notions from behavioral sciences field. Some of these models have been deliberated as below.

- **Hower-Sheth Model**

Hower-Sheth Model tries to throw light on the rational brand behaviour shown by buyers when faced with circumstances comprising incomplete information and limited capabilities. The model refers to three levels of decision making:

1. *Extensive Problem Solving*: The first stage of decision making when the buyer has slight information about brands and has not yet established a well-defined and structured criteria to make a selection from the several products.
2. *Limited problem solving*: In a little more advanced step choice criteria which is well defined but the buyer is not clear and undecided on the set of brands which will greatest serve him. In this situation, the consumer is uncertain on the 'best brand' which will suit him (or her).
3. *Routinized Response Behavior*: The phase when buyers have well-defined choice criteria along with strong predispositions towards one brand. In such a situation. There is barely any confusion in the consumer's mind and he is ready to purchase a specific brand with slight evaluation of substitutes.¹⁵

- **The Nicosia Model**

The Nicosia Model attempts to clarify buyer behavior by establishing a link amongst the organization and its potential customer. The model recommends that messages from the first impacts the tendency of the consumer to the product or services. Based on the condition, the consumer will have a search for the product or an assessment of the product characteristics by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product else the reverse may occur.

- **The Engel-Kollat-Blackwell Model**

This model gives a more of stress on the consumer's decision process steps which embrace of the problem recognition, information search, alternatives evaluation, choice and outcomes.

- **Engel, Blackwell and Miniard Model**

The EBM model fundamentally concentrates on the process of decision making and is augmented with inputs from information processing and other persuading factors also. This model when associated to the Howerd-Sheth model is more coherent and flexible than the latter. Furthermore, it also comprises human processes like memory, information processing and considers both the positive and negative purchase outcomes.¹⁷

- **Webster and Wind Model of Organizational Buying Behavior**

This model attempts to explain the multidimensional nature of organizational buying behavior. This model denotes to the environmental, organizational, interpersonal and individual buying elements, which influence the organizational buyer(s). These determinants influence both the individual and group decision making processes and subsequently the final buying decisions.

- **Schiffman & Kaunk's Model of Consumer Decision Making**

This model speaks of the communication amongst the marketer and consumer. This procedure can be seen in the form of three separate though interactive phases.

The input phase in the consumer decision making model comprises of external environmental inspirations, or two foremost sources of information. These sources are the firm's marketing mix elements (comprising the product or service, its price, its promotion and location of availability) as well as the external sociological influences on the consumer (family, peer and friends, neighbors, other informal and non-commercial sources, social class, group influence,

religion and cultural etc.).

The process stage stated in the model notifies us on how consumers make decisions. There are a psychological features current within each individual (motivation, perception, learning, personality and attitudes) which distress how the external inputs from the input stage impacts the consumer's decision making process.

The output phase of the consumer decision making model comprises of two closely associated post decision actions namely, purchase behavior and post purchase evaluation. The post decision activity is also reliant on upon the type of decision tangled. For example, post purchase behaviors for low-cost non-durable products say new toothpaste, could be prejudiced by the free coupon provide and may in fact be a trial purchase. In case the consumer is satisfied with the product after use, he or she may repeat the purchase. The trial forms the investigative stage of the purchase behavior, when the consumer assesses the product through direct usage. A recurrence purchase will designate product adoption by the consumer.

- **Assaell's Consumer Decision Making Model**

This model tells that the consumer's participation in the decision making will differ reliant upon the type of purchase involved. For instance, in case of high involvement purchases (or complex decisions) the decision making process will comprise information search as well as assessing the brand alternatives. Whereas, in case of low involvement purchases the consumer may seek little or no information and considers only one brand.

- **Simple Stimulus-Response Model**

As per the stimuli response model, there are marketing and other stimuli which enter the 'consumer's black-box' and consequently produces definite buyer responses. This model suggests that a buyer is considered as 'Black Box'. Since we cannot enter in his mind and read out what is going on there. The marketing and other stimuli enter the customer's mind i.e. the black box, and produce assured responses. The marketing stimuli comprise of four components of marketing mix i.e. Product, price, place and promotion.

The reason of providing the list of the above model is to show how these models are related for understanding customer behavior and assess their effectiveness to marketers in diverse market circumstances. This model suggest the marketers that while marketing or designing the products, organisation must consider the different models of consumer

behavior so as to satisfy the consumers and face the cut throat competition available in the market. The above given model of consumer behavior says that the buying decision of every consumer differ from the other consumers.

Consumer Buying Process

This is an important process that plays an important role in the consumer behavioural study and is the first mandatory stage for understanding consumer behaviour. The purpose of the study of consumer procurement process is to know how the consumer decides to buy or not buy anything, in most cases. The purchase process is the decision-making process which is leading to the purchase function. One option is to select an option and it represents a problem-solving approach. This mechanism is similar to any processing activity in which we provide some input after the processing activity and in the end the output comes in front of us. Philip Kotler has presented a six-level model involving consumer purchase decision process. It has been said as follows:

Figure No.3.1: Consumer Buying Behavior Process



Source: <https://www.dreamstime.com/stock-photography-green-consumer-buying-behavior-process>

Philip Kotler has presented a six-level model involving consumer purchase decision process. It has been said as follows:

1. Problem Identification

Consumer purchase decision process starts with identifying requirements. These needs can be started with internal and external stimuli. For example, a person may wish to wear

fashionable clothes with internal stimuli or receive suggestions from friends who work as an external source. Marketers' help these needs and helps people recognize these needs, which is through intelligent use of marketing mix variables.

2. Information Search

When consumers need to identify a need, they can find information about how to satisfy it.

A consumer can search for information from five general sources:

1. *Internal Source*: Remembering memory, if they have satisfied a similar requirement in the past.
2. *Group Source*: By consulting family members, friends and others like others.
3. *Marketing Source*: Sales people, through advertising and packaging.
4. *Public Source*: Through media promotion, research firms report.
5. *Experimental Source*: By experiencing the products, that is, by assuming or taking them or using them. For example, a consumer can taste a special item of fast food, and if he likes it, then he can make a purchase decision.

3. Listing Alternative Brands

In this phase, the consumer analyzes the information available with them to select the right product or brand. A consumer can list some alternative brands available in the market. Brands can be listed after collecting necessary information from different sources.

Information about alternative brands may include the following factors: characteristics, prices, models, after-sales service and warranty.

4. Evaluation of Alternatives

Based on available information, consumers identify and evaluate ways to meet their needs. A consumer can identify products or brands that effectively meet their needs or solve their problems, and then evaluate each brand / product with certain criteria such as features, prices, company reputation and so on.

5. Purchase Decision

Consumer has reduced the potential options for a while, and then the decision to make a purchase can be decided. The consumer will decide what to buy, and if so, what, where, and when to buy. If none of the shortlisted options meet their needs, consumers can also postpone purchasing decisions or leave behind.

6. Post-Purchase Behaviour

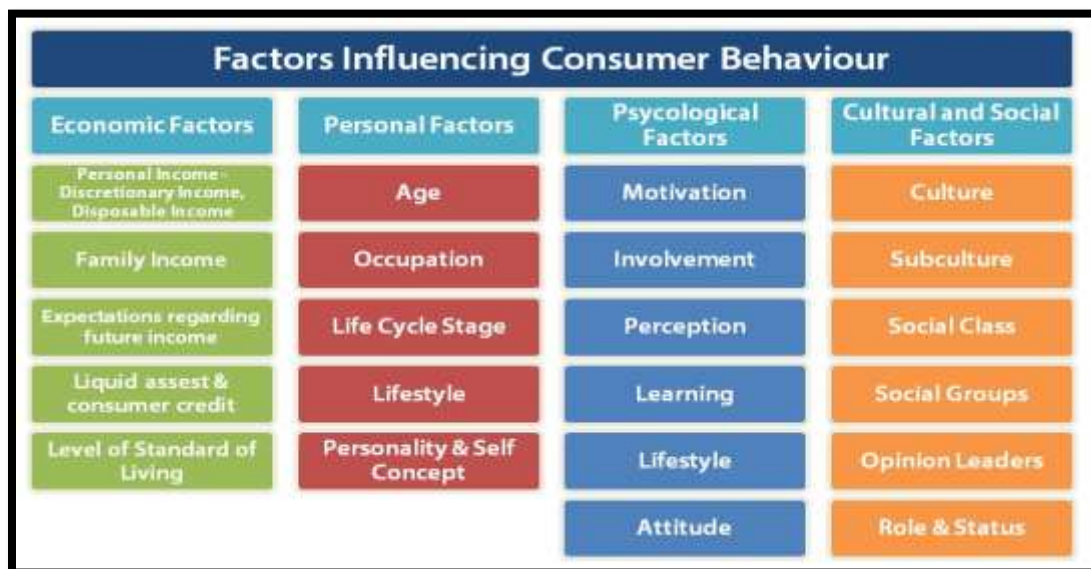
A marketer's job is not completed with the purchase decision by the buyer. After purchasing and consumption, the customer will experience some level of satisfaction. If the product meets the consumer's expectations, the consumer will be satisfied if the performance of the product exceeds the expectations of the customers, they will be happy, and if they come down from the expectations, they will become dissatisfied.

A satisfied consumer may be involved in a repeat purchase. A delightful customer promotes a positive image of the brand, while an unhappy consumer can spread the bad image of the product or brand. Thus, a study on the behavior of post-purchase behavior is used and it is considered unique, and helps the marketers to design their marketing mix.

Factors Influencing Consumer Behavior

Consumer behavior is influenced by various factors. They can be divided into three broad categories, i.e. economic factors, social factors and psychological factors they are briefly discussing here.

Figure No.3.2: Factors Influencing Consumer Behavior



Source: <https://www.google.com/search=image of Factors Influencing Consumer Behavior>

1. Economic Factors Influencing Consumer Behavior

Economic factors are the factors that speak about the quantity of sales in the market and the economic condition of the consumer, that is, how much consumer consumes on the purchase of services connecting consumer and company's total sales. Economic factors affecting consumers' behavior are:

Figure No.3.3: Economic Factors Affecting Consumer's Behavior



Source: <https://businessjargons.com/wp-content/uploads/2016/04/Economic-Factors.jpg>

- **Personal Income**

Person's buying behavior is greatly influenced by his personal income because it determines the level by which money is spent on the purchase of products and services. Each consumer has two categories of personal income i.e. disposable income and discretionary income if consumers have more disposable income, then their purchasing power is high and vice versa.

- **Family Income**

The family income reflects the total income figures of all the family members. Total family income also affects the purchasing behaviour of its members. After completing all the basic needs of life, the remaining income can be used to purchase shopping, luxury and durable goods etc.

- **Consumer Credit**

Consumers purchase behaviour is also based on consumer credit given by companies, dealers, vendors etc. are also affected. If consumers are generous to the terms of the loan, they want to spend more on luxury items, durable goods and shopping goods and the EMI scheme is also available. Consumers get the convenience of the seller directly or indirectly through banks and other financial institutions.

- **Liquid Assets**

Liquid assets available to consumers also are an important component that affects their purchasing behaviour. The assets which can be quickly converted into cash are called liquid assets. If the consumer has more liquid assets, then he is able to spend more on luxury goods and shopping goods. On the contrary, if liquid assets are limited then expenses on luxury goods also get reduced.

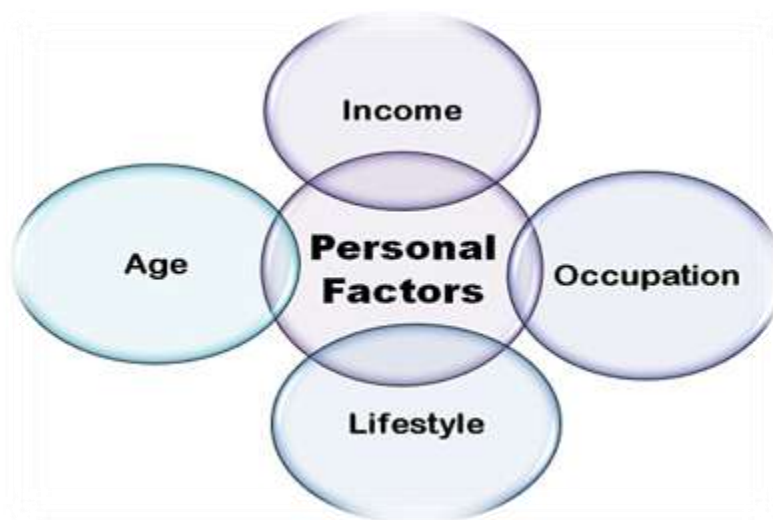
- **Savings**

Consumers buying behaviour is also influenced by their savings patterns. As such, if the customer resolves to save more for a particular period, then its expenditure on other items will be reduced and if the savings decrease then the expenditure on other items increases.

2. Personal Factors Influencing Consumer Behaviour

Individual factors are individual factors of consumers who strongly influence their buying behaviour. These factors vary from one person to another, resulting in a different set of perceptions, perspectives, and behaviours for certain objects and services. Some important personal factors are:

Figure No.3.4: Personal Factors Influencing Consumer Behavior



Source:<https://businessjargons.com/wp-content/uploads/2016/04/Personal-Factors.jpg>

- **Occupation**

A person's occupation plays an important role in influencing his purchase decision. The nature of a person's job is directly influenced by those products and brands, which he chooses for himself / herself.

Tim was working with an organization as Chief Executive Officer, while Jack, Tim's friend, now a retired professor went to a nearby school as a part-time faculty. Tim always used to search for premium brands that used to go with his designation, while Jack loved those brands which were not very expensive. Tim was actually conscious about the clothes he wore, the perfume he used to wear, the clock he wore, while Jack did not really bother about all of this.

This is the importance of the designation of one. As Chief Executive Officer of an organization, Tim was really very handsome and needed to wear something special for others. For a CEO or for that matter a senior professional can never afford to wear cheap labels and local brands to work.

A person's designation and his nature of work affect his purchase decisions. You will never find a low level worker who is looking for occupation suits, tie yourself for a person working on the store floor cannot wear a premium brand to work every day.

College visitors and students will be more casual than those who are more interested in buying formal shirts and trousers.

- **Age**

Age and human life cycle affect the purchasing behaviour of consumers. Compared to middle-aged or elderly people, teenagers will be more interested in buying bright and sturdy colors that would prefer decent and subtle designs.

A graduate would like to spend splendidly on beer, bikes, music, clothing, parties, clubs and similar things. A young singer would hardly be interested in buying home, property, insurance policies, gold etc. A person who has a family, on the other hand, will be more interested in buying something, which will benefit his family and secure their future.

- **Economic Status**

The trend of purchasing a person is directly proportional to its income / income per month. It determines how much a person brings home and how much it spends on.

High income people buy expensive and premium products compared to those of middle and lower income groups, who spend mostly on essential commodities. You will hardly see a low-income person spending money on designer clothes and watches. He would be more interested in buying groceries or essential products for his survival.

- **Life Style**

Life Style, a term proposed by Austrian Psychologist Alfred Adler in 1929, as the way a person lives in society refers to. It is really important for some people to wear branded clothes while some people are not really conscious of the brand. A person living in a posh area needs to maintain their position and image. A person's lifestyle is to do something with his style, attitude, perception, his social relations and immediate surroundings.

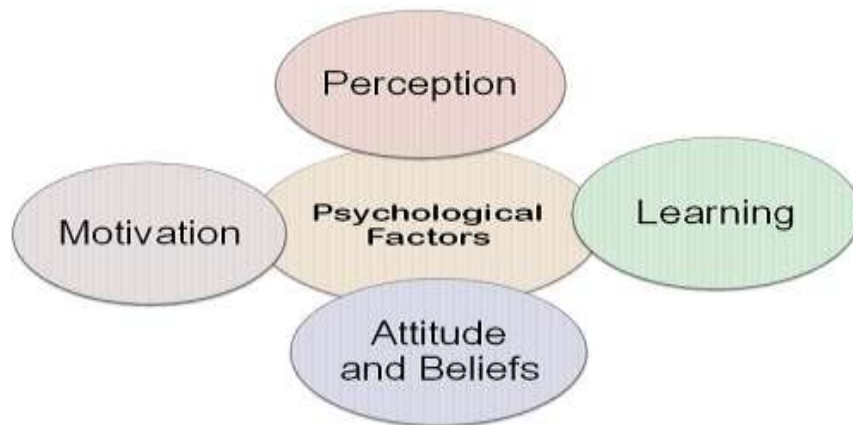
- **Personality**

A person's personality also influences his purchase behaviour. Each person has its own unique personality trait, which shows its buying behaviour. Fitness Freak will always seek fitness equipment, while a music lover will happily spend on musical instruments, CDs, concerts, music shows etc.

3. Psychological Factors Influencing Consumer Behaviour

Psychological factors are factors that talk about a person's psychology, who run their jobs to achieve satisfaction. Some important psychological factors are:

Figure No.3.5: Psychological Factors Influencing Consumer Behaviour



Source:<https://businessjargons.com/wp-content/uploads/2016/04/Psychological-Factors-of-consumer-behavior.jpg>

- **Motivation**

The level of motivation affects consumers' purchasing behaviour. It is very well explained by Maslow through his needs, which includes basic requirements, safety requirements, social needs, needs of respect and self-realization of hierarchical principles. Generally, the basic needs and safety needs are needed to be more pressurized than the other, and therefore, these requirements become a motive, which directs consumer behavior to seek satisfaction.

- **Perception**

Consumer's perception of a particular product and brand also influences its buying decision. Perception is the process through which the person selects, arranges and explains information to find a meaningful conclusion. As such, Apple iPhone is considered as a premium brand and consumers are encouraged to buy it to connect with the elite class of society.

Marketers insist on managing conceptual processes, Viz. Selective meditation, selective distortion and selective retention. In selective meditation, marketers try to attract customer's attention towards their offerings. Different people have different assumptions about the same product based on their own individual beliefs and attitudes that give rise to selective distortion. Thus, the marketer should try to understand the perspectives and beliefs of individuals and to design marketing campaigns to maintain consumers.

- **Learning**

The person's learning depends on the skill, knowledge and intentions. Skills are developed through practice while knowledge and intentions are achieved with experience. May be a

conditional learning or a cognitive learning.

In conditional learning, consumer studies air-conditioning with special stimulation, that is, when it is exposed to similar condition, repeatedly, it develops a special reaction towards it. While in cognitive learning, the person implements all his knowledge, skills, attitudes, values and beliefs in order to find solutions to any problem and get satisfaction from it.

- **Perspectives and Beliefs**

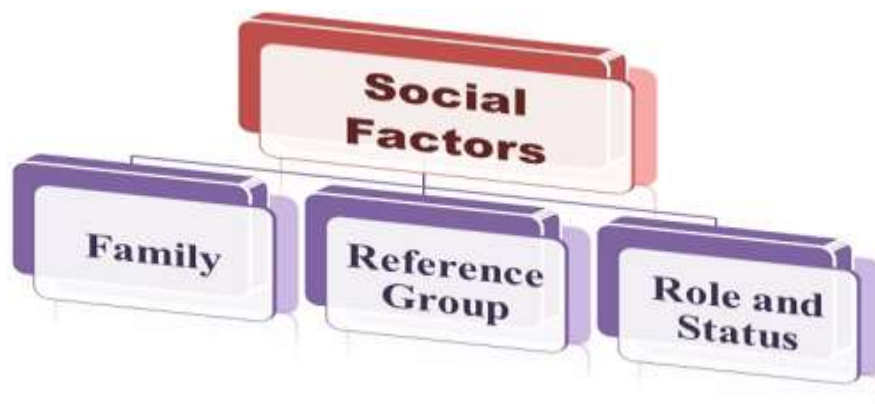
There are some beliefs and perspectives towards individuals' products, on which their buying decision remains. These approaches and beliefs have a tendency to respond to a given product in a particular way, and they create a brand image that affects consumer buying behaviour. In this way, marketers try to understand the perspectives and beliefs of individuals and modify them through many marketing campaigns.

Thus, these are some psychological factors that should keep the marketer in mind before making strategic marketing decisions.

4. Social Factors Influencing Consumer Behavior

Social factors are factors that are prevalent in a society where the consumer lives. Society is made up of many people who have different preferences and behaviours. These diverse behaviours affect the personal preferences of the second set of individuals because they do activities which are acceptable to the society.

Figure No. 3.6: Social Factors Influencing Consumer Behavior



Source: <https://businessjargons.com/wp-content/uploads/2016/04/Social-Factors-Influencing-Consumer-Behavior.jpg>

- **Family**

Family members play an important role in preparing someone's choice and behavior. It provides an environment, in which a person develops, develops personality and attains values. A child looks after his parents and develops his purchasing behavior and preferences and has the tendency to buy the same products or services even when he is old. The family can influence the purchase behavior of either of the two:

- ✓ The person's personality, attitude, belief, attributes influence.
- ✓ Services affect the decision of a person regarding the purchase of certain goods and services.

It is believed that a person passes through two families: the Family of Orientation and Family of Procreation. In the former form, it is a family in which a person has born, and the parents have a strong influence on his behaviour. While in the family of purchase, it is a family made by a person with his spouse and children and such priorities vary with the influence of the spouse.

- **Reference Group**

A reference group is a group with which a person likes to be affiliated, i.e. wants to be called as a member of that group. It has been observed that all members of the reference group share normal purchase behaviour and have a strong influence on each other.

Marketers should try to identify those roles within the reference group that affect the behaviour of others. Initiator (who makes a purchase decision), influencer (whose opinion affects purchase decision), decision maker (who has the right to make a purchase decision) and buyer (who eventually buys the product)

- **Role and Status**

The position and role of a person in the society also influences his purchasing behavior. As such, the person who holds the highest position in the organization is expected to buy items that advocate their position. Marketers should try to understand the position and role of the person before supporting the products.

In this way, social factors play an important role in the person's behavior, and people of the market should understand it properly before designing their marketing campaigns.

Cultural Factors Influencing Consumer Behavior

Cultural factors are the factors that learn a person in the very early stages of life due to socialization within the family and other major institutions, such as values, preferences, behaviour patterns, and sets of beliefs are learned individually.

Figure No.3.7: Cultural Factors Influencing Consumer Behavior



Source:<https://businessjargons.com/wp-content/uploads/2016/04/Cultural-factors.jpg>

- **Culture**

Culture refers to those beliefs, customs, and behaviors that follow a particular group of people. As the child grows, he develops shopping and decision-making patterns through his family and major institutions. Culture is different from the region and even from the country. Like "saree" and "lungi", the sale of south is higher in the south than in North India. Therefore, the marketer must carefully study all the different cultures and accordingly frame marketing strategies accordingly.

- **Subculture**

Culture can be further divided into subculture, in which people are specifically categorized based on their shared customs and beliefs, including religion, geographical area, nationalities etc. Different sub-cultures make many markets that need them. Careful study can be done by the marketer, and strategic marketing decisions can be taken accordingly. Such as the people living in metro cities and the needs of people living in B-grade cities should be identified before the launch of the marketing campaign.

- **Social Class**

A social class by which a person influences the purchase decision. Generally, people belonging to the same class are asked to share the same interest, value and behavior. Our society has been classified into three social classes' upper class, middle class and lower class. Consumers belonging to these sections have different purchasing behaviors. As if a person belonging to the upper class buys products or services that advocate his position, while lower class people buy products that meet their basic needs.

These are some cultural factors that affect individual purchase behavior due to their membership in the group where different customs, practices, beliefs and rituals are followed.

Consumer Behavior and Market Segmentation

All companies must articulate a strategy for meeting their probable buyers in markets. There are two potential substitutes. The firm may select to offer one product to all its customers or it may choose to divide the market into sub-market having homogeneous aspects and develop a distinct marketing mix for every sub market. The former is known as undistinguishable method, while the latter is called market segmentation method.

Definition of Market Segmentation

1. **According to Philip Kotler** Market Segmentation is a procedure of distributing a market into distinct group of buyers on the basis of needs, characteristics or behavior who might require separate products or marketing mixes.
2. **According to W.J. Stanton,** Market Segmentation comprises of taking the total heterogeneous market for a product and separating it into numerous sub-markets or segments, each of which inclines to be consistent in all important features.³⁶

Bases of Segmenting a Consumer Goods Market

The various criteria for segmenting a consumer goods market may be grouped in the following categories:

- **Geographic Segmentation**

Geographic Segmentation means grouping customers in to homogenous groups in terms of geographical resemblances such as nations, states, regions and cities. Even geographical

aspects such as climate, density of population, topography, etc., can be deliberated for the sub-division of a market segment.

For example, in India as per geographical area, every state may be deliberated as a distinct market. The state may further be segmented in rural, town and urban areas.

- **Demographic Segmentation**

Demographic Segmentation means grouping the customers into identical groups in terms of demographic resemblances such as age, sex, family, size, family lifecycle, household composition, religion, race, nationality etc.

- **Psychographic Segmentation**

People within the similar demographic group can reveal very diverse psychographic profiles. Psychographic segmentation means grouping the customers into homogenous groups in terms of psychographic comparisons such social class, life-styles and personality.

- **Behavioral Segmentation**

Numerous marketers believe that behavioristic variables are the best initial points for segmenting a consumer goods market. In behavioristic subdivision, buyers are separated into groups on the basis of their knowledge, attitudes, use or response to a product.

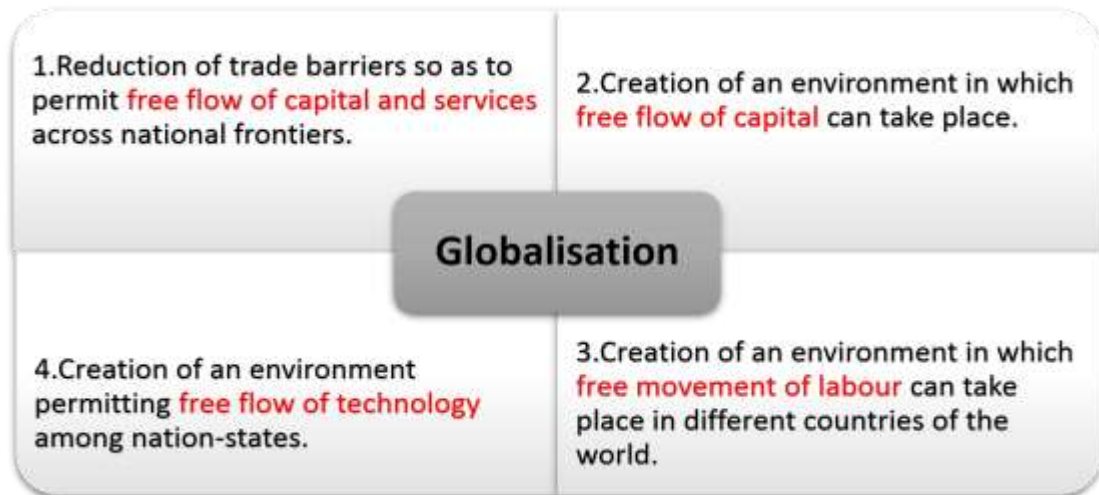
PART-II: GLOBALIZATION AND LIBERALIZATION

Globalization is primarily economic phenomenon, involving the increasing interaction, or integration, of national economic systems through the growth in international trade, investment, and capital flows. A rapid increase in cross-border social, cultural and technological exchange is part of the phenomenon of globalization. Globalization intends to integrate the Indian economy with the world economy. Is considered to be an important element in the reforms package. If the ultimate aim of the globalization movement is to integrate the world into one global village, then an important component of the unrestricted movement of labour cannot be left out. But whether the debate about globalization is carried out at the World Trade Organisation (WTO) or at any other international forum, there is a deliberate effort to blackout 'labour flows' as an essential component of globalization.

The term Globalization, in its newest form, has four major parameters:

1. Free flow of goods and services between countries due to the reduction in trade barriers.
2. Creation of an environment for flow of capital and investment among countries.
3. Free flow of technology from one country to another.
4. Free movement of labor among countries.

Figure No.3.8: Globalization



Globalization (or globalization) describes a process by which regional economies, societies, and cultures have become integrated through a global network of communication, transportation, and trade. The term is sometimes used to refer specifically to economic globalization: the integration of national economies into the international economy through trade, foreign direct investment, capital flows, migration, and the spread of technology. Globalization as a spatial integration in the sphere of social relations when he said “Globalization can be defined as the intensification of worldwide social relations which link distant locations in such a way that local happenings are shaped by events occurring many miles away and vice – versa.” Globalization generally means integrating economy of our nation with the world economy. The economic changes initiated have had a dramatic effect on the overall growth of the economy. It also heralded the integration of the Indian economy into the global economy. The Indian economy was in major crisis in 1991 when foreign currency reserves went down to \$1 billion. Globalization had its impact on various sectors including Agricultural, Industrial, Financial, Health sector and many others. It was only after the LPG policy i.e. Liberalization, Privatization and Globalization launched by the then Finance Minister Man Mohan Singh that India saw its development in various sectors.

Advent of New Economic Policy -

After suffering a huge financial and economic crisis Dr. Man Mohan Singh brought a new policy which is known as Liberalization, Privatization and Globalization Policy (LPG Policy) also known as New Economic Policy, 1991 as it was a measure to come out of the crisis that was going on at that time.

The following measures were taken to liberalize and globalize the economy:

- Devaluation: To solve the balance of payment problem Indian currency were devaluated by 18 to 19%.
- Disinvestment: To make the LPG model smooth many of the public sectors were sold to the private sector.
- Allowing Foreign Direct Investment (FDI): FDI was allowed in a wide range of sectors such as Insurance (26%), defense industries (26%) etc.
- NRI Scheme: The facilities which were available to foreign investors were also given to NRI's.

The New Economic Policy (NEP-1991) introduced changes in the areas of trade policies, monetary & financial policies, fiscal & budgetary policies, and pricing & institutional reforms. The salient features of NEP-1991 are (i) liberalization (internal and external), (ii) extending privatization, (iii) redirecting scarce Public Sector Resources to Areas where the private sector is unlikely to enter, (iv) globalization of economy, and (v) market friendly state.

Impact of Globalization on various sectors of the Economy

The implications of globalization for a national economy are many. Globalization has intensified interdependence and competition between economies in the world market. This is reflected in Interdependence in regard to trading in goods and services and in movement of capital. As a result domestic economic developments are not determined entirely by domestic policies and market conditions. Rather, they are influenced by both domestic and international policies and economic conditions. It is thus clear that a globalising economy, while formulating and evaluating its domestic policy cannot afford to ignore the possible actions and reactions of policies and developments in the rest of the world. This constrained the policy option available to the government which implies loss of policy autonomy to some extent, in decision-making at the national level.

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Impact of Globalization on Agricultural Sector:

Agricultural Sector is the mainstay of the rural Indian economy around which socio-economic privileges and deprivations revolve and any change in its structure is likely to have a corresponding impact on the existing pattern of Social equity. The liberalization of India's economy was adopted by India in 1991. Facing a severe economic crisis, India approached the IMF for a loan, and the IMF granted what is called a 'structural adjustment' loan, which is a loan with certain conditions attached which relate to a structural change in the economy. Essentially, the reforms sought to gradually phase out government control of the market (liberalization), privatize public sector organizations (privatization), and reduce export subsidies and import barriers to enable free trade (globalization). Globalization has helped in:

- Raising living standards,
- Alleviating poverty,
- Assuring food security,
- Generating buoyant market for expansion of industry and services, and
- Making substantial contribution to the national economic growth.

Impact of Globalization on Industrial Sector:

Effects of Globalization on Indian Industry started when the government opened the country's markets to foreign investments in the early 1990s. Globalization of the Indian Industry took place in its various sectors such as steel, pharmaceutical, petroleum, chemical, textile, cement, retail, and BPO.

Globalization means the dismantling of trade barriers between nations and the integration of the nations' economies through financial flow, trade in goods and services, and corporate investments between nations. Globalization has increased across the world in recent years due to the fast progress that has been made in the field of technology especially in communications and transport. The government of India made changes in its economic policy in 1991 by which it allowed direct foreign investments in the country. The benefits of the effects of globalization in the Indian Industry are that many foreign companies set up industries in India, especially in the pharmaceutical, BPO, petroleum, manufacturing, and chemical sectors and this helped to provide employment to many people in the country. This helped reduce the level of unemployment and poverty in the country. Also the benefit of the Effects of Globalization on Indian Industry are that the foreign companies brought in highly advanced technology with them and this helped to make the Indian Industry more technologically advanced.

The negative Effects of Globalization on Indian Industry are that with the coming of technology the number of labor required decreased and this resulted in many people being removed from their jobs. This happened mainly in the pharmaceutical, chemical, manufacturing, and cement industries.

Impact of Globalization on Financial Sector:

Reforms of the financial sector constitute the most important component of India's programme towards economic liberalization. The recent economic liberalization measures have opened the door to foreign competitors to enter into our domestic market. Innovation has become a must for survival. Financial intermediaries have come out of their traditional approach and they are ready to assume more credit risks. As a consequence, many innovations have taken place in the global financial sectors which have its own impact on the domestic sector also. The emergences of various financial institutions and regulatory

bodies have transformed the financial services sector from being a conservative industry to a very dynamic one. In this process this sector is facing a number of challenges. In this changed context, the financial services industry in India has to play a very positive and dynamic role in the years to come by offering many innovative products to suit the varied requirements of the millions of prospective investors spread throughout the country. Reforms of the financial sector constitute the most important component of India's programme towards economic liberalization.

Growth in financial services (comprising banking, insurance, real estate and business services), after dipping to 5.6% in 2003-04 bounced back to 8.7% in 2004-05 and 10.9% in 2005-06. The momentum has been maintained with a growth of 11.1% in 2006-07. Because of Globalization, the financial services industry is in a period of transition. Market shifts, competition, and technological developments are ushering in unprecedented changes in the global financial services industry.

Impact of Globalization on Export and Import:

India's Export and Import in the year 2001-02 was to the extent of 32,572 and 38,362 million respectively. Many Indian companies have started becoming respectable players in the International scene. Agriculture exports account for about 13 to 18% of total annual of annual export of the country. In 2000-01 Agricultural products valued at more than US \$ 6million were exported from the country 23% of which was contributed by the marine products alone. Marine products in recent years have emerged as the single largest contributor to the total agricultural export from the country accounting for over one fifth of the total agricultural exports. Cereals (mostly basmati rice and non-basmati rice), oil seeds, tea and coffee are the other prominent products each of which accounts from nearly 5 to 10% of the country's total agricultural exports.

Impact of Globalization on Technological and Cultural sector

With the process of globalization, there is an access to television grew from 20% of the urban population (1991) to 90% of the urban population (2009). Even in the rural areas satellite television has a grown up market. In the cities, Internet facility is everywhere and extension of internet facilities even to rural areas. There is an increase of global food chain /restaurants

in the urban areas of India. Excessive Multiplex movie halls, big shopping malls and high rise residential are seen in every cities. Entertainment sector in India has a global market. After economic liberalization, Bollywood expanded its area and showed a major presence in the global scale. The industry began to explore new ways to become more global and modern. In India, modernity is observed with the West. Therefore, Western philosophy began to be incorporated into Bollywood films. As these new cultural messages began to reach the Indian population, Indian moviegoers were pushed to re-evaluate their traditional Indian cultural ideology. Bollywood movies are also distributed and accepted at international level. Big international companies (Walt Disney, 20th Century Fox, and Columbia Pictures) are investing on this sector. Famous International brands such as Armani, Gucci, Nike, and Omega are also making investment in the Indian market with the changing of fashion statement of Indians.

Impact of Globalization on education

There is immense effects observed in educational sector due to globalization such as literacy rate become high and Foreign Universities are collaborating with different Indian Universities. The Indian educational system faces challenges of globalization through Information technology and it offers opportunities to evolve new paradigms shifts in developmental education. The distinction between formal, non-formal and informal education will vanish when move from industrial society to information society takes place. Globalization promotes new tools and techniques such as E-learning, Flexible learning, Distance Education Programs and Overseas training.

Impact of Globalization on Consumer Culture

Consumer culture is a culture in which the achievement of proprietorship and ownership of goods and administrations is displaying as the essential point of individual undertakings and the key wellspring of societal position and glory. By 'consumer culture' we mean culture where what we devour, and the manner by which we expend goods and administrations gave in business sectors has come to speak to our characters, intercede our associations with others and even shape our approaches. Globalization's consequences for the manner in which individuals live, play, and learn and the effect is hard to gauge however promptly clear in practically all social orders over the globe. The homogenization of consumer culture instead

of decent variety is one more of the significant effects of the globalization procedure. This will turn out to be progressively universal in view of the advancement of Information Technology (IT). Globalization is not an unavoidable phase of a verifiable procedure, yet rather another period of world private enterprise set apart by the change of the prior institutional (financial and political) game plans, propensities, culture and theoretical originations of the world.

In this new world, advancing competition and effectiveness has turned into a focal financial rule and competition law has turned into a centre administrative system. The intrusion of market-situated framework over the free enterprise arrangement is acknowledge on 'the reason that the excessive collaboration of competitive powers will yield the best assignment of our financial resources, the least costs, the most noteworthy quality and the best material advancement.' The anguish over destructive spread of present day consumerism in a globalizing world could be assemble from all sides of world. Some portray it as "social rootlessness" is the thing that sold by MNEs like Nike and MacDonald's; some argue as critically as naming 'Consumerist law is simply the adversary of Republican Government'. Sandal further argues that it denies us of our association with self-governing maker foundations like private company and unions, abandoning us reliant on the substantial enterprises that supply us with the consumer goods we crave.

Summary of impact of globalization

India gained highly from the LPG model as its GDP increased to 9.7% in 2007-2008. In respect of market capitalization, India ranks fourth in the world. But even after globalization, condition of agriculture has not improved. The share of agriculture in the GDP is only 17%. The number of landless families has increased and farmers are still committing suicide. But seeing the positive effects of globalization, it can be said that very soon India will overcome these hurdles too and march strongly on its path of development. The lesson of recent experience is that a country must carefully choose a combination of policies that best enables it to take the opportunity - while avoiding the pitfalls. For over a century the United States has been the largest economy in the world but major developments have taken place in the world Economy since then, leading to the shift of focus from the US and the rich countries of Europe to the two Asian giants- India and China. Economics experts and various studies

conducted across the globe envisage India and China to rule the world in the 21st century. India, which is now the fourth largest economy in terms of purchasing power parity, may overtake Japan and become third major economic power within 10 years. To conclude we can say that the modernization that we see around us in our daily life is a contribution of Globalization. Globalization has both positive and as well as negative impacts on various sectors of Indian Economy. So Globalization has taken us a long way from 1991 which has resultant in the advancement our country.

Consumer awareness and protection has become an important topic in this globalized world where the markets have become much more powerful. Technology and Science has made the world a global village. Now things manufactured in one country can be bought and sold in any country over the world through the internet. Thereby making a variety of goods and services available to the consumers but it needs to be seen at what cost. Globalization is just like two sides of one coin .It affect consumer both positively and negatively. It provides an opportunity to solve some consumer problems and some time it is been reason for exploitation. Higher standard of living, balanced human development, changing in people values, lifestyle, increase consumption, increase in product variety , commodities at lower price with high quality, free flow of technology, are the positive effects of globalization on consumer. Globalization negative effects on consumers are cultural diversity, pollution in environment, increasing gap between poor and rich consumer etc. Today in globalised world we can't neglect both effects. Whole economies, must seek a balance between the positive and negative effects.

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CHAPTER -IV

DATA ANALYSIS AND INTERPRETATIONS

INTRODUCTION

Analysis of data is a common technique includes a number of closely linked processes, which are done, with the aim of summarizing the collected data, organizing these in such a manner that they answer the research problems or questions. This unit presents a study on the “Globalization and its impact on Consumers’ Buying Behaviour Regarding Consumer Durable Products in Aurangabad District”

The data analysis and interpretation chapter has divided into three sections. The first section describes frequencies and percentages analysis used to explain demographic features of sampled respondents. The second section analysed the opinion of the respondents regarding impact of globalization on their behaviour with respect to Consumer Durable Products. In this sections particularly the brands (whether Indian or Foreign brands) used by the consumers in the pre and after globalisation era is analysed. The third section studied the opinion of Company/Dealer/Wholesaler/Retailer/ Shopkeepers with respect to purchase of consumer durable goods by the consumers in the after globalisation period.

SECTION-I-DATA ANALYSIS AND INTERPRETATION OF DEMOGRAPHIC PROFILE OF SAMPLED RESPONDENTS

- **Area of respondent**

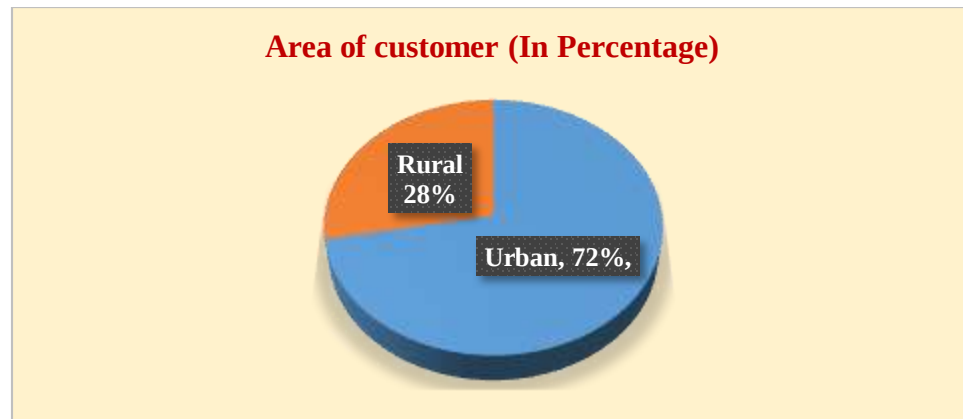
Area of the resident of the respondent plays an important role in influencing his buying behavior. On the basis of residence, consumers are classified into 2 groups. Consumers reside in 'Urban and Consumers reside in 'rural' area. The buying behavior of urban consumer may vary from the rural consumers.

Table 4.1: Particulars showing the area of respondent

Sr. No.	Area	Frequency	Percentage
1	Urban	360	72
2	Rural	140	28
Total		500	100.00

Sources: Primary Data

Graph: 4.1.: Particulars showing the area of respondent



Analysis and Interpretations:

The above table and graph shows that the percentage of consumers residing in different locality. Out of total respondents, respondents' residing in urban area is 72 percent while remaining 28 percent consumers reside in rural area.

When considering the area of the respondents, the majority (72 percent) of the respondents were from a rural area.

- **Age of the Respondents**

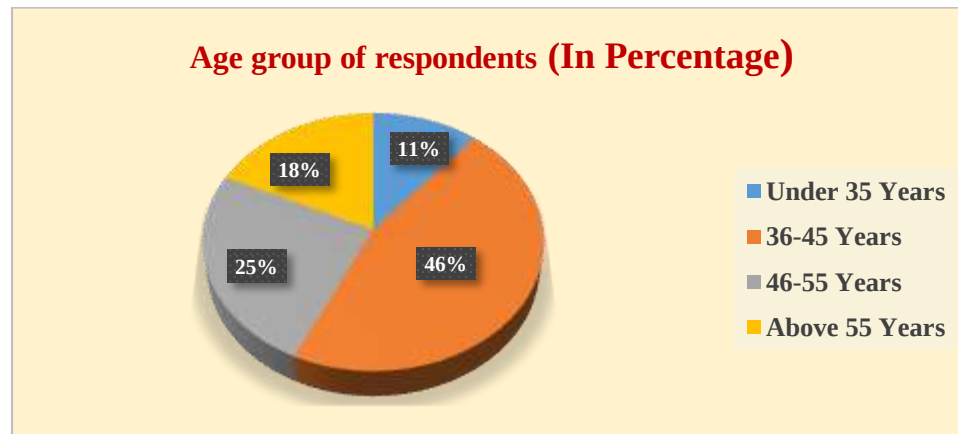
The needs of the people change, as they grow. Age is also an important factor for deciding the buying behavior of the consumer. The buying behavior of experienced or aged person may show different behavior from the inexperienced or young person. Also the buying behavior of Male and female in different ages may show different type of purchasing pattern.

Table 4.2: Particulars showing age group of respondents

Sr. No.	Age group	Frequency	Percentage (%)
1.	Under 35	55	11
2.	36-45	230	46
3.	46-55	125	25
4.	Above 55 Years	90	18
Total		500	100.00

Sources: *Primary Data*

Graph 4.2: Particulars showing age group of respondents



Analysis and Interpretations:

The above table and graph describes the range of ages of the 500 respondents. The 36 to 45 age group constituted the largest group (46 percent) of the sample, and the second-largest age group (25 percent) was between 46-55 years. The 18 percent of respondents were above 55 years while remaining 11 percent were below 35 years.

This result shows that most (46 per cent) of the respondents are in the age group of 36-45 years.

- **Gender of the Respondents**

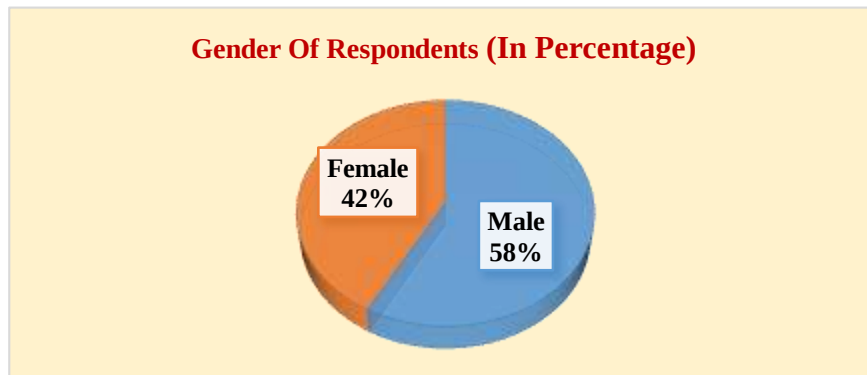
Gender of consumer strongly affect the buying behaviour of consumers regarding consumer durable goods.

Table 4.3: Particulars showing the gender of respondents

Sr. No.	Gender	Frequency	Percentage (%)
1	Male	290	58
2	Female	210	42
Total		500	100.00

Sources: Primary Data

Graph 4.3: Particulars showing the gender of respondents



Analysis and Interpretations:

The above table and graph presents the gender of the respondents. The Table shows that among the 500 respondents, male constituted the major proportion of 58 percent and the female constituted 42 percent.

It is concluded that majority (58 %) of the respondents in the study are male.

- **Religion of the Respondents**

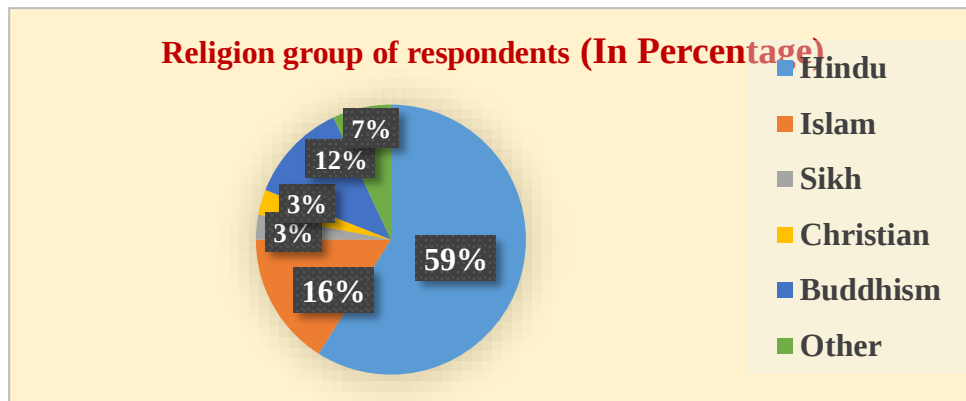
In a constantly changing and increasingly globalized world, religions still play a significant role in influencing social and consumer behavior. Consumers buy some product as per their religion or rituals. The culture or ritual differ from religion to religion or caste.

Table 4.4: Particulars showing the religion of respondents

Sr. No.	Religion	Frequency	Percentage (%)
1	Hindu	295	59
2	Islam	80	16
3	Sikh	15	3
4	Christian	15	3
5	Buddhism	60	12
6	Other	35	7
Total		500	100.00

Sources: Primary Data

Graph 4.4: Particulars showing the religion of respondents



Analysis and Interpretations:

The above table and graph shows that 59 per cent of the consumers belong to the Hindu religion, followed by 16 per cent of the consumers belong to the Islam religion, 3 per cent of the consumers belong to the Sikh religion, 3 per cent of the consumers belong to Christian religion, 12 per cent of the consumers belong to the Buddhist religion, and rest 7 percent of the consumers belong to other religion. The table reveals that maximum customers belong to the Hindu religion followed by Islam religion.

The above analysis indicates that most of the respondents (59 percent) are from Hindu religion.

- **Level of Education of the Respondents**

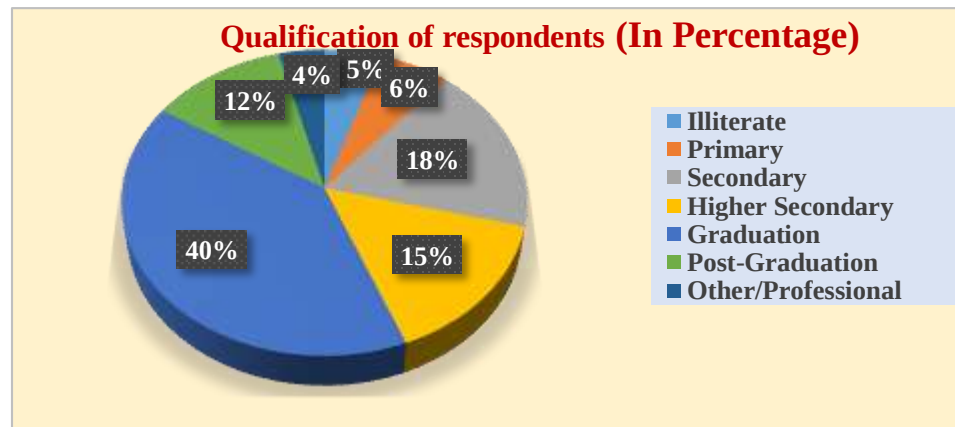
Education changes people's preferences. It affects the level of discretion they employ while making purchases. Generally brand preferences are given by the consumers as per their educational qualification. The high qualified person's view towards looking at the brand may be different from the illiterate person. Therefore it becomes necessary to know the educational background of the respondents.

Table 4.5: Particulars showing the educational qualification of respondents

Sr. No.	Educational Qualification	Frequency	Percentage (%)
1	Illiterate	25	5
2	Primary	30	6
3	Secondary	90	18
4	Higher Secondary	75	15
5	Graduation	200	40
6	Post-Graduation	60	12
7	Other/Professional	20	4
Total		500	100.00

Sources: Primary Data

Graph 4.5: Particulars showing the educational qualification of respondents



Analysis and Interpretations:

The above table and graph shows the educational backgrounds of the respondents. The above table shows out of total customers, 40 per cent of the consumers are educated up to graduate level followed by Secondary school level of 18 per cent. Post graduate level

of Education is completed by 12 per cent, Higher Secondary School level education is completed by 15 percent, primary level education completed customers are 6 percent, illiterate customers are 5 percent and remaining 4 percent customers have completed other education.

When considering the level of education of the respondents, the majority (40%) of the respondents are educated up to graduation level followed by higher secondary and post-graduation.

- **Current Occupations of the Respondents**

The occupation of an individual plays a significant role in selecting the product or brand. The persons' doing the same kind of occupation sometimes may have to buy similar kind of clothes or other products. Occupation of an individual also socializes him or her in a particular fashion. Nature of job or occupation of an individual has direct impact on the products, services and brands he/she purchases.

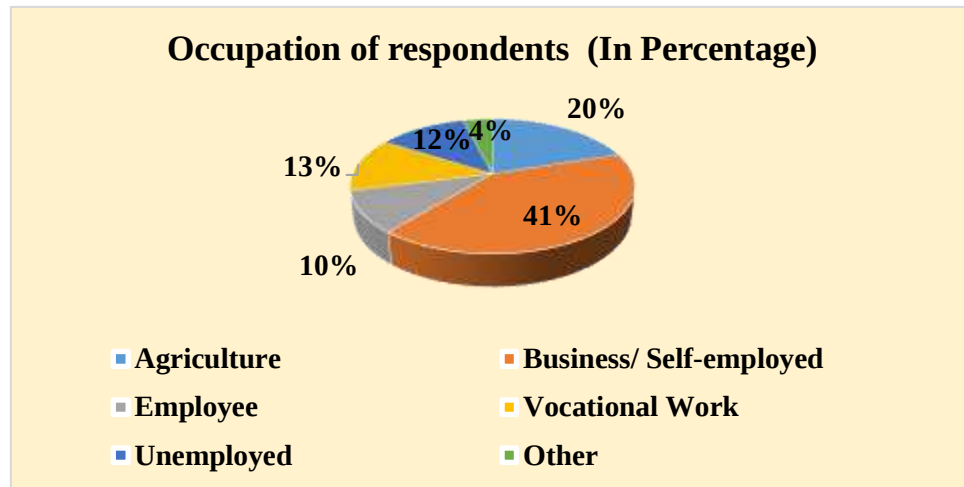
Sometimes we observe that people working in a particular factory or office have to wear similar kind of clothes as is wearied by their colleagues. It means occupation plays an important role with regard to consumer behavior.

Table 4.6: Particulars showing the occupation of respondents

Sr. No.	Occupation	Frequency	Percentage (%)
1	Agriculture	100	20
2	Business/ Self-employed	205	41
3	Employee	50	10
4	Vocational Work	65	13
5	Unemployed	60	12
6	Other	20	4
Total		500	100.00

Sources: Primary Data

Graph 4.6: Particulars showing the occupation of respondents



Analysis and Interpretations:

The above table and graph reveals that 41 percent of the consumers are self-employed or business oriented followed by 20 percent respondents are dependent on agriculture, 13 percent are vocational workers, 12 percent are unemployed 10 percent are employee and remaining 4 percent are engaged in other occupations.

Thus, majority (41 %) of consumers belong to ‘Businessman/ Self-employed’ group

- **Marital Status of the Respondents**

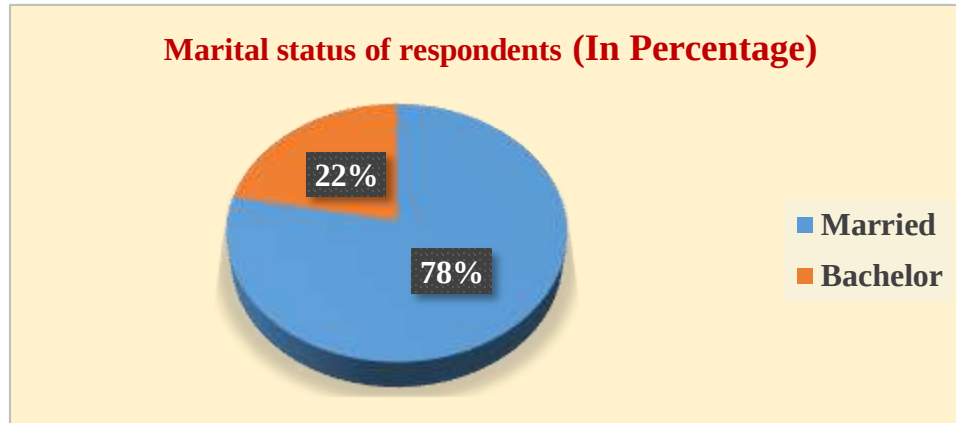
Marital Status of consumers also play an important role in his buying decisions. The married persons’ purchasing pattern differs from the unmarried person. The married person become more mature and has to fulfil various responsibility of family.

Table 4.7: Particulars showing the marital status of respondents

Sr. No.	Marital Status	Frequency	Percentage (%)
1	Married	390	78
2	Bachelor	110	22
Total		500	100.00

Sources: Primary Data

Graph 4.7: Particulars showing the marital status of respondents



Analysis and Interpretations:

The above table and graph shows that out of total consumers 78 per cent of the consumers are married while the rest of 22 per cent of the consumers are unmarried or bachelor.

It is known that majority (78 %) of the respondents are married.

- **Family size of the respondents**

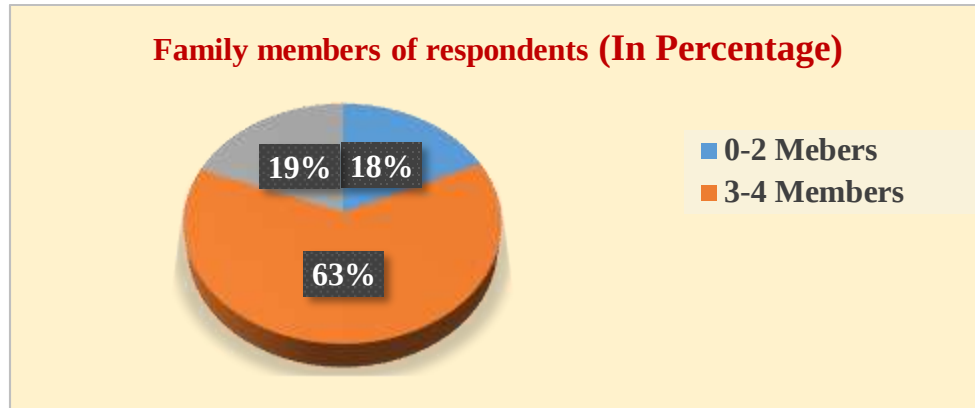
Family size of consumers also affect his buying behavior of consumer durable goods. The buying behavior of a consumer having more family members may differ from the buying behavior of consumer having less family members.

Table 4.8: Particulars showing the no. of family members of respondents

Sr. No.	Family Size	Frequency	Percentage (%)
1	0-2	90	18
2	3-4	315	63
3	Above 4	95	19
Total		500	100.00

Sources: Primary Data

Graph 4.8: Particulars showing the no. of family members of respondents



Analysis and Interpretations:

The above table and graph shows that out of total consumers 63 per cent of the consumers have the family size of 3-4 member followed by 19 percent having above 4 family members and 18 percent having 0-2 family members.

It is concluded that a majority (63 %) of the respondents' family have 3-4 members.

- **Income level of the respondents**

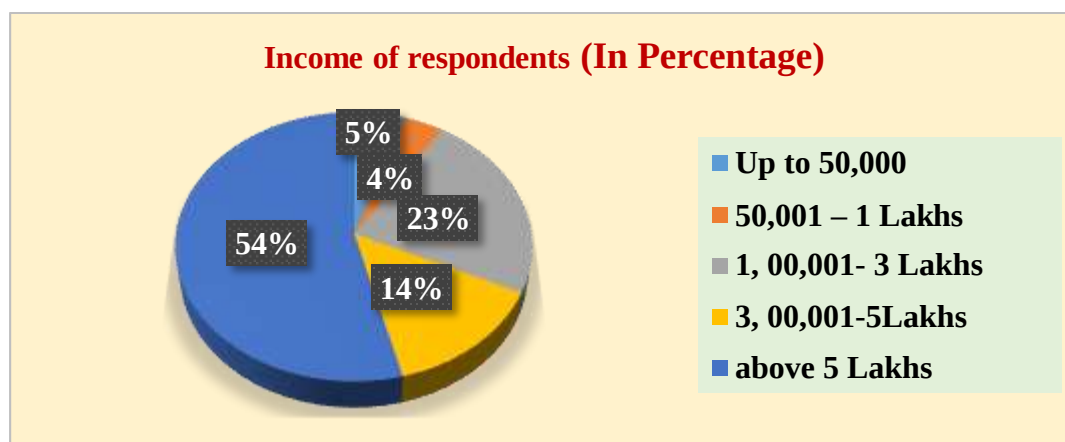
Income is a very important factor that affects the buying decisions and consumer behavior of people. More luxurious and expensive goods are purchased by the consumers if his income and saving level is high as compared to the consumers whose income level is low.

Table 4.9: Particulars showing the annual income of the respondents

Sr. No.	Annual Income	Frequency	Percentage (%)
1	Up to 50,000	25	5
2	50,001 – 1 Lakhs	20	4
3	1, 00,001- 3 Lakhs	95	23
4	3, 00,001-5Lakhs	70	14
5	above 5 Lakhs	270	54
Total		500	100.00

Sources: Primary Data

Graph 4.9: Particulars showing the annual income of the respondents



Analysis and Interpretations:

The above table and graph shows that about 54 per cent of the consumers' annual income is more than Rs.5 lakh followed by 23 percent consumers' income level is between Rs.1, 00,001- 3 Lakhs, 14 percent consumers' income level is between Rs.3, 00,001-5 Lakhs, 5 percent customers income is up to Rs.50, 000 and the rest 4 percent consumers' income level is between Rs.50, 000 – 1 Lakhs.

It is concluded that most (54 %) of the respondents' family monthly income is above Rs. 5 Lakhs.

SECTION-II- DATA ANALYSIS AND INTERPRETATION OF OPINIONS OF CONSUMERS' IN THE PRE AND AFTER GLOBALSATION PERIOD WITH RESPECT TO THE DURABLE PRODUCTS OF INDIAN AND FOREIGN BRANDS

The Status of the Kitchen Hold Products Having with Customers during before and after Globalization Era

The following table shows the Status of the Kitchen Hold Products having with customers during before and after globalization Era:

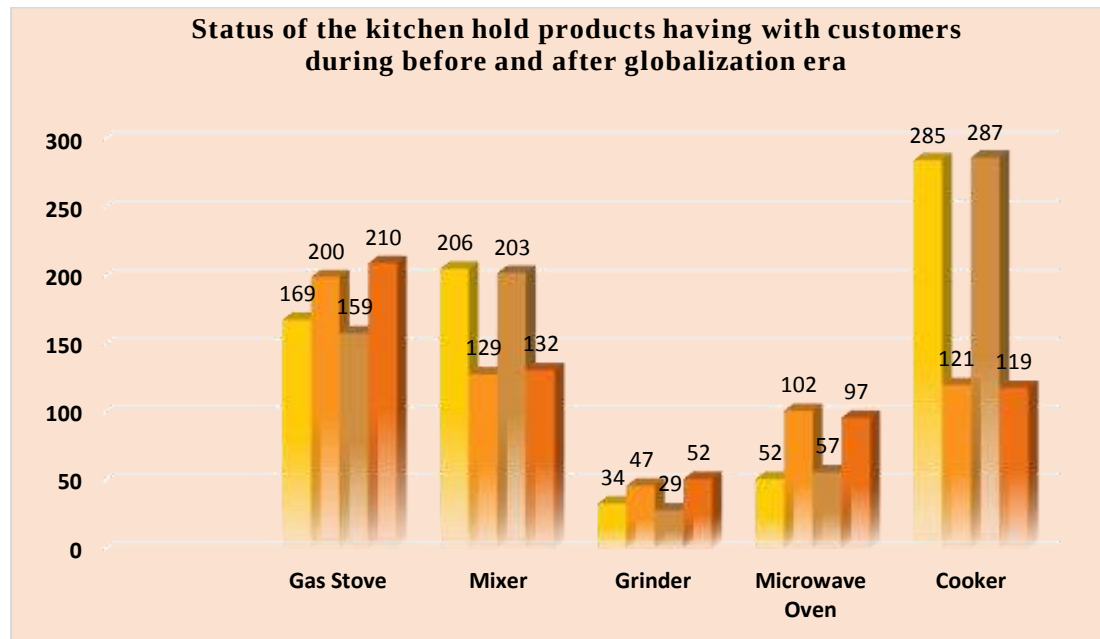
Table 4.10: Particulars showing the status of the Kitchen Hold Products having with customers during before and after globalization era

Sr. No.	Name of the Product	Customers having and Not having products (500)		Customers Status before globalization (Having Products)		Customers Status after globalization (Having Products)	
		Having	Not Having	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
1.	Gas Stove	369 (73.83)	131 (26.17)	169 (45.82)	200 (54.18)	159 (43.12)	210 (56.88)
2.	Mixer	335 (67.00)	165 (33.00)	206 (61.44)	129 (38.56)	203 (60.45)	132 (39.55)
3.	Grinder	81 (16.17)	419 (83.73)	34 (42.27)	47 (57.73)	29 (36.08)	52 (63.92)
4.	Microwave Oven	154 (30.83)	346 (69.17)	52 (34.05)	102 (65.95)	57 (36.76)	97 (63.24)
5.	Cooker	406 (81.17)	94 (18.83)	285 (70.23)	121 (29.77)	287 (70.64)	119 (29.36)
	Grand Total	1345 (269)	1155 (231)	746 (253.81)	599 (246.19)	735 (247.05)	610 (252.95)
	Simple Average of all product	269 (53.80)	231 (46.20)	136 (50.76)	133 (49.24)	133 (49.41)	136 (50.59)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.10: Particulars showing the status of the Kitchen Hold Products having with customers during before and after globalization era



The above table shows the status of the Kitchen hold products of Indian and foreign brands used by the consumers in the before and after globalization period. On an average out of total respondents 53.80 percentage consumers have Kitchen products while 46.20 percentage customers do not have Kitchen products.

The researcher has selected five types of kitchen hold products for research study, i.e. Gas stove, Mixer, Grinder, Microwave Oven and Cooker.

Out of total respondent, 73.83 percentage respondents are having Gas Stove while 26.17 percentage respondents do not have Gas Stove.

In case of use of Gas stove, in the before globalization period, Gas stove of Indian Brands were used by 45.82 percent consumers while of foreign Brands were used by 54.18 percent consumers. In the after globalization period, Gas stove of Indian Brands are used by 43.12 percent consumers while of foreign brands are used by 56.88 percent consumers.

Regarding use of Mixer, out of total respondent 67.00 percentage respondents are having Mixer while 33.00 percentage respondents do not have Mixer. Indian Brands were used by

61.44 percent consumers while of Foreign Brands were used by 38.56 percent consumers in the before globalization period. In the after globalization period, Mixer of Indian Brands are used by 60.45 percent consumers while of foreign brands are used by 39.55 percent consumers.

In case of use of Grinder, out of total respondent 16.17 percentage respondents are having Grinder while 83.73 percentage respondents do not have Grinder. In the before globalization period, Grinder of Indian Brands were used by 42.27 percent consumers while of foreign Brands were used by 57.83 percent consumers. In the after globalization period, Grinder of Indian Brands are used by 36.08 percent consumers while of foreign brands are used by 63.92 percent consumers.

Regarding use of Microwave Oven, out of total respondent 30.83 percentage respondents are having Microwave Oven while 69.17 percentage respondents do not have Microwave Oven. In the before globalization period, Microwave Oven of Indian Brands were used by 34.05 percent consumers while of foreign Brands were used by 65.95 percent consumers. In the after globalization period, Microwave Oven of Indian Brands are used by 36.76 percent consumers while of foreign brands are used by 63.24 percent consumers.

In case of use of Cooker, out of total respondent 81.17 percentage respondents are having Cooker while 18.83 percentage respondents do not have Cooker. In the before globalization period, Cooker of Indian Brands were used by 70.23 percent consumers while of foreign Brands were used by 29.77 percent consumers. In the after globalization period, Cooker of Indian Brands are used by 70.64 percent consumers while of foreign brands are used by 29.36 percent consumers.

The Status of the House Hold Products Having With Customers in the Before and After Globalization Era

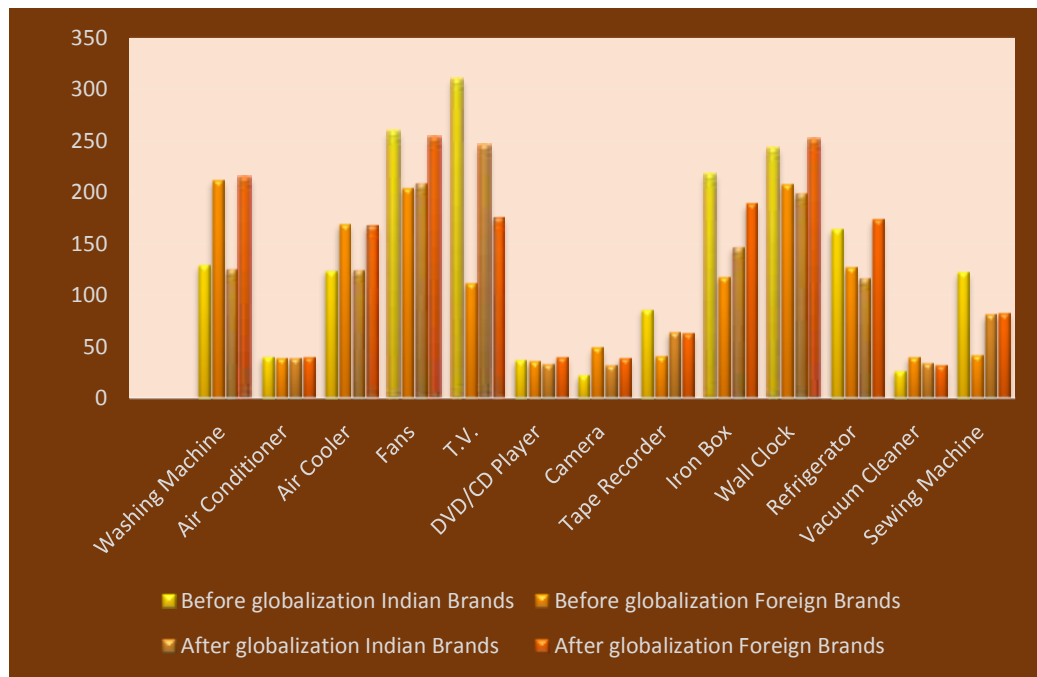
The following table shows the status of the house hold products having with customers in the before and after globalization era.

Table 4.11: Particulars showing the status of the House Hold Products having with customers in before and after globalization era.

Sr. No	Name of the Product	Customer having & not having product (500)		Customers Status before globalization (Having Products)		Customers Status after globalization (Having Products)	
	House Holds	Having	Not Having	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
1.	Washing Machine	341 (68.17)	159 (31.83)	129 (37.90)	212 (62.10)	126 (36.92)	215 (63.08)
2.	Air Conditioner	79 (15.83)	421 (84.17)	40 (50.53)	39 (49.47)	39 (49.47)	40 (50.53)
3.	Air Cooler	293 (58.67)	207 (41.33)	124 (42.33)	169 (57.67)	125 (42.61)	168 (57.39)
4.	Fans	463 (92.50)	37 (7.50)	259 (55.86)	204 (44.14)	209 (45.05)	254 (54.95)
5.	T.V.	422 (84.33)	78 (15.67)	310 (73.52)	112 (26.48)	246 (58.40)	176 (41.60)
6.	DVD/CD Player	73 (14.67)	427 (85.33)	37 (51.14)	36 (48.86)	33 (45.45)	40 (54.55)
7.	Camera	71 (14.17)	429 (85.83)	22 (30.59)	49 (69.41)	32 (44.71)	39 (55.29)
8.	Tape Recorder	127 (25.33)	373 (74.67)	86 (68.42)	41 (32.58)	64 (50.00)	63 (50.00)
9.	Iron Box	336 (67.17)	164 (32.83)	218 (65.01)	118 (34.99)	147 (43.67)	189 (56.33)
10.	Wall Clock	451 (90.17)	49 (9.83)	243 (53.97)	208 (46.03)	199 (44.18)	252 (55.82)
11.	Refrigerator	291 (58.17)	209 (41.83)	164 (56.45)	127 (43.55)	117 (40.11)	174 (59.89)
12.	Vacuum Cleaner	66 (13.17)	434 (86.83)	26 (39.24)	40 (60.76)	34 (50.63)	32 (49.37)
13.	Sewing Machine	164 (32.83)	336 (67.17)	122 (74.62)	42 (25.38)	81 (49.75)	83 (50.25)
	Grand Total	3177 (635.18)	3323 (664.82)	1780 (699.58)	1397 (600.42)	1452 (592.95)	1725 (707.05)
	Simple Average of all product	244.38 (48.86)	255.62 (51.14)	136.92 (53.81)	107.46 (46.17)	111.69 (45.61)	132.69 (54.39)

Sources: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.11: Particulars showing the status of the House Hold Products having with customers in before and after globalization era



The above table shows the status of the household products of Indian brands and foreign brands used by the consumers in the before and after globalization period. On an average out of total respondents 48.86 percentage consumers have household products while 51.14 percentage customers do not have household products.

Researcher has selected thirteen types of house hold products of Indian and foreign brands for research study which are used by the consumer in the before and after globalisation period. They are: Washing Machine, Air Conditioner, Air Cooler, Fans, T.V, DVD/CD Player, Camera, Tape Recorder, Iron Box, Wall Clock, Refrigerator, Vacuum Cleaner and Sewing Machine.

In case of Washing Machine, Out of total respondent 68.17 percentage respondents are having Washing Machine while 31.83 percentage respondents do not have Washing Machine. In the before globalization period, Washing Machine of Indian Brands were used by 37.90 percent consumers while of foreign brands were used by 62.10 Percent consumers. In the after globalization period, Washing Machine of Indian brands are used

by 36.92 percent consumers while of foreign brands are used by 63.08 percent consumers.

In case of Air Conditioner, out of total respondent 15.83 percentage respondents are having Air Conditioner while 84.17 percentage respondents do not have Air Conditioner. In the before globalization period, Air Conditioner of Indian Brands were used by 50.53 percent consumers while of foreign brands were used by 49.47 Percent consumers. In the after globalization period, Air Conditioner of Indian brands are used by 49.47 percent consumers while of foreign brands are used by 50.53 percent consumers.

In case of Air Cooler, out of total respondent 58.67 percentage respondents are having Air Cooler, while 41.33 percentage respondents do not have Air Cooler. In the before globalization period, Air Cooler of Indian brands were used by 42.33 percent consumers while of foreign brands were used by 57.67 percent consumers. In the after globalization period, Air Cooler of Indian brands are used by 42.61 percent consumers while of foreign brands are used by 57.39 percent consumers.

In case of Fans, out of total respondent 92.50 percentage respondents are having Fans, while 7.50 percentage respondents do not have Fans. In the before globalization period, Fans of Indian Brands were used by 55.86 percent consumers while of foreign brands were used by 44.14 Percent consumers. In the after globalization period, Fans of Indian brands are used by 45.05 percent consumers while of foreign brands are used by 54.95 percent consumers.

As far as the use of Television is concerned, out of total respondent 84.33 percentage respondents are having Television while 15.67 percentage respondents do not have Television. In the before globalization period, Television of Indian brands were used by 73.52 percent consumers while of foreign brands were used by 26.48 percent consumers. In the after globalization period, Television of Indian brands are used by 58.40 percent consumers while of foreign brands are used by 49.60 percent consumers.

As far as the use of DVD/CD Player is concerned, out of total respondent 14.67 percentage respondents are having DVD/CD Player while 85.33 percentage respondents do not have DVD/CD Player. In the before globalization period, DVD/CD Player of Indian

Brands were used by 51.14 percent consumers while of foreign brands were used by 48.86 Percent consumers. In the after globalization period, DVD/CD Player of Indian brands are used by 45.45 percent consumers while of foreign brands are used by 54.55 percent consumers.

As far as the use of Camera is concerned, out of total respondent 14.17 percentage respondents are having Camera while 85.83 percentage respondents do not have Camera. Coming to product wise brands, in the before globalization period, Camera of Indian brands were used by 30.59 percent consumers while of foreign brands were used by 69.41 percent consumers. In the after globalization period, Camera of Indian brands are used by 44.71 percent consumers while of foreign brands are used by 55.29 percent consumers.

In case of use of Tape Recorder, out of total respondent 25.33 percentage respondents are having Tape Recorder while 74.67 percentage respondents do not have Tape Recorder. In the before globalization period, Tape Recorder of Indian brands were used by 68.42 percent consumers while of foreign brands were used by 31.58 percent consumers. In the after globalization period, Tape Recorder of Indian brands are used by 50.00 percent consumers while of foreign brands are used by 50.00 percent consumers.

In case of use of Iron Box, out of total respondent 67.17 percentage respondents are having Iron Box while 32.83 percentage respondents do not have Iron Box. In the before globalization period, Iron Box of Indian brands were used by 65.01 percent consumers while of foreign brands were used by 34.99 percent consumers. In the after globalization period, Iron Box of Indian brands are used by 43.67 percent consumers while of foreign brands are used by 56.33 percent consumers.

As far as the use of Wall Clock is concerned, out of total respondent 90.17 percentage respondents are having Wall Clock while 9.83 percentage respondents do not have Wall Clock. In the before globalization period, Wall Clock of Indian brands were used by 53.97 percent consumers while of foreign brands were used by 46.03 percent consumers. In the after globalization period, Wall Clock of Indian brands are used by 44.18 percent consumers while of foreign brands are used by 55.82 percent consumers.

Regarding use of Refrigerator, out of total respondent 58.17 percentage respondents are having Refrigerator while of 41.83 percentage respondents do not have Refrigerator. In the before globalization period, Refrigerator of Indian brands were used by 56.45 percent consumers while of foreign brands were used by 43.55 percent consumers. In the after globalization period, Refrigerator of Indian brands are used by 40.11 percent consumers while of foreign brands are used by 59.89 percent consumers.

In case of use of Vacuum Cleaner, out of total respondent 13.17 percentage respondents are having Vacuum Cleaner while 86.83 percentage respondents do not have Vacuum Cleaner. In the before globalization period, Vacuum Cleaner of Indian brands were used by 39.24 percent consumers while of foreign brands were used by 60.76 percent consumers. In the after globalization period, Vacuum Cleaner of Indian brands are used by 50.63 percent consumers while of foreign brands are used by 49.37 percent consumers.

In case of use of Sewing Machine, out of total respondent 32.83 percentage respondents are having Sewing Machine while 67.17 percentage respondents do not have Sewing Machine. In the before globalization period, Sewing Machine of Indian brands were used by 74.62 percent consumers while of foreign brands were used by 25.38 Percent consumers. In the after globalization period, Sewing Machine of Indian brands are used by 49.75 percent consumers while of foreign brands are used by 50.25 percent consumers. The table revealed that consumers have shown different behaviour in regard to use of different products in the pre and after globalisation period.

The Status of the Transport Products Having With Customers in the Before and After Globalization Era

The following table shows the status of the transport products having with customers.

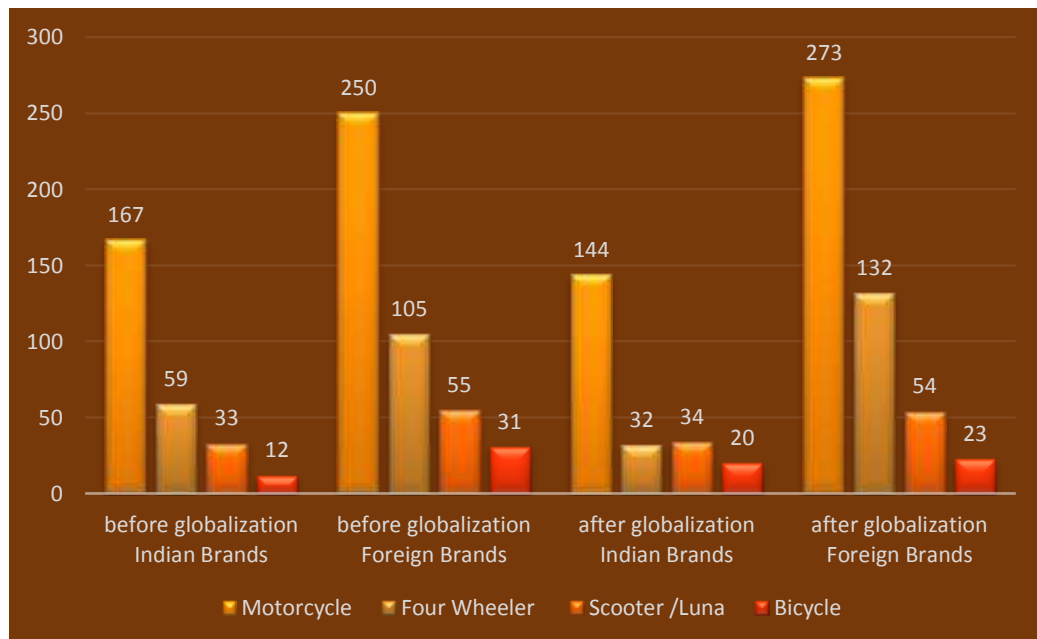
Table 4.12: Particulars Showing the Status of the Transport Products Having With Customers Before and After Globalization Era.

Sr. No	Name of the Product	Customers having & not having product (500)		Status before globalization (Having Products)		Status after globalization (Having Products)	
		Having	Not Having	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
1.	Motorcycle	417 (83.33)	83 (16.17)	167 (39.96)	250 (60.04)	144 (34.59)	273 (65.41)
2.	Four Wheeler	164 (32.83)	336 (67.17)	59 (36.04)	105 (63.96)	32 (19.80)	132 (80.20)
3.	Scooter /Luna	88 (17.50)	413 (82.50)	33 (37.14)	55 (62.86)	34 (38.10)	54 (61.90)
4.	Bicycle	43 (8.67)	457 (91.33)	12 (26.92)	31 (73.08)	20 (46.15)	23 (53.85)
	Grand Total	712 142.83	1289 257.17	271 140.06	441 259.94	230 138.64	482 -61.36
	Simple Avg. of all product	178 (35.71)	322.25 (64.29)	67.75 (35.02)	110.25 (64.98)	57.50 (34.66)	120.50 (65.34)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.12: Particulars Showing the Status of the Transport Products Having with Customers inBefore and After Globalization Era



The above table shows the status of the Transport products of Indian and foreign brands used by the consumers in the before and after globalization period. On an average out of total respondents 35.71 percentage consumers have Transport products while 64.29 percentage customers do not have Transport products. Researcher has selected four types of Transport products i.e. Motorcycle, Four Wheeler, Scooter /Luna and Bicycle.

In case of Motorcycle, out of total respondent 83.33 percentage respondents are having Motorcycle while 16.17 percentage respondents do not have Motorcycle. Coming to use of Indian and foreign brands, in the before globalization period, Motorcycle of Indian brands were used by 39.96 percent consumers while of foreign brands were used by 60.04 percent consumers. In the after globalization period, Motorcycle of Indian brands are used by 34.59 % consumers while of foreign brands are used by 65.41 % consumers.

As far as the use of Four Wheeler is concerned, out of total respondent 32.83 percentage respondents are having Four Wheeler while 67.17 percentage respondents do not have Four Wheeler. Coming to use of Indian and foreign brands, in the before globalization period, Four Wheeler of Indian brands were used by 36.04 percent consumers while of foreign brands were used by 63.96 percent consumers. In the after globalization period, Four Wheeler of Indian brands are used by 19.80 percent consumers while of foreign brands are used by 80.20 percent consumers.

In case of Scooter /Luna, out of total respondent 17.50 percentage respondents are having Scooter /Luna while 82.50 percentage respondents do not have Scooter /Luna. Coming to use of Indian and foreign brands, in the before globalization period, Scooter /Luna of Indian brands were used by 37.14 percent consumers while of foreign brands were used by 62.86 percent consumers. In after globalization period, Scooter /Luna of Indian brands are used by 38.10 percent consumers while of foreign brands are used by 61.90 percent consumers.

As far as the use of Bicycle is concerned, out of total respondent 8.67 percentage respondents are having Bicycle, while 91.33 percentage respondents do not have Bicycle. Coming to use of Indian and foreign brands, in the before globalization period, Bicycle of Indian Brands were used by 26.92 percent consumers while of foreign brands were used

by 73.08 Percent consumers. In the after globalization period, Bicycle of Indian brands are used by 46.15 percent consumers while of foreign brands are used by 53.85 percent consumers.

The Status of the Personal Products Having With Customers during Before and After Globalization Era

The following table shows the status of the personal products having with customers in the before and after globalization era.

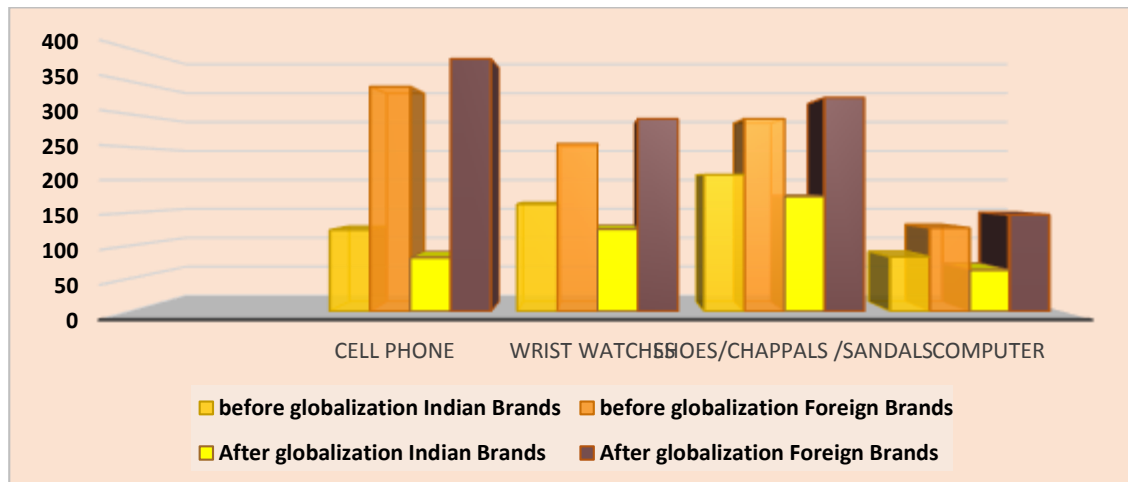
Table 4.13: Particulars showing the status of the Personal Products having with customers before and after globalization era.

Sr. No	Name of the Product	Customers having & not having products (500)		Status before globalization (Having Products)		Status after globalization (Having Products)	
	Personal Products	Having	Not Having	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
1	Cell Phone	466 (93.17)	34 (6.83)	124 (26.65)	342 (73.35)	82 (17.54)	384 (82.47)
2	Wrist Watches	418 (83.67)	82 (16.33)	163 (39.04)	255 (60.96)	125 (29.88)	293 (70.12)
3	Shoes/Chappals /Sandals	500 (100.00)	000 (0.00)	208 (41.50)	293 (58.50)	175 (35.00)	325 (65.00)
4	Computer	210 (42.00)	290 (58.00)	83 (39.29)	127 (60.71)	63 (30.16)	147 (69.84)
	Grand Total	1594 318.84	406 81.16	578 146.48	1017 253.52	445 112.58	1149 287.43
	Simple Average of all product	398.50 (79.71)	101.50 (20.29)	144.50 (36.63)	254.25 (63.37)	111.25 (28.14)	287.25 (71.86)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.13: Personal Products having with customers in the before and after era



The above table shows the status of the personal products of Indian and foreign brands used by the consumers in the before and after globalization period. On an average out of total respondents 93.17 percentage consumers have personal products while 6.83 percentage customers do not have personal products. Four types of personal products has been selected for research study, i.e. Cell Phone, Wrist Watches, Shoes/Chappals /Sandals and Computer.

Regarding use of Cell Phone, out of total respondent 32.83 percentage respondents are having Cell Phone, while 67.17 percentage respondents do not have Cell Phone. Coming to use of Indian and foreign brands, in the before globalization period, Cell Phone of Indian Brands were used by 26.65 percent consumers while of foreign brands were used by 73.35 percent consumers. In the after globalization period, Cell Phone of Indian brands are used by 17.54 percent consumers while of foreign brands are used by 82.47 percent consumers. In case of Wrist Watches, out of total respondent 83.67 percentage respondents are having Wrist Watches, while 16.33 percentage respondents do not have Wrist Watches. Coming to use of Indian and foreign brands, in the before globalization period, Wrist Watches of Indian Brands were used by 39.04 percent consumers while of foreign brands were used by 60.96 Percent consumers. In the after globalization period, Wrist Watches of Indian brands are used by 29.88 percent consumers while of foreign brands are used by 70.12 percent consumers.

In use of Shoes/Chappals /Sandals is concerned, All the (100 percent) respondents have Shoes/Chappals /Sandals. Coming to the use of Indian and foreign brands, in the before

globalization period, Shoes/Chappals /Sandals of Indian Brands were used by 41.50 percent consumers while of foreign brands were used by 58.50 Percent consumers. In the after globalization period, Shoes/Chappals /Sandals of Indian brands are used by 35.00 percent consumers while of foreign brands are used by 65.00 percent consumers.

Regarding use of Computer, out of total respondent 42.00 percentage respondents are having Computer, while 58.00 percentage respondents do not have Computer. Coming to use of Indian and foreign brands, in the before globalization period, Computer of Indian Brands were used by 39.29 percent consumers while of foreign brands were used by 60.71 percent consumers. In the after globalization period, Computer of Indian brands are used by 30.16 percent consumers while of foreign brands are used by 69.84 percent consumers.

Product wise Impact of globalization on the behavior of consumers

The following table shows the product wise the impact of globalization on the buying behaviour of consumers on the basis of products of Indian and foreign brands used by the consumers in the pre and after globalisation era.

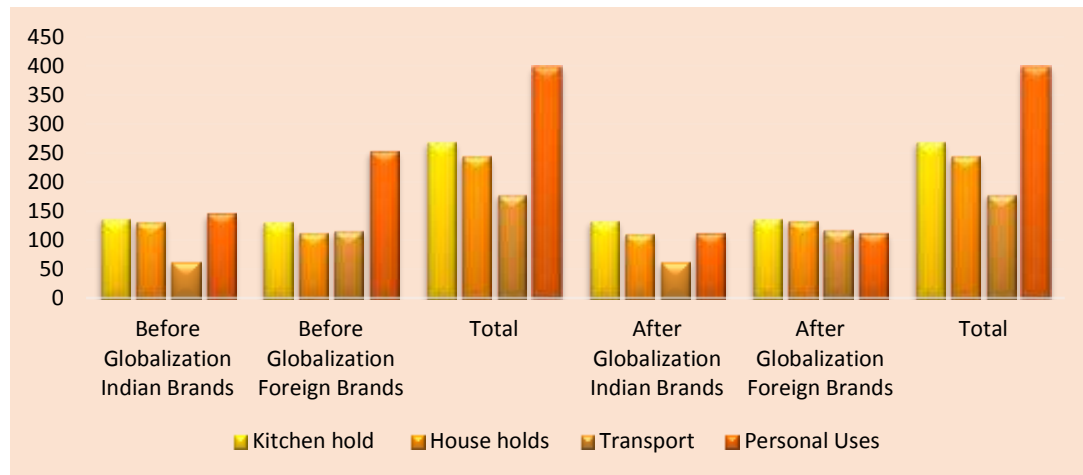
Table 4.14: Particulars showing the status of all types of product having with customers and the impact of globalization on the buying behaviour of consumers

Types of Product /Types of Brands	Before Globalization			After Globalization		
	Indian Brands	Foreign Brands	Total Respondents having products	Indian Brands	Foreign Brands	Total Respondents having products
Kitchen hold	137 (50.76)	132 (49.24)	269 (100.00)	133 (49.41)	136 (50.59)	269 (100.00)
House holds	132 (53.83)	113 (46.17)	244.29 (100.00)	111 (45.61)	133 (54.39)	244.29 (100.00)
Transport	63 (35.02)	116 (64.98)	178.54 (100.00)	62 (34.66)	117 (65.34)	178.54 (100.00)
Personal Uses	146 (36.63)	253 (63.37)	398.54 (100.00)	112 (28.14)	112 (28.14)	398.54 (100.00)
Total (Average) Percentage	478 119.50 (45.72)	514 128.50 (54.28)	1090.37 272.59 (100.00)	418 104.50 (38.96)	498 124.50 (61.04)	1090.37 272.59 (100.00)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.14: Particulars showing the status of all types of product having with customers and the impact of globalization on the buying behaviour of consumers



The above table shows the impact of globalisation on consumer's buying behaviour regarding all types of selected consumer durable products, i.e. Kitchen hold, Households, Transport, and Personal Uses products of Indian and foreign brands used by the consumers in the pre and after globalisation period.

Kitchen hold:

In case of impact of globalization on consumers' buying behaviour regarding Kitchen hold products, the table shows the list of kitchen hold products of Indian and foreign brands held by the consumers in the before and after globalization period. In the before globalization period, on an average 50.76 percent of the consumers were using Indian brands while 49.24 percent of the consumers were using foreign brands. In the after globalization period, Indian brands are used by 49.41 percent consumers while foreign brands are used by 50.59 percent consumers.

Households:

In case of impact of globalization on consumers' buying behaviour regarding House hold products, the table shows the list of house hold products of Indian and foreign brands held by the consumers in the before and after globalization period. In the before globalization era Indian brands were used by 53.81 percent consumers while foreign brands were used by 46.17 percent consumers. In the after globalization era the use of Indian and foreign brands is changed. During this period the Indian brands are used by 45.61 percent consumers while foreign brands are used by 54.39 percent consumers.

Transport:

In case of impact of globalization on consumers' buying behaviour regarding Transport products, the table shows the list of Transport products of Indian and foreign brands held by the consumers in the before and after globalization period. In the before globalization era Indian brands were used by 35.02 percent consumers while foreign brands were used by 64.98 percent consumers. In the after globalization era the use of Indian and foreign brands is slightly changed. During this period the Indian brands are used by 34.66 percent consumers while foreign brands are used by 65.34 percent consumers.

Personal Uses:

In case of impact of globalization on consumers' buying behaviour regarding Personal Uses products, the table shows the list of personal uses products of Indian and foreign brands held by the consumers in the before and after globalization period. In the before globalization era the product of Indian brands were used by 36.63 percent consumers while of foreign brands were used by 63.37 percent consumers. In the after globalization era the use of Indian and foreign brands is changed. During this period the Indian brands are used by 28.14 percent consumers while of foreign brands are used by 71.86 percent consumers. The use of the products of foreign brand is increased in the after globalisation period.

The status of product wise respondent

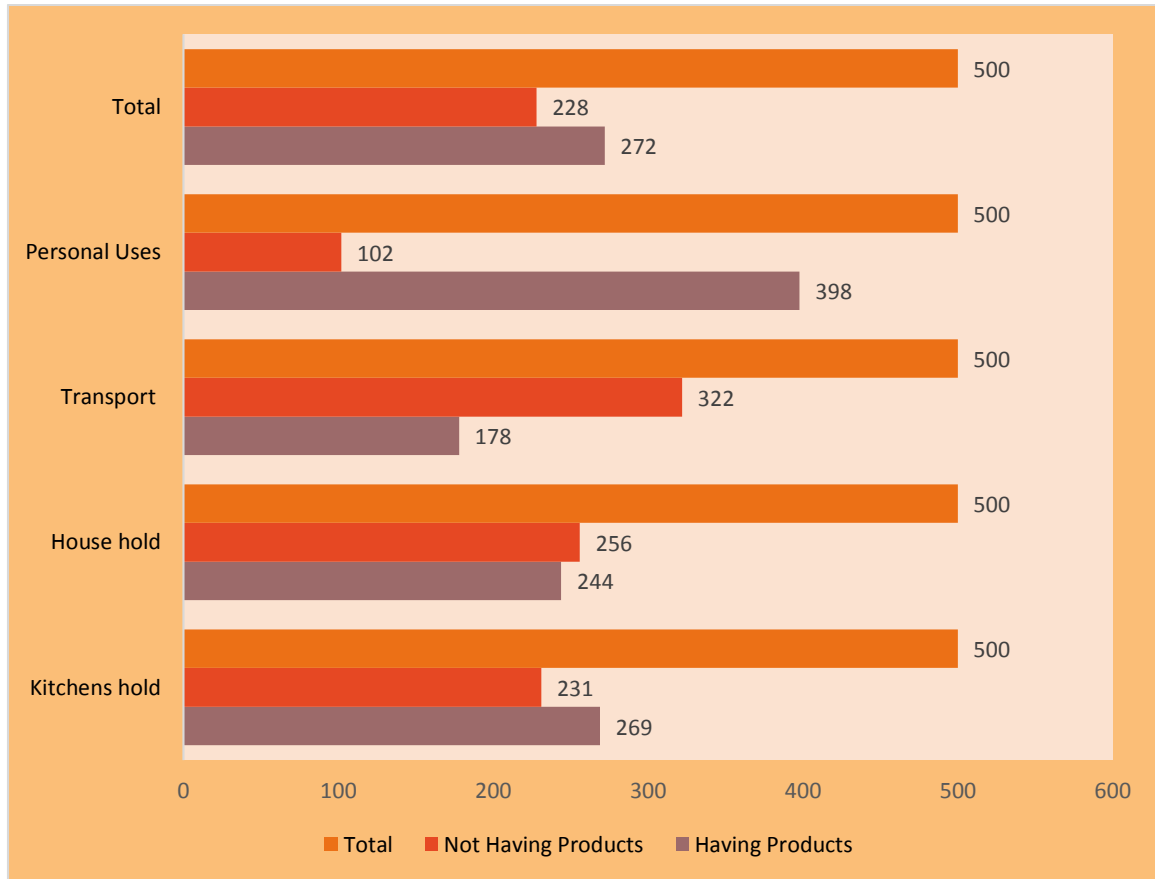
The following table shows all type of products having and not having with the consumers.

Table 4.15: Particulars showing the status of product wise respondent

Sr. No.	Products having and not having /Types of product	Respondents with having and not having products		
		Having Products	Not having Products	Total
1.	Kitchens hold	269	231	500
2.	House hold	244	256	500
3.	Transport	178	322	500
4.	Personal Uses	398	102	500
	Total (Average)	272 (54.50)	228 (45.50)	500 (100.00)

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.15: Particulars showing the status of product wise respondent



The above table shows the details of all types of product having with consumers. The table reveals that out of total consumes on an average 54.50 consumers have product while remaining 45.50 consumers do not have products.

Overall impact of globalization on consumer's buying behavior as per the brands used by them in the before and after globalisation period

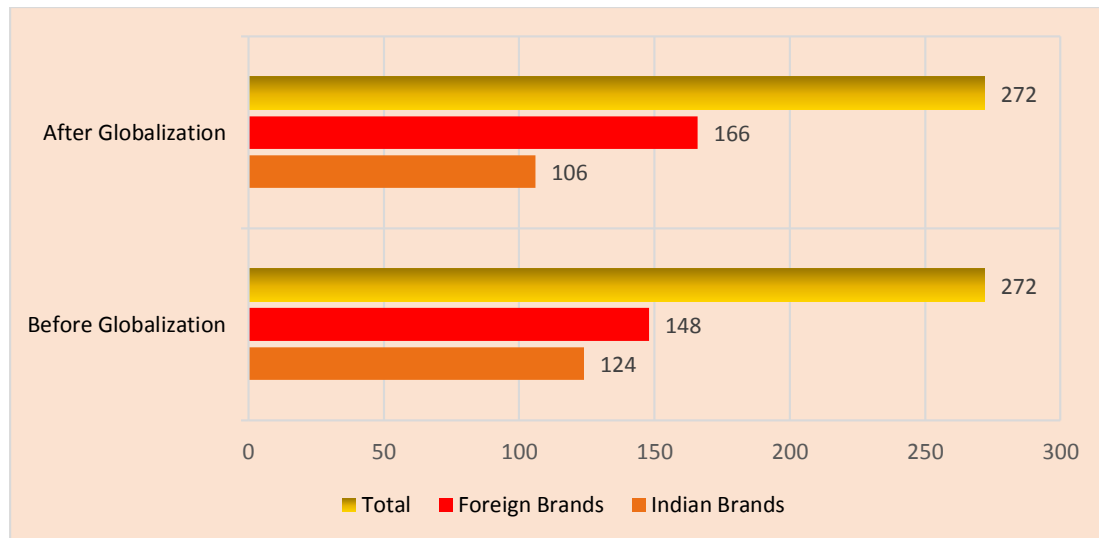
The following table shows the overall impact of globalization on consumer's buying behavior as per the brands used by them in the before and after globalisation period

Table 4.16: Particulars showing overall impact of globalization on consumers buying behaviour as per the brands used by them in the before and after globalisation era

Types of Brands	Before Globalization	After Globalization
Indian Brands	124 (45.72)	106 (38.96)
Foreign Brands	148 (54.28)	166 (61.04)
Total Respondents having products	272 (100.00)	272 (100.00)

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.16: Particulars showing overall impact of globalization on consumer's buying behaviour as per the brands used by them in the before and after globalisation period



The above table shows the overall impact of globalization on the consumers buying behavior as per the product of Indian and foreign brands used by them in the before and after globalization period. The table clearly shows that out of total consumers 45.72 consumers were using the product of Indian brands and 54.28 percentage consumers were using foreign brands in the before globalization period whereas in the after globalization period out of total consumers 38.96 percentage consumers are using Indian brands while the products of foreign brands are used by the 61.04 percentage consumers. The table clearly shows that the use of the product of foreign brands is increased in the after globalization period.

Consumers' response regarding level of satisfaction with regard to Quality of products in the before and after globalization era

The following table shows the consumers' response regarding level of satisfaction for quality of products in the before and after globalization era.

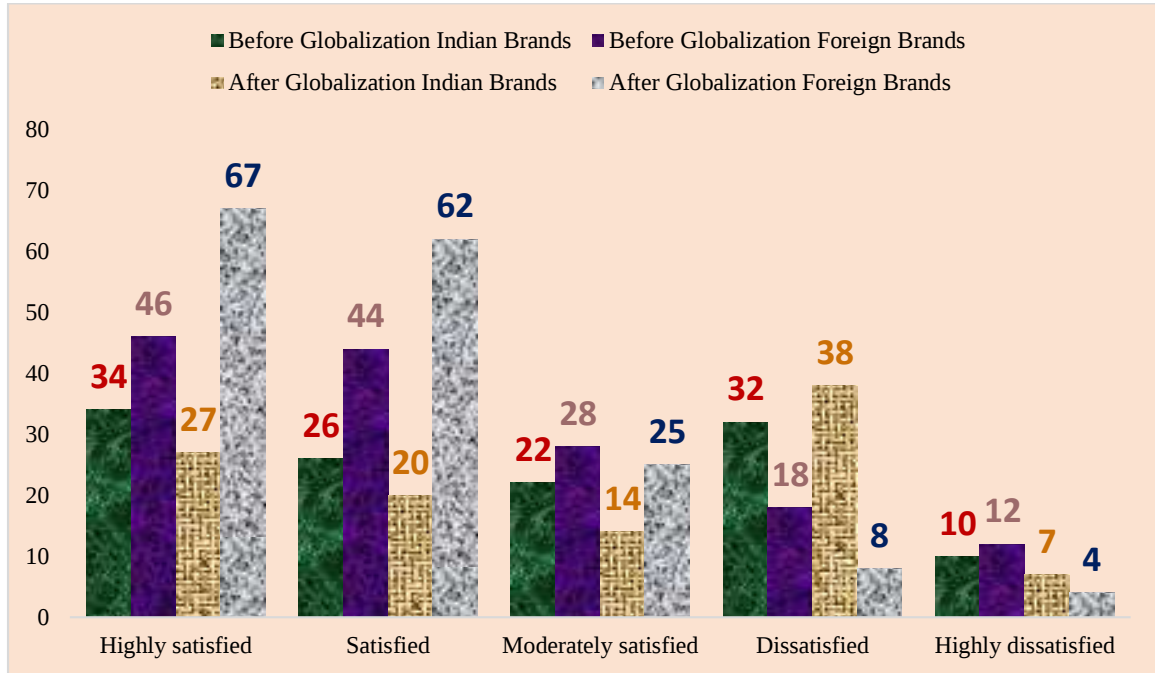
Table 4.17: Particulars showing the Consumers' response regarding level of satisfaction for quality of products in the before and after globalization era

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied	34 (27.33)	46 (31.08)	27 (25.33)	67 (40.12)
Satisfied	26 (21.34)	44 (29.94)	20 (19.33)	62 (37.29)
Moderately satisfied	22 (18.00)	28 (18.64)	14 (13.33)	25 (15.25)
Dissatisfied	32 (25.33)	18 (11.87)	38 (35.34)	08 (5.08)
Highly dissatisfied	10 (8.00)	12 (8.47)	7 (6.67)	04 (2.26)
Total	124 (100.00)	148 (100.00)	106 (100.00)	166 (100.00)
Total Respondents having products	272		272	

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.17: Particulars showing the Consumers' response regarding level of satisfaction for quality of products in the before and after globalization era



The above table shows the level of satisfaction of consumers regarding quality of all types of products of Indian and foreign brands in the pre and after globalization period.

Regarding quality of the products of Indian brands, in the before globalisation period, out of total consumers 27.33 percentage consumers are highly satisfied followed by 25.33 percentage consumers are dissatisfied, 21.34 percentage consumers are satisfied, 18.00 percentage consumers are moderately satisfied and 8.00 percentage consumers are highly dissatisfied whereas in the after globalisation period 35.54 percentage consumers are dissatisfied, followed by 25.33 percentage consumers highly satisfied, 19.33 percentage consumers are satisfied, 13.33 percentage consumers are moderately satisfied and 6.67 percentage consumers are highly satisfied by the use of Indian brands. It means the level of satisfaction of consumers regarding quality of the products of Indian brands are decreased in the after globalisation period because more number of consumers are dissatisfied (35.34 percentage) with the quality of the Indian brands.

Regarding quality of the products of foreign brands, in the before globalisation period, out of total consumers 31.08 percentage consumers are highly satisfied followed by 29.94

percentage consumers are satisfied, 18.64 percentage consumers are moderately satisfied, 11.87 percentage consumers are dissatisfied and 8.47 percentage consumers are highly dissatisfied whereas in the after globalisation period 40.12 percentage consumers are highly satisfied, followed by 37.29 percentage consumers satisfied, 15.25 percentage consumers are moderately satisfied, 5.08 percentage consumers are dissatisfied and 2.26 percentage consumers are highly dissatisfied by the use of foreign brands. It means the level of satisfaction regarding quality of the products of foreign brands are increased in the after globalisation period because more number of consumers are highly satisfied (40.12 percent) with the quality of the foreign brands.

Consumers' response regarding level of satisfaction with regard to Prices of products in the before and after globalization era

The following table shows the consumers' response regarding level of satisfaction for price of products in the before and after globalization era.

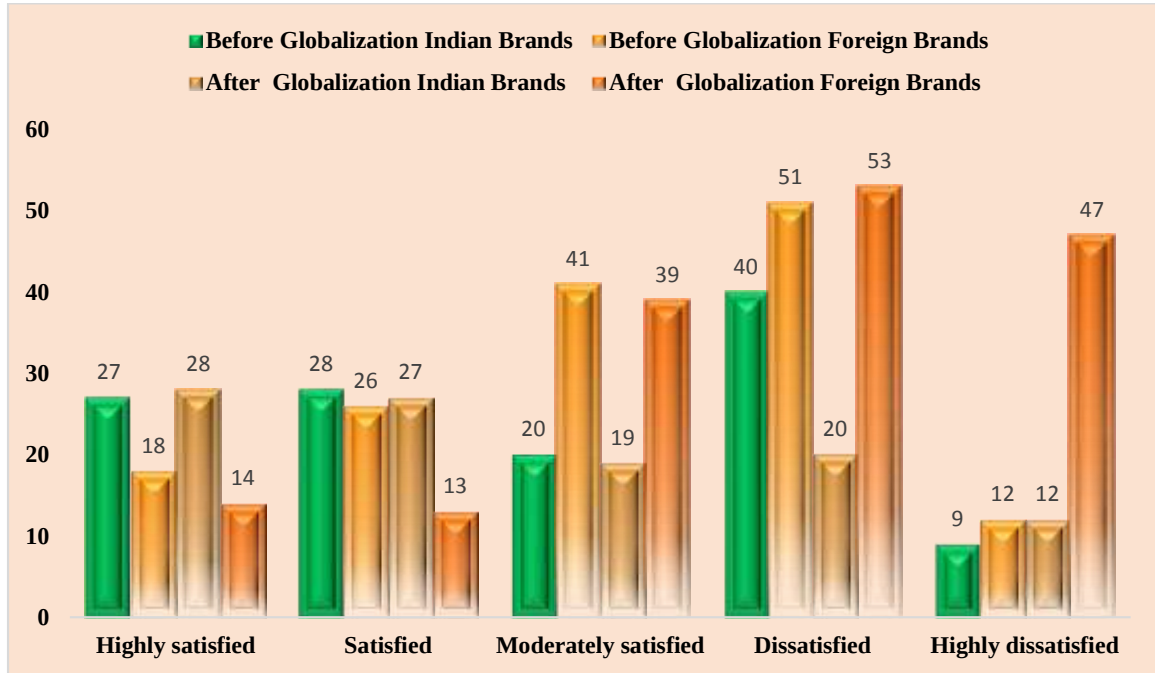
Table 4.18: Particulars showing the Consumers' response regarding level of satisfaction for Prices in the before and after globalization era

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied	27 (22.00)	18 (11.86)	28 (26.67)	14 (8.48)
Satisfied	28 (22.67)	26 (17.51)	27 (25.33)	13 (7.91)
Moderately satisfied	20 (16.00)	41 (27.68)	19 (17.51)	39 (23.73)
Dissatisfied	40 (32.00)	51 (34.47)	20 (18.64)	53 (31.64)
Highly dissatisfied	9 (7.33)	12 (8.48)	12 (11.85)	47 (28.24)
Total	124 (100.00)	148 (100.00)	106 (100.00)	166 (100.00)
Total Respondents having products	272		272	

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.18: Particulars showing the Consumers' response regarding level of satisfaction for Prices in the before and after globalization era



The above table shows the level of satisfaction of consumers regarding price of all types of products of Indian and foreign brands in the pre and after globalization period.

As far as the level of satisfaction of consumers regarding price of all types of products are concerned, in the before globalisation period, out of total consumers 32.00 percentage consumers are dissatisfied followed by 22.67 percentage consumers are satisfied, 22.00 percentage consumers are highly satisfied, 16.00 percentage consumers are moderately satisfied and 7.33 percentage consumers are highly dissatisfied whereas in the after globalisation period 26.67 percentage consumers are highly satisfied, followed by 25.33 percentage consumers satisfied, 18.64 percentage consumers are dissatisfied, 17.51 percentage consumers are moderately satisfied and 5.33 percentage consumers are highly dissatisfied by the use of Indian brands. It means the level of satisfaction of consumers regarding price of the products of Indian brands are increased in the after globalisation period because more number of consumers are highly satisfied (26.67 percentage) with the price of Indian brands.

Regarding price of the products of foreign brands, in the before globalisation period, out of total consumers 34.47 percentage consumers are highly dissatisfied followed by 27.68

percentage consumers are moderately satisfied, 23.73 percentage consumers are satisfied, 11.86 percentage consumers are highly satisfied and 8.48 percentage consumers are highly dissatisfied whereas in the after globalisation period 31.64 percentage consumers are dissatisfied, followed by 28.24 percentage consumers highly dissatisfied, 23.73 percentage consumers are moderately satisfied, 8.48 percentage consumers are highly satisfied and 7.91 percentage consumers are satisfied by the use of foreign brands. It means the level of satisfaction regarding price of the products of foreign brands are decreased in the after globalisation period because more number of consumers are dissatisfied (31.64 percentage) with the price of the foreign brands.

Consumers' response regarding level of satisfaction with regard to Durability of products in the before and after globalization era

The following table shows the consumers' response regarding level of satisfaction for durability of products in the before and after globalization era.

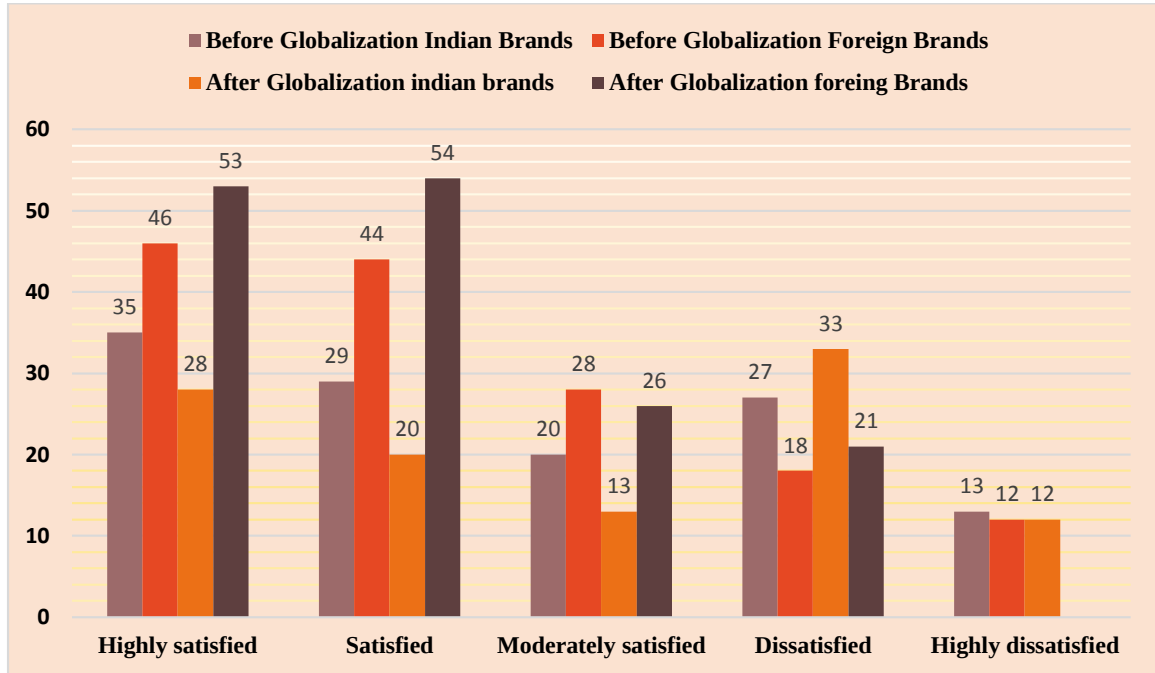
Table 4.19: Particulars showing the Consumers' response regarding level of satisfaction for Durability of product in the before and after globalization era

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied	35 (29.33)	46 (31.07)	28 (26.67)	53 (32.20)
Satisfied	29 (23.33)	44 (29.94)	20 (19.33)	54 (32.77)
Moderately satisfied	20 (16.00)	28 (18.64)	13 (12.00)	26 (15.82)
Dissatisfied	27 (20.67)	18 (11.86)	33 (30.67)	21 (12.43)
Highly dissatisfied	13 (10.67)	12 (8.49)	12 (11.33)	12 (6.78)
Total	124 (100.00)	148 (100.00)	106 (100.00)	166 (100.00)
Total Respondents having products	272		272	

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

Graph 4.19: Particulars showing the Consumers' response regarding level of satisfaction for Durability of product in the before and after globalization era



The above table shows the level of satisfaction of consumers regarding durability of all types of products of Indian and foreign brands in the pre and after globalization period. As far as the level of satisfaction of consumers regarding durability of all types of products are concerned, in the before globalisation period, out of total consumers 29.33 percentage consumers are highly satisfied followed by 23.33 percentage consumers are satisfied, 20.67 percentage consumers are dissatisfied, 16.00 percentage consumers are moderately satisfied and 10.67 percentage consumers are highly dissatisfied whereas in the after globalisation period 30.67 percentage consumers are dissatisfied, followed by 26.67 percentage consumers highly satisfied, 19.33 percentage consumers are satisfied, 12.00 percentage consumers are moderately satisfied and 11.33 percentage consumers are highly dissatisfied by the use of Indian brands. It means the level of satisfaction of consumers regarding durability of the products of Indian brands are decreased in the after globalisation period because more number of consumers are dissatisfied (30.67 percentage) with the durability of Indian brands.

Regarding durability of the products of foreign brands, in the before globalisation period, out of total consumers 31.07 percentage consumers are highly satisfied followed by 29.94

percentage consumers are satisfied, 18.64 percentage consumers are moderately satisfied, 11.86 percentage consumers are dissatisfied and 8.49 percentage consumers are highly dissatisfied whereas in the after globalisation period 32.77 percentage consumers are satisfied, followed by 32.20 percentage consumers highly dissatisfied, 15.82 percentage consumers are moderately satisfied, 12.43 percentage consumers are dissatisfied and 6.78 percentage consumers are highly dissatisfied by the use of foreign brands. It means the level of satisfaction regarding durability of the products of foreign brands are increased in the after globalisation period because more number of consumers are satisfied (32.77 percentage) with the durability of the foreign brands.

Consumers' response regarding level of satisfaction with regard to Availability of products in the before and after globalization era

The following table shows the consumers' response regarding level of satisfaction for availability of products in the before and after globalization era.

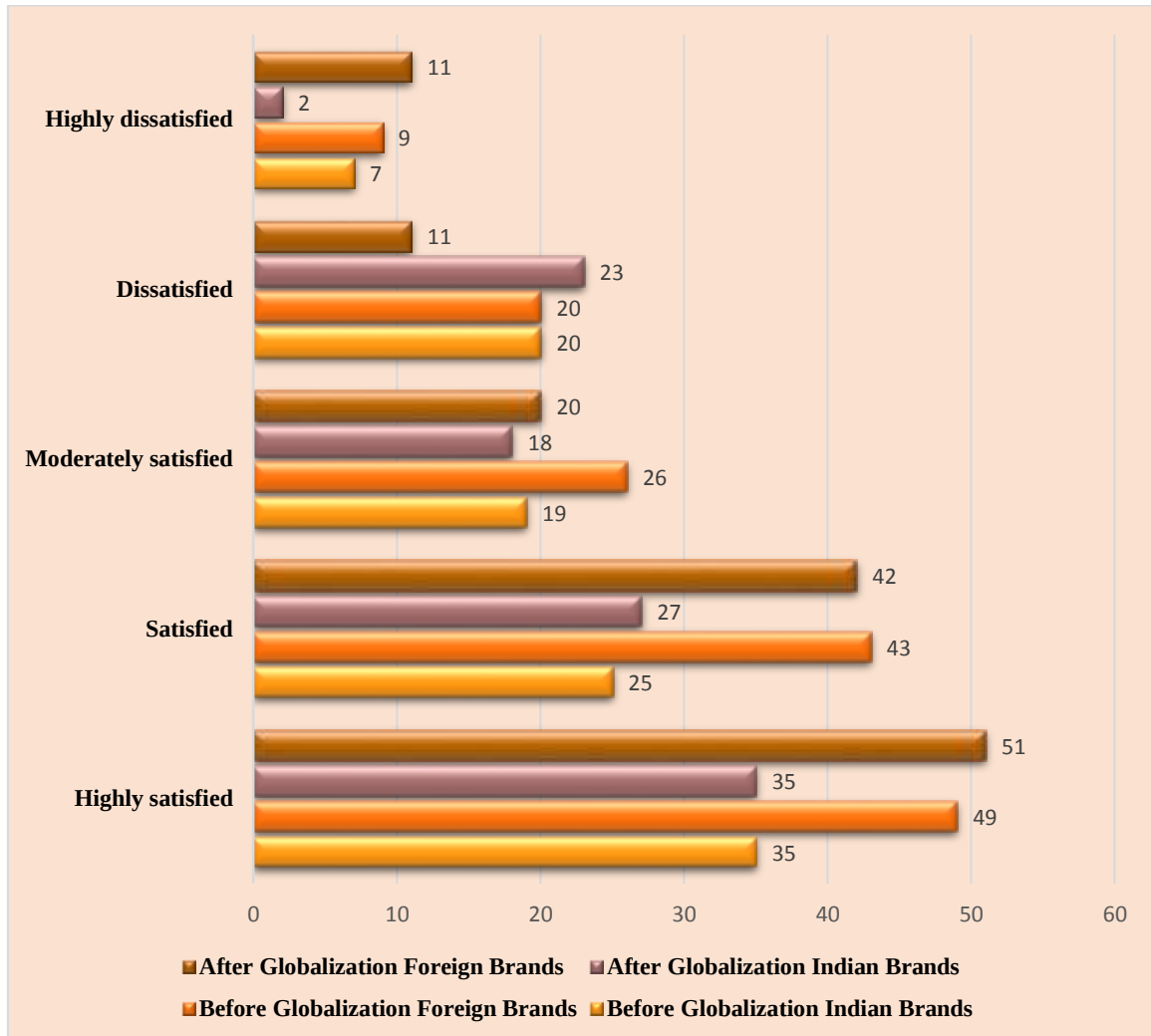
Table 4.20: Particulars showing the Consumers' response regarding level of satisfaction for Availability of product in the before and after globalization era

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied	35 (31.33)	49 (33.33)	35 (33.33)	51 (30.51)
Satisfied	25 (23.33)	43 (29.38)	27 (25.33)	42 (25.42)
Moderately satisfied	19 (18.00)	26 (17.52)	18 (17.33)	20 (11.87)
Dissatisfied	20 (18.67)	20 (13.56)	23 (22.01)	42 (25.42)
Highly dissatisfied	7 (6.67)	9 (6.21)	02 (2.00)	11 (6.78)
Total	124 (100.00)	148 (100.00)	106 (100.00)	166 (100.00)
Total Respondents having products	272		272	

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.20: Particulars showing the Consumers' response regarding level of satisfaction for Availability of product in the before and after globalization era



The above table shows the level of satisfaction of consumers regarding availability of all types of products of Indian and foreign brands in the pre and after globalization period.

As far as the level of satisfaction of consumers regarding availability of all types of products are concerned, in the before globalisation period, out of total consumers 31.33 percentage consumers are highly satisfied followed by 23.33 percentage consumers are satisfied, 18.67 percentage consumers are dissatisfied, 18.00 percentage consumers are moderately satisfied and 8.67 percentage consumers are highly dissatisfied whereas in the after globalisation period 33.33 percentage consumers are highly satisfied, followed by 25.33 percentage consumers satisfied, 22.01 percentage consumers are dissatisfied, 17.33 percentage consumers are moderately satisfied and 2.00 percentage consumers are highly

dissatisfied by the use of Indian brands. It means the level of satisfaction of consumers regarding availability of the products of Indian brands are slightly increased in the after globalisation period.

Regarding availability of the products of foreign brands, in the before globalisation period, out of total consumers 33.33 percentage consumers were highly satisfied followed by 29.38 percentage consumers are satisfied, 17.52 percentage consumers are moderately satisfied, 13.56 percentage consumers are dissatisfied and 6.21 percentage consumers are highly dissatisfied whereas in the after globalisation period 30.51 percentage consumers are highly satisfied, followed by 25.42 percentage consumers are satisfied, again 25.42 percentage consumers are dissatisfied, 11.87 percentage consumers are moderately satisfied and 6.78 percentage consumers are highly dissatisfied by the use of foreign brands. It means the level of satisfaction regarding availability of the products of foreign brands are decreased in the after globalisation period because the percentage of highly satisfied and satisfied consumers are decreased as compared to before globalisation period.

Status showing Impact of globalization on Rural and Urban consumers' buying behavior:

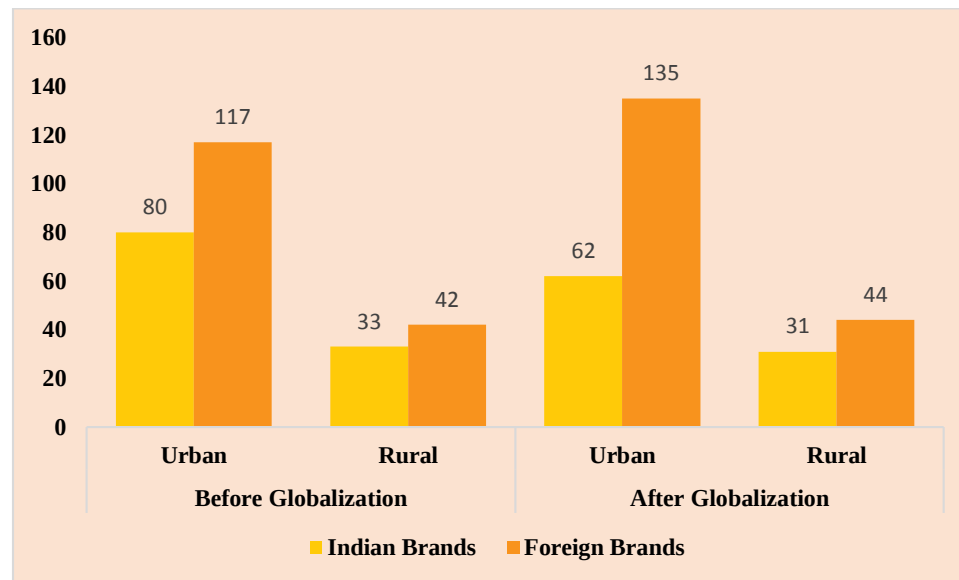
The following table shows the status of impact of globalization on rural and urban consumers' buying behavior.

Table 4.21: Particulars showing the Impact of globalization on Rural and Urban consumers' buying behavior

Types of Brands / Products	Before Globalization		After Globalization	
	Urban	Rural	Urban	Rural
Indian Brands	80 (40.51)	33 (44.45)	62 (31.65)	31 (41.41)
Foreign Brands	117 (59.49)	42 (55.55)	135 (68.37)	44 (58.59)
Total	197 (100.00)	75 (100.00)	197 (100.00)	75 (100.00)
	272		272	

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.21: Particulars showing Impact of globalization on Rural and Urban consumers' buying behaviour



The above table shows the product of Indian and Foreign brands used by the urban and rural consumers in the before and after globalization period.

Regarding the products of Indian brands in case of urban consumers, in the before globalization period, out of total consumers 40.51 percentage consumes were making use of Indian brands whereas in the after globalization period 31.65 percentage consumes are making use of Indian brands. The percentage of using Indian brands is decreased by 8.86 percentage in the after globalization period. In case of rural consumers, in the before globalization period out of total consumers 44.45 percentage consumes were making use of Indian brands whereas in the after globalization period 41.11 percentage consumes are making use of Indian brands. The percentage of using Indian brands is decreased by 3.34 percentage in the after globalization period.

Regarding the products of foreign brands in case of urban consumers, in the before globalization period, out of total consumers 59.49 percentage consumes were making use of foreign brands whereas in the after globalization period 68.37 percentage consumes are making use of foreign brands. The percentage of using foreign brands is increased by 8.88 percentage in the after globalization period. In case of rural consumers, in the before

globalization period out of total consumers 55.55 percentage consumes were making use of foreign brands whereas in the after globalization period 58.59 percentage consumes are making use of foreign brands. The percentage of using foreign brands is increased by 3.84 percentage in the after globalization period.

Purchase of the products of Indian and Foreign brands by consumers on the basis of Income level: The below table shows the products of Indian or foreign brands purchased by the consumers on the basis of their income.

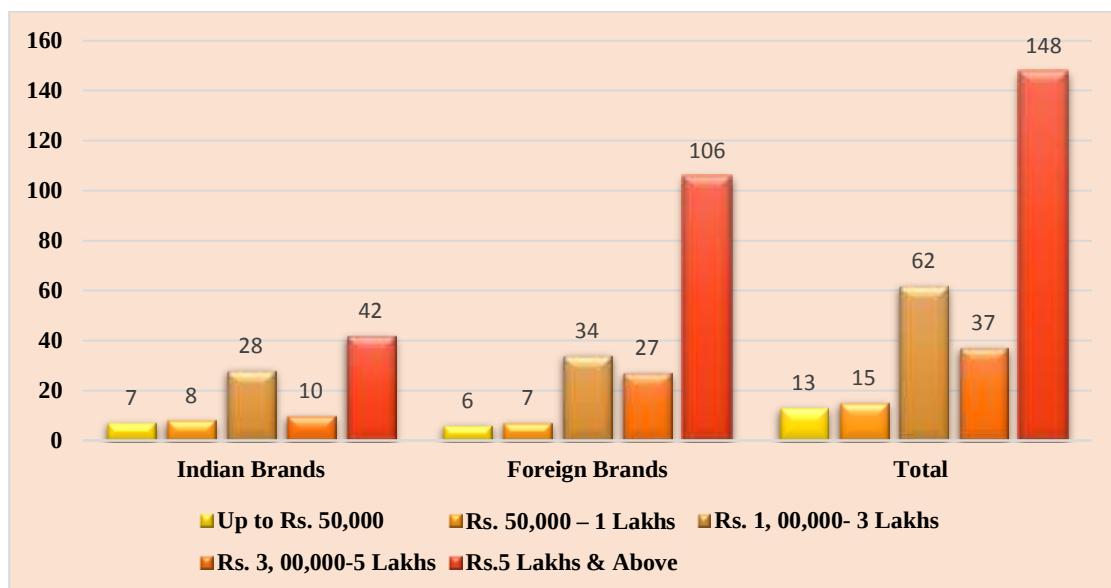
Table 4.22: Particulars showing Income level and purchase of Indian and foreign brand

Income Level/ Types of Brands	Indian Brands	Foreign Brands	Total Respondents Having Products (272)
Up to Rs. 50,000	07 (56.25)	06 (43.75)	13 (100.00)
Rs. 50,000 – 1 Lakhs	08 (53.33)	07 (46.67)	15 (100.00)
Rs. 1, 00,000- 3 Lakhs	28 (44.59)	34 (55.41)	62 (100.00)
Rs. 3, 00,000-5 Lakhs	10 (27.27)	27 (72.73)	37 (100.00)
Rs.5 Lakhs & Above	42 (28.09)	106 (71.91)	148 (100.00)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.22: Particulars showing Income level and purchase of Indian and foreign brands



The above table shows the product of Indian and foreign brands purchased by consumers on the basis of their income level. The consumers having income up to Rs.50,000, out of total consumers 56.25 percentage consumer purchase the product of Indian brands while 43.75 percentage consumers purchase the product of foreign brands, the consumers who fall in the income group of Rs.50,000 – 1 Lakhs, out of total consumers 53.33 percentage consumer purchase the product of Indian brands while 46.67 percentage consumers purchase the product of foreign brands, the consumers whose income is between Rs.1, 00,000- 3 Lakhs, out of total consumers 44.59 percentage consumer purchase the product of Indian brands while 55.41 percentage consumers purchase the product of foreign brands, the consumers whose income is between Rs.3, 00,000-5 Lakhs, out of total consumers 27.27 percentage consumer purchase the product of Indian brands while 72.73 percentage consumers purchase the product of foreign brands and the consumers whose income is Rs.5 Lakhs and above, out of total consumers 28.09 percentage consumer purchase the product of Indian brands while 71.91 percentage consumers purchase the product of foreign brands in the after globalization period. The table clearly shows that there is a major influence of income level on the buying behaviour of consumers. The consumers whose income is between Rs.3, 00,000-5 Lakhs and Rs.5 Lakhs & above, purchase the product of foreign brands even if the price of the product is high.

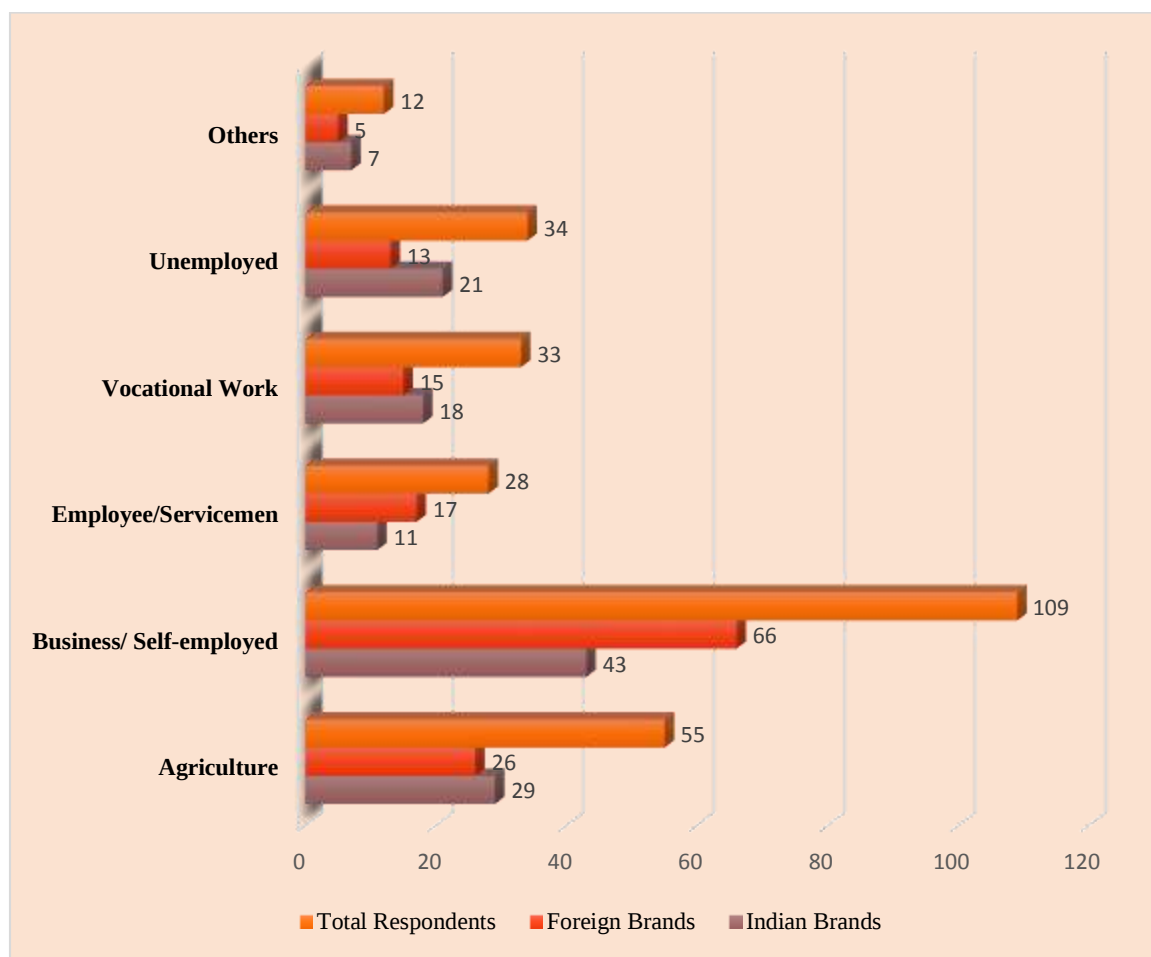
Purchase of the products of Indian and Foreign brands on the basis of Occupation: The following table shows the products of particular brands (Indian or foreign brands) purchased by the consumers on the basis of their Occupational background.

Table 4.23: Particulars showing Occupation and purchase of Indian and foreign brands

Occupation of Consumers/ Types of Brands	Indian Brands	Foreign Brands	Total Respondents Having Products (272)
Agriculture	29 (53.03)	26 (46.97)	55 (100.00)
Business/ Self-employed	43 (39.69)	66 (60.31)	109 (100.00)
Employee/ Servicemen	11 (38.24)	17 (61.76)	28 (100.00)
Vocational Work	18 (55.00)	15 (45.00)	33 (100.00)
Unemployed	21 (60.98)	13 (39.02)	34 (100.00)
Others	07 (53.33)	05 (46.67)	12 (100.00)

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.23: Particulars showing Occupation and purchase of Indian and foreign brands



The above table shows the product of Indian and foreign brand purchased by the consumers on the basis of their occupation. The consumers whose occupation is agriculture, out of total consumers' 53.03 percentage consumers purchase the products of Indian brands whereas 46.97 percentage consumers purchase the products of foreign brands.

Consumers who have their own business or self-employed, out of total consumers, 39.69 percentage consumers purchase the products of Indian brands whereas 60.31 percentage consumers purchase the products of foreign brands.

In case of employed consumers, out of total consumers, 38.24 percentage consumers purchase the products of Indian brands whereas 61.76 percentage consumers purchase the products of foreign brands.

The respondents who are engaged in vocational work, out of total consumers, 55.00 percentage consumers purchase the products of Indian brands whereas 45.00 percentage consumers purchase the products of foreign brands.

The respondents who are unemployed, out of total consumers, 60.98 percentage consumers purchase the products of Indian brands whereas 39.02 percentage consumers purchase the products of foreign brands.

In case of the consumers who are engaged in the other occupational work, out of total consumers, 53.33 percentage consumers purchase the products of Indian brands whereas 46.67 percentage consumers purchase the products of foreign brands.

The table clearly reveals that the Majority of employed/ Servicemen consumers purchase the products of foreign brands followed by business/self-employed consumers.

Purchase of the products of Indian and Foreign brands by consumers on the basis of Educational Qualification

The following table shows the products of particular brands (Indian or foreign brands) purchased by the consumers on the basis of their Educational Qualification.

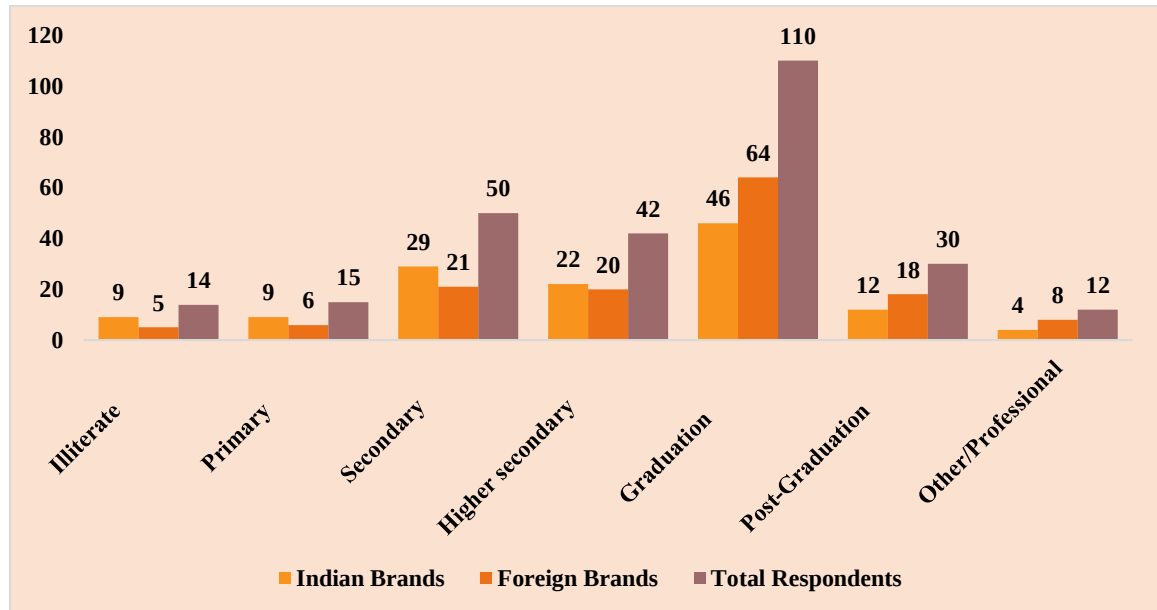
Table 4.24: Particulars showing Education Qualification of Respondents and purchase of products of Indian and foreign brands

Educational Qualification / Types of Brands	Indian Brands	Foreign Brands	Total Respondents Having Products (272)
Illiterate	9 (64.71)	5 (35.29)	14 (100.00)
Primary	9 (61.11)	6 (39.89)	15 (100.00)
Secondary	29 (58.33)	21 (41.67)	50 (100.00)
Higher secondary	22 (52.00)	20 (48.00)	42 (100.00)
Graduation	46 (41.67)	64 (58.33)	110 (100.00)
Post-Graduation	12 (38.89)	18 (61.11)	30 (100.00)
Other/Professional	4 (35.71)	8 (64.29)	12 (100.00)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.24: Particulars showing Education Qualification of Respondents and purchase of products of Indian and foreign brands



The above table shows the product of Indian and foreign brand purchased by the consumers on the basis of their educational level.

Out of total illiterate consumers, 64.71 percentage consumers purchase the products of Indian brands while 35.29 percentage consumers purchase the product of foreign brands.

In case of consumers who have completed education till primary, 61.11 percentage consumers purchase the products of Indian brands while 39.89 percentage consumers purchase the product of foreign brands. In case of consumers who have completed education till secondary school, 58.33 percentage consumers purchase the products of Indian brands while 41.67 percentage consumers purchase the product of foreign brands. In case of consumers who have completed education till higher secondary school level, 52.00 percentage consumers purchase the products of Indian brands while 48.00 percentage consumers purchase the product of foreign brands. In case of consumers who have completed education till graduation level, 41.67 percentage consumers purchase the products of Indian brands while 58.33 percentage consumers purchase the product of foreign brands. In case of consumers who have completed education till Post-graduation level, 38.89 percentage consumers purchase the products of Indian brands while 61.11 percentage consumers purchase the product of foreign brands. In case of consumers who have completed Other/Professional courses, 35.71 percentage consumers purchase the products of Indian brands while 64.29 percentage consumers purchase the product of foreign brands. The table revealed that consumers having higher educational qualification purchase the products of foreign brands.

• **Purchase of the products of Indian and Foreign brands on the basis of**

Age: The following table shows the products of Indian or foreign brands purchased by the consumers on the basis of their age.

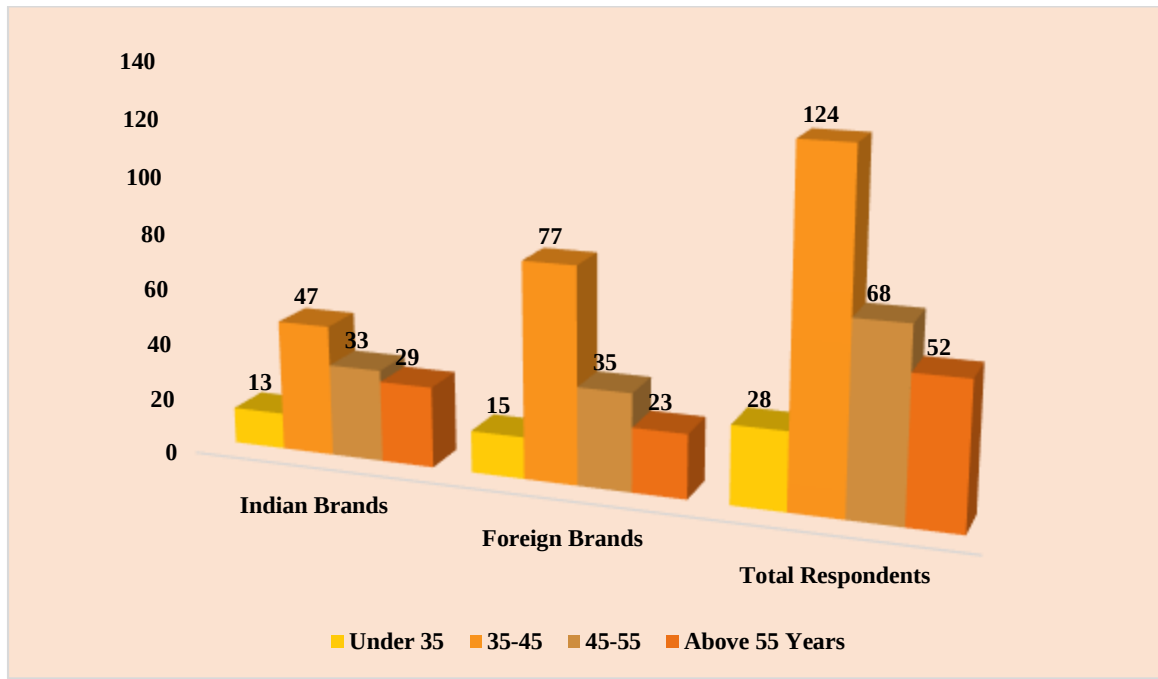
Table 4.25: Age of consumers and purchase of product of Indian and foreign brands

Age/ Types of Brands	Indian Brands	Foreign Brands	Total Respondents Having Products (272)
Under 35	13 (45.65)	15 (54.35)	28 (100.00)
35-45	47 (38.29)	77 (61.71)	124 (100.00)
45-55	33 (48.55)	35 (51.45)	68 (100.00)
Above 55 Years	29 (55.20)	23 (44.80)	52 (100.00)

Source: Primary Data

*Figures in Brackets indicates percentage to total figures

Graph 4.25: Age of consumers and purchase of products of Indian and foreign brands



The above table shows the product of Indian and foreign brand purchased by the consumers on the basis of their age. Out of total consumer having age up to 35 years, 45.65 percentage consumers purchase the product of Indian brands while 54.35 percentage consumers purchase the product of foreign brands. The consumer having age group between 35-45 years 38.29 percentage consumers purchase the product of Indian brands while 61.71 percentage consumers purchase the product of foreign brands. The consumer having age group between 45-55 years 48.55 percentage consumers purchase the product of Indian brands while 51.45 percentage consumers purchase the product of foreign brands. The consumer having age above-55 years 55.20 percentage consumers purchase the product of Indian brands while 44.80 percentage consumers purchase the product of foreign brands.

Consumer Preferences regarding factors influenced them to purchase the products

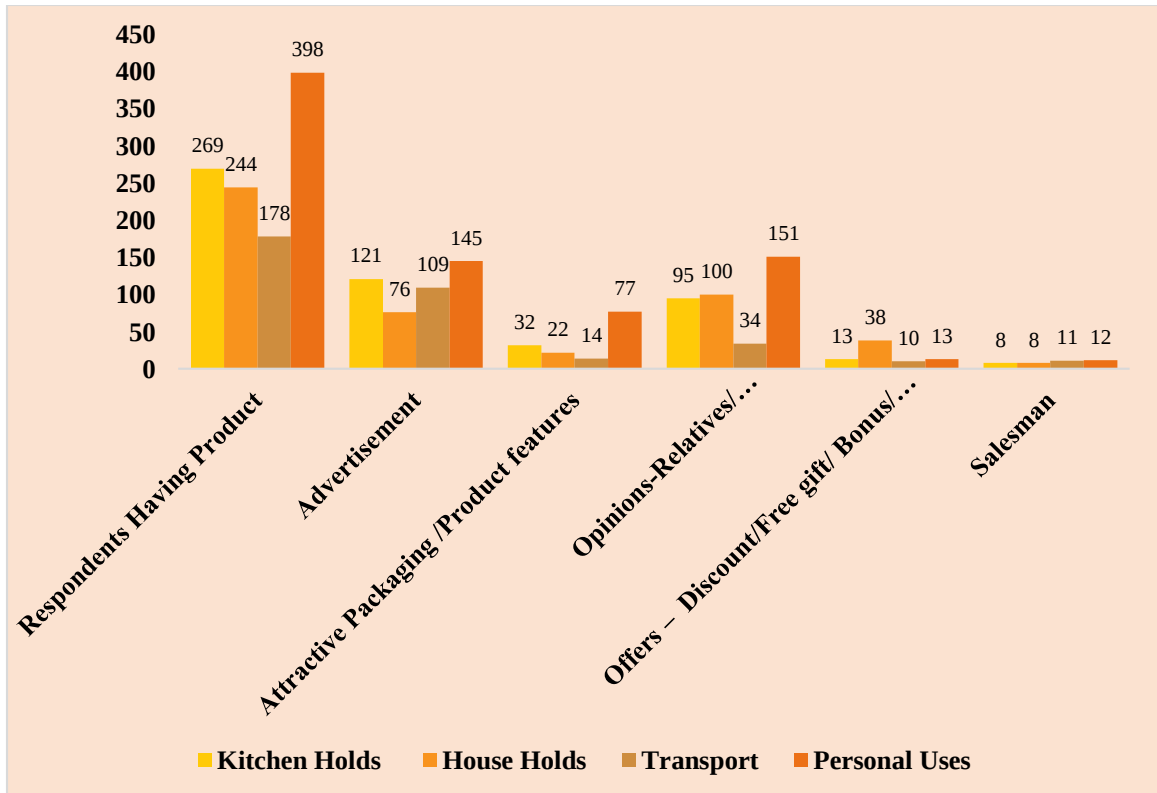
The following table shows Consumer Preferences regarding factors influenced them to purchase the products

Table 4.26: Particulars Showing Consumers' Preferences regarding factors influenced them to purchase the products

Sr. No.	Types of Products/ Influencing factors	Respondents Having Product	Influencing factors				
			Advertisement	Attractive Packaging /Product features	Opinions-Relatives/ Neighbou/ Friends/ Families	Offers – Discount/ Free gift/ Bonus/ Schemes	Sales -man
1.	Kitchen Holds	269 (100.00)	121 (44.89)	32 (12.07)	95 (35.27)	13 (4.95)	08 (2.82)
2.	House Holds	244 (100.00)	76 (31.06)	22 (8.87)	100 (40.96)	38 (15.70)	08 (3.41)
3.	Transport	178 (100.00)	109 (61.03)	14 (7.77)	34 (19.23)	10 (5.55)	11 (6.42)
4.	Personal Uses	398 (100.00)	145 (36.50)	77 (19.46)	151 (37.92)	13 (3.21)	12 (2.91)

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.26: Particulars Showing Consumer Preferences regarding factors influenced them to purchase the products



The above table shows the various factors that influence the buying behavior of consumers regarding all types of consumer durable goods.

In case of kitchen hold products out of total respondents 44.89 percentage consumers are influenced by advertisement followed by 35.27 percentage by Opinions of relatives/neighbours/friends/families, 12.07 percentage by attractive packaging/features of the products, 4.95 percentage by offers like discount/free gifts/exchanges/bonus other schemes given by sellers and rest 2.82 are influenced by salesman.

As far as the influencing factor in case of house hold product is concerned out of total consumers, 40.96 percentage consumers are influenced by the opinions of their relatives/neighbours/friends/families followed by followed by 31.06 percentage by advertisement, 15.70 by offers like discount/free gifts/exchanges/bonus other schemes given by sellers, 8.87 percentage by attractive packaging/features of the products and rest 3.41 percentage are influenced by salesman.

Regarding transport products, out of total consumers 61.03 percentage consumers are influenced by advertisement followed by 19.23 percentage by Opinions of relatives/neighbours/friends/families, 7.77 percentage by attractive packaging/features of the products, 6.42 percentage by salesman and remaining 5.55 percentage are influenced by offers like discount/free gifts/exchanges/bonus other schemes given by sellers.

In case of personal uses products out of total consumers 37.92 percentage consumers are influenced by the Opinions of their relatives/neighbours/friends/families followed by, advertisement 36.50 percentage, 19.46 percentage by attractive packaging/features of the products, 3.21 percentage by offers like discount/free gifts/exchanges/bonus other schemes given by sellers and rest 2.91 are influenced by salesman.

Consumers' response towards whether advertisement plays an important role in influencing their purchasing decision.

Advertising and sales promotin plays a vital role in promoting the products of the companies. The following table shows the consumers' response towards whether advertisement plays an important role in influencing their purchase.Out of total consumers

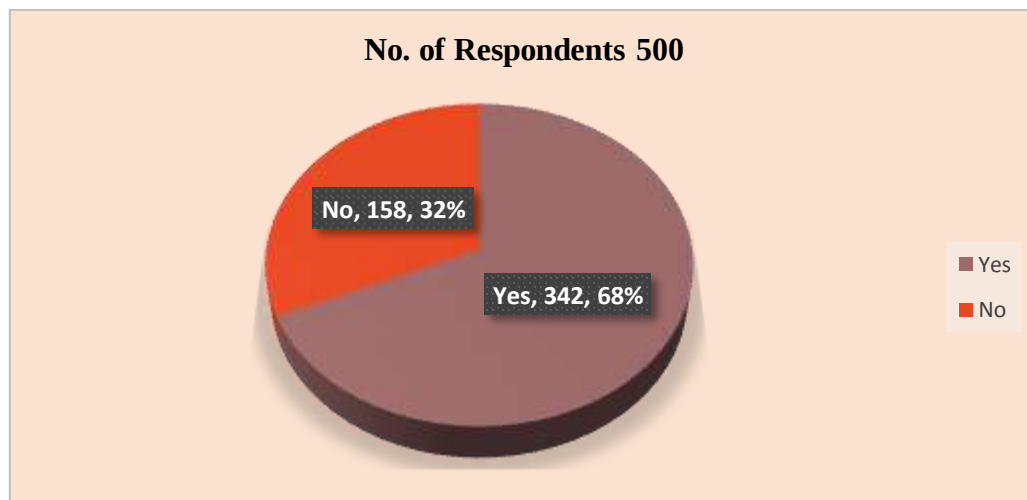
said that there is a great impact of advertisement on the buying behavior of consumers

Table 4.27: Particulars showing whether advertisement plays an important role in influencing the customer Purchase

Role of Advertisements			
Sr. No.	Particulars	No. of Respondents	Percentage (%)
1	Yes	342	68.42
2	No	158	31.58
	Total	500	100.00

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.27: Particulars showing whether advertisement plays an important role in influencing the customer Purchase



The above table shows the role of advertisement as influencing factor for consumers buying behavior. Out of total consumers 68.42 percentage consumer said that advertisements plays a key role in influencing their buying behavior and remaining 31.58 percentage consumers told that their buying behavior is not influenced by the advertisement.

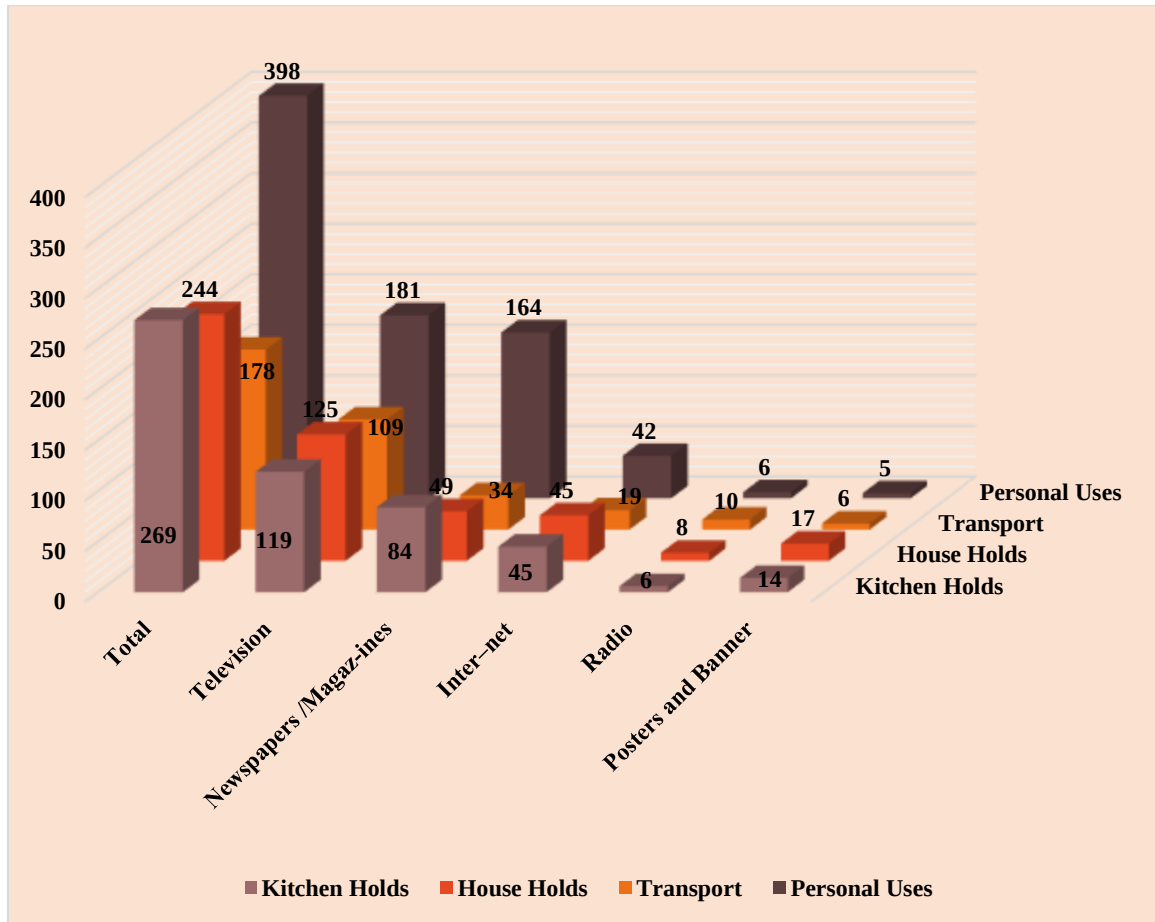
Consumers’ response regarding the media of advertisement through which they got informed : The following table shows the Consumers’ response regarding the media of advertisement through which they got informed regarding consumer durable products of Indian and foreign brands.

Table 4.28: Particulars showing the media of advertisement through which Customers got informed

Sr. No	Types of Products/ Media of Advertisement	Respondents Having Products (Average)	Media of Advertisements				
			Television	Newspapers/Magazines	Internet	Radio	Posters and Banner
1.	Kitchen Holds	269 (100.00)	119 (44.25)	84 (31.36)	45 (16.91)	06 (2.41)	14 (5.17)
2.	House Holds	244 (100.00)	125 (51.12)	49 (20.27)	45 (18.41)	08 (3.14)	17 (7.06)
3.	Transport	178 (100.00)	109 (61.20)	34 (19.27)	19 (10.58)	10 (5.48)	06 (3.47)
4.	Personal Uses	398 (100.00)	181 (45.42)	164 (41.21)	42 (10.55)	06 (1.52)	05 (1.30)

Source: Primary Data *Figures in Brackets indicates percentage to total figures

Graph 4.28: Media of advertisement through which Customers got informed



The above shows the media of advertisement through which customers got informed.

In case of kitchen hold products, out of total consumers 44.25 percentage got information of the product through advertisement on television followed by 31.96 percentage through advertisement in Newspapers/Magazines, 16.91 through internet, 5.17 percentage through poster and banners and the remaining 2.41 percentage got information of the product through advertisement on radio.

Regarding the media of advertisement for house hold products, 51.12 percentage got information of the product through advertisement on television followed by 20.27 percentage through advertisement in Newspapers/Magazines, 18.41 through internet, 7.06 percentage through poster and banners and the remaining 3.14 percentage got information of the product through advertisement on radio.

Regarding the media of advertisement for Transport products, 61.20 percentage got information of the product through advertisement on television followed by 19.27 percentage through advertisement in Newspapers/Magazines, 10.58 through internet, 5.48

percentage through poster and banners and the remaining 3.47 percentage got information of the product through advertisement on radio.

In case of Personal Uses products, out of total consumers 45.42 percentage got information of the product through advertisement on television followed by 41.21 percentage through advertisement in Newspapers/Magazines, 10.55 through internet, 1.52 percentage through poster and banners and the remaining 1.30 percentage got information of the product through advertisement on radio.

Consumers' response regarding parameters considered by them while purchasing the products:

The following table shows the consumers' response regarding parameters considered by them while purchasing the products

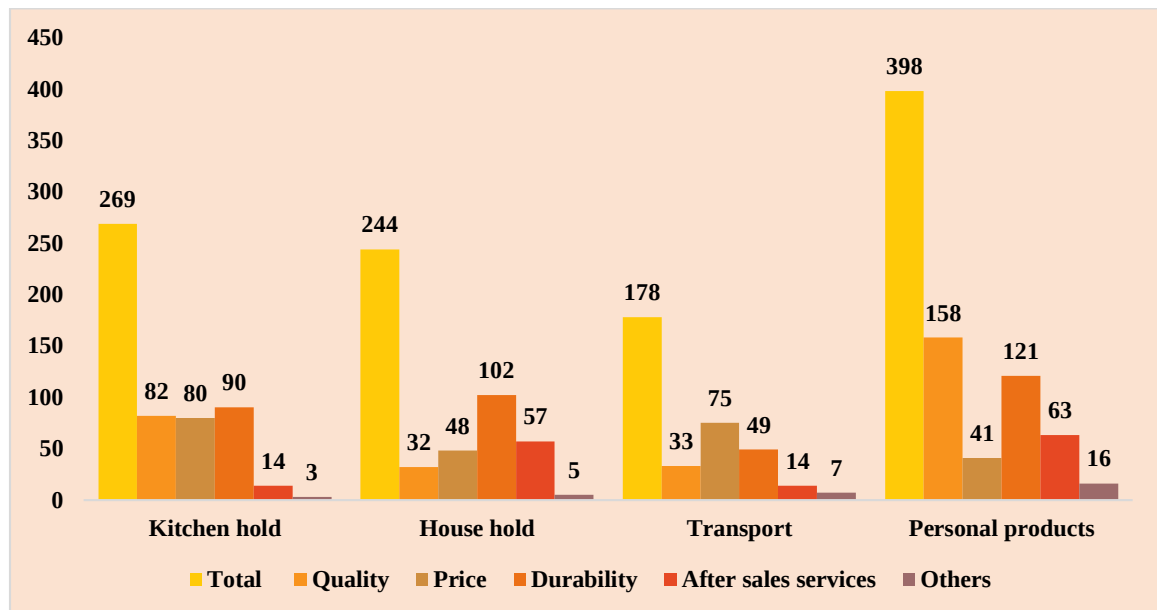
Table 4.29: Particulars showing parameters considered by consumers while purchasing the products

Types of Products/ Parameters	Total Average Consumers Having products	Quality	Price	Durability	After sales services	Others
Kitchen hold	269 (100.00)	82 (30.40)	80 (29.76)	90 (33.47)	14 (5.20)	03 (1.17)
House hold	244 (100.00)	32 (13.05)	48 (19.75)	102 (41.74)	57 (23.46)	05 (2.00)
Transport	178 (100.00)	33 (18.29)	75 (42.25)	49 (27.68)	14 (7.78)	07 (4.00)
Personal products	398 (100.00)	158 (39.74)	41 (10.27)	121 (30.29)	63 (15.72)	16 (3.98)

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

Graph 4.29: Particulars showing parameters considered by consumers while purchasing the products



The above table shows the different parameters considered by the consumers regarding products while purchasing it.

In case of kitchen hold products, consumers consider durability (33.47 percent) of products as most important parameter followed by quality (30.40 percent), price (29.76 percent) and others (1.17 percent) while purchasing the products.

Regarding household products consumers prefer durability (41.74 percent) of products as most important parameter followed by price (19.75 percent), quality (13.05 percent) and others (2.00 percent) while purchasing the products.

With respect to transport products, consumers assign more weightage to price (42.25 percent) parameter of product, followed by durability (27.68 percent), quality (18.29 percent), after sales service (7.78 percent) and others (4.00 percent) while purchasing the products.

In case of personal products quality (39.74) of the product is the most important criteria taken into consideration by the consumers followed by durability (30.29 percent), after sales service (15.72 percent), price (10.27) and others (3.98) while purchasing the products.

SECTION-III-DATA ANALYSIS AND INTERPRETATION OF COMPANIES/DEALERS/WHOLESALEERS/RETAILERS/SHOPKEEPERS' QUESTIONNAIRE

Number of Respondents and Town/Area of Respondents

The following table shows the number of respondents and town/area of respondent.

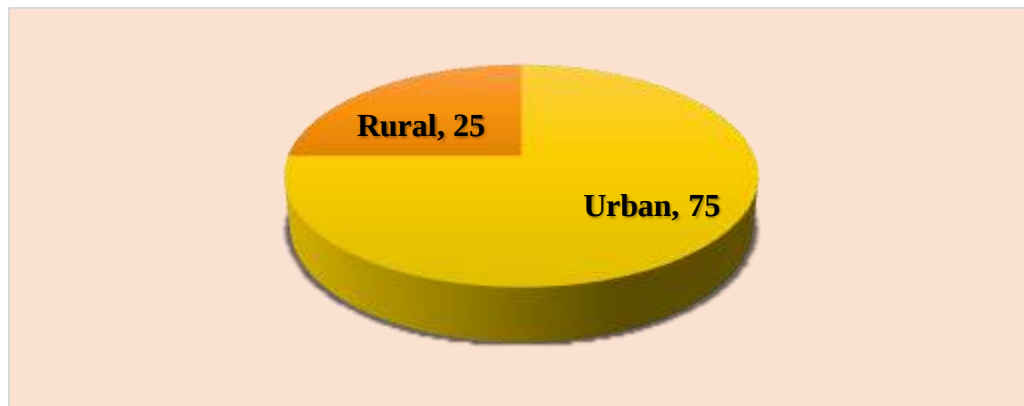
Table 4.30: Particulars showing number of Respondents and Town/Area of Respondents

Sr. No.	Town/Area	No. of Respondents	Percentage (%)
1	Urban	75	75.00
2	Rural	25	25.00
Total		100	100

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

Graph 4.30: Particulars showing Number of Respondents and Town/Area of Respondents



The above table shows the number of Company/Dealer/Wholesaler/Retailer/ Shopkeepers selected for the research study from urban and rural areas of different districts and taluqas of Maharashtra State. The table shows that total 100 respondents were selected for the research study. The table reveals that out of total respondents 75.00% respondents are from urban area while remaining 25.00% respondents are from rural area. It is disclosed that majority (75.00%) of the respondents are from urban area.

Products of particular Brands (Indian, Foreign or Both Brands) sold by Respondents

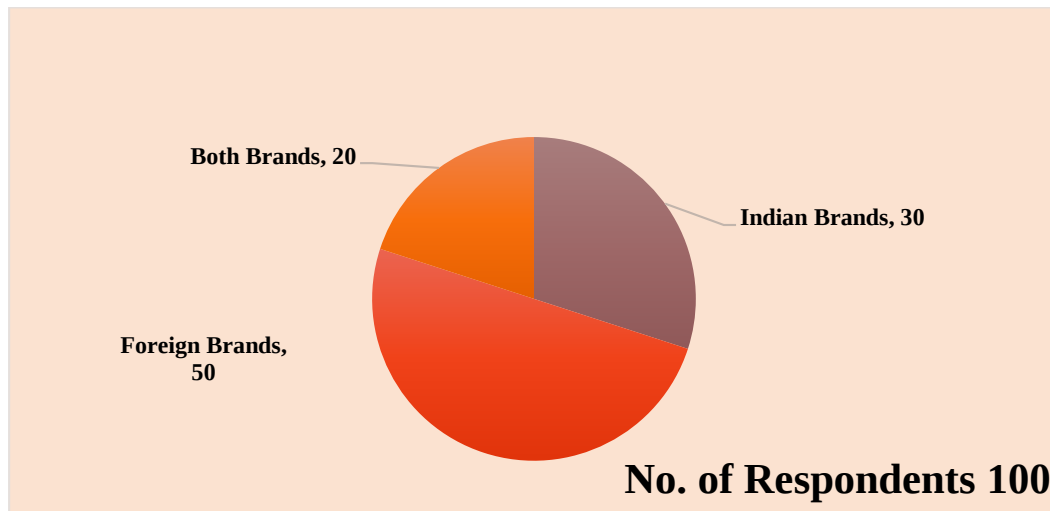
Table 4.31: Particulars showing status of Respondent selling products of Indian Brands, Foreign Brands or Both Brands

Sr. No.	Name of the Brands	No. of Respondents	Percentage
01	Indian Brands	30	30.00 (%)
02	Foreign Brands	50	50.00 (%)
03	Both Brands	20	20.00 (%)
Total Respondents		100	100.00 %

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

Graph 4.31: Particulars showing status of Respondent selling products of Indian Brands, Foreign Brands or Both Brands



The above table shows the products of particular brand (Indian, Foreign, or Both brands) sold by the respondents. The study clearly shows that out of total respondents selected for the study 30.00% of the respondents sells the products of Indian brands, 50.00% respondents sell the products of foreign brands and remaining 20.00 respondents sell the products both Indian as well as foreign brands.

The respondents' Level of agreeability towards the following statements relating to Product after globalization

SA – Strongly Agree, A – Agree, SD – Strongly Disagree, D – Disagree, N – Neutral.

Table 4.32: Particulars showing level of agreeability towards the following statements relating to Product after globalization.

Sr. No	Statements	SA	A	SD	D	N	Total
1.	Customers preferences, tastes, beliefs are changing due to globalization.	306 (61.25)	78 (15.63)	53 (10.58)	32 (6.45)	30 (6.09)	500 (100)
2..	Domestic companies have to adopt E-marketing strategy after globalization to compete with foreign companies	363 (72.52)	51 (10.23)	21 (4.12)	49 (9.86)	16 (3.27)	500 (100)
3..	Globalization ensures good quality of products in the market.	241 (48.23)	129 (25.72)	78 (15.66)	28 (5.52)	24 (4.87)	500 (100)
4.	The Prices of products are increasing rapidly due to globalization.	366 (73.23)	86 (17.25)	11 (2.23)	18 (3.56)	19 (3.73)	500 (100)
5.	Customers prefer quality of product than quantity & price	381 (76.25)	51 (10.20)	31 (6.13)	23 (4.56)	14 (2.86)	500 (100)
6.	Customers prefer changes and innovation in the product after globalization.	318 (63.65)	106 (21.23)	38 (7.58)	13 (2.50)	27 (5.44)	500 (100)
7.	Globalization has resulted in cut throat completion.	326 (65.20)	78 (15.55)	16 (3.25)	70 (13.93)	10 (2.07)	500 (100)
8.	The products of foreign brands are not available at convenient places.	106 (21.23)	331 (66.20)	32 (6.40)	12 (2.32)	19 (3.85)	500 (100)

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

The above table shows the opinions of the Company/Dealer/Wholesaler/Retailer/Shopkeepers regarding their experiences with the consumers regarding products of Indian and foreign brands in the after globalisation period.

Regarding a statement whether Customers preferences, tastes, beliefs are changing due to globalization, 61.25 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statements followed by 15.63 percentage agree, 10.58 percentage strongly disagree, 6.45 percentage disagree and remaining 6.09 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers have neutral opinions.

In case of a statement whether domestic companies have to adopt E- marketing strategy after globalization to compete with foreign companies, 72.52 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statements followed by 10.23 percentage agree, 9.86 percentage disagree, 4.12 percentage strongly disagree and remaining 3.27 percentage Company/Dealer/Wholesaler/Retailer/ have neutral opinions about this statement.

As far as the opinion regarding a statement whether globalization ensures good quality of products in the market, 48.23 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statements followed by 25.72 percentage agree, 15.66 percentage strongly disagree, 5.52 percentage disagree and remaining 4.87 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers have neutral opinions about this statement.

Regarding a statement whether the Prices of products are increasing rapidly due to globalization, 73.23 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statements followed by 17.25 percentage agree, 3.56 percentage disagree, 3.73 percentage neutral and remaining 2.23 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers have strongly disagreed opinions about this statement.

In case of a statement whether Customers prefer quality of product than quantity & price, 76.25 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statements followed by 10.20 percentage agree, 6.13 percentage strongly disagree, 4.56 percentage disagree and remaining 2.86 percentage Company/Dealer/Wholesaler/Retailer/ have neutral opinions about this statement.

As far as the opinion regarding a statement whether Customers always prefer changes and innovation in the product after globalization, 63.65 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with

this statements followed by 21.23 percentage agree, 7.58 percentage strongly disagree, 5.44 percentage neutral and remaining 2.50 percentage Company/Dealer/Wholesaler/Retailer/ have disagreed opinions about this statement.

In case of a statement whether Globalization has resulted in cut throat completion, 65.20 percentage Company/Dealer/Wholesaler/Retailer/ said that they are strongly agree with this statements followed by 15.55 percentage agree, 13.93 percentage disagree, 3.25 percentage strongly disagree and 2.07 percentage Company/Dealer/Wholesaler/Retailer/ have neutral opinions about this statement.

Concerning a statement whether the products of foreign companies are not available at convenient places, 66.20 percentage Company/Dealer/Wholesaler/Retailer/ said that they are agree with the statements followed by 21.23 percentage strongly agree, 6.40 percentage strongly disagree, 3.85 percentage neutral and remaining 2.32 percentage Company/Dealer/Wholesaler/Retailer/ have disagreed opinions about the statement.

Ranks given by the respondents to different ways/media of reaching to the customers in the before and after globalization period

Table 4.33: Table showing the ranks given to different ways/media of reaching to the customers in the before and after globalization period

Particulars	Before Globalization						After Globalization					
	Rank						Rank					
	1	2	3	4	5	Total	1	2	3	4	5	Total
Advertisement on Television	70	13	09	05	03	100	72	11	08	07	02	100
Advertisement in Newspapers /Magazines	22	58	10	06	04	100	12	40	12	04	32	100
Advertisement on Internet	68	12	08	08	04	100	81	12	03	02	02	100
Advertisement through Posters and Banners	06	20	15	52	07	100	04	18	14	60	04	100
Others	13	03	02	03	79	100	10	02	03	05	80	100

Source: Primary Data

*Figures in Brackets indicates percentage to total figure

The above table shows the different ways/media of reaching to the consumers by the Company/Dealer/Wholesaler/Retailer/ Shopkeepers in the pre and after globalization period.

Before globalization period:

As far as the different ways of reaching to consumers in the pre globalization period are concerned, in respect of a way of reaching to consumers through advertisement on television, out of 100 respondents, 70 respondent gave first rank, 13 respondent gave second rank, 09 respondent gave third rank, 05 respondent gave fourth rank and 03 respondent gave fifth rank for reaching to the consumers through advertising on television. In respect of a way of reaching to consumers through advertisement in Newspapers/Magazines, out of 100 respondents, 22 respondent gave first rank, 58 respondent gave second rank, 10 respondent gave third rank, 06 respondent gave fourth rank and 04 respondent gave fifth rank for reaching to the consumers through advertisement in Newspapers/Magazines.

In respect of a way of reaching to consumers through advertisement on Internet to reaching consumers, out of 100 respondents, 68 respondent gave first rank, 12 respondent gave second rank, 08 respondent gave third rank, 08 respondent gave fourth rank and 04 respondent gave fifth rank for reaching to the consumers through advertisement on Internet to reaching consumers.

In respect of a way of reaching to consumers through Advertisement through Posters and Banners, out of 100 respondents, 06 respondent gave first rank, 20 respondent gave second rank, 15 respondent gave third rank, 52 respondent gave fourth rank and 07 respondent gave fifth rank for reaching to the consumers through Advertisement through Posters and Banners.

in respect of a way of reaching to consumers through other ways, out of 100 respondents 13 respondent gave first rank, 03 respondent gave second rank, 02 respondent gave third rank, 03 respondent gave fourth rank and 79 respondent gave fifth rank for reaching to the consumers through other ways of advertisements.

After globalization period:

As far as the different ways of reaching to consumers in the after globalization period are concerned, in respect of a first way of reaching to consumers through Advertisement on Television, out of 100 respondents, 72 respondent gave first rank, 11 respondent gave second rank, 08 respondent gave third rank, 07 respondent gave fourth rank and 02 respondent gave fifth rank to advertisement on television as a better way for reaching to the consumers.

In respect of a way of reaching to consumers through advertisement in Newspapers/Magazines, out of 100 respondents, 12 respondent gave first rank, 40 respondent gave second rank, 12 respondent gave third rank, 04 respondent gave fourth rank and 32 respondent gave fifth rank for reaching to the consumers through advertisement in Newspapers/Magazines.

In respect of a way of reaching to consumers through advertisement on Internet, out of 100 respondents, 81 respondent gave first rank, 12 respondent gave second rank, 03 respondent gave third rank, 02 respondent gave fourth rank and 02 respondent gave fifth rank for reaching to the consumers through advertisement on Internet to reaching consumers.

In respect of a way of reaching to consumers through Advertisement through Posters and Banners, out of 100 respondents, 04 respondent gave first rank, 18 respondent gave second rank, 14 respondent gave third rank, 60 respondent gave fourth rank and 04 respondent gave fifth rank for reaching to the consumers through Advertisement through Posters and Banners.

In respect of a way of reaching to consumers through other ways, out of 100 respondents 10 respondent gave first rank, 02 respondent gave second rank, 03 respondent gave third rank, 05 respondent gave fourth rank and 80 respondent gave fifth rank for reaching to the consumers through other ways of advertisements.

The above table reveals that advertisement through television is a way adopted by the respondents for reaching to the consumers in the after globalisation period

Hypothesis testing:

The Following three hypothesis are verified through findings of the research study.

Hypothesis 1: Consumers in higher income group prefer the products of foreign brands.

H_0 : Consumers in higher income group do not prefer foreign brands.

H_1 : Consumers in Higher income group prefer foreign brands.

The opinion regarding the preference of Indian and Foreign brands was measured on dichotomous scale. As variables are discrete categorical variables, Chi square test was thought to be most appropriate test. The result of the test is shown in the table below:

Table 4.34: Consumers' opinion about products of foreign brands in after globalisation era on the basis of their income level

Income Group	Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
Up to Rs. 50,000	6	36	-30	900	25.00
Rs. 50,001 to Rs. 1,00,000	7	36	-29	841	23.36
Rs. 1,00,001 to Rs. 3,00,000	34	36	-2	4	0.11
Rs. 3,00,001 to Rs. 5,00,000	27	36	-9	81	2.25
Above Rs. 5,00,000	106	36	70	4900	136.11
				$\Sigma(O-E)^2/E=186.83$	

Inference: Degree of freedom or $V = (n-1) = (5-1) = 4$ at 5% level of Significance is 9.49. The Calculated value is more than the table values (χ^2 -square value $186.83 < 9.49$), therefore, null hypothesis is rejected and alternative hypothesis is accepted. Hence, Consumers in higher income group prefer the products of foreign brands.

Hypothesis 2: Advertising and sales promotion efforts of the company greatly affect the buying behaviour of the consumers.

H₀: Advertising and sales promotion efforts of the company does not affect the buying behavior of the consumers of durable products.

H₁: Advertising and sales promotion efforts of the company affects the buying behavior of the consumers of durable products.

The opinion regarding the effect of Advertising and sales promotion efforts on consumers buying behavior were measured on dichotomous scale. As variables are discrete categorical variables, Chi square test was thought to be most appropriate test. The result of the test is as shown in the table below.

Table 4.35: Respondents' Opinion about role of Advertising and sales promotion efforts of the company

Opinion of Respondent	Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
Yes	342	250	92	8464	33.86
No	158	250	-92	8464	33.86
				$\sum (O-E)^2/E = 67.71$	

Inference: Degree of freedom or V= (n-1) = (2-1) = 1 at 5% level of Significance is 3.84. The Calculated value is more than the table values (chi-square value 67.71 < 3.84), therefore, null hypothesis is rejected and alternative hypothesis is accepted. Hence, Advertising and sales promotion efforts of the company greatly affect the buying behaviour of the consumers.

Hypothesis 3: Urban consumers have more impact of globalisation than rural consumers.

H_0 : Urban consumers do not have more impact of globalisation than rural consumers.

H_1 : Urban consumers have more impact of globalisation than rural consumers.

The opinion regarding Urban consumers have more impact of globalisation than rural consumers were measured on dichotomous scale. As variables are discrete categorical variables, Chi square test was thought to be most appropriate test. The result of the test is as shown in the table below.

Table. 4.36: Particulars showing the area of customer

Area	Observed Frequency (O)	Expected Frequency (E)	(O-E)	(O-E) ²	(O-E) ² /E
Urban	362	250	112	12544	50.18
Rural	138	250	-112	12544	50.18
				$\sum(O-E)^2/E = 100.35$	

Inference: Degree of freedom or $V = (n-1) = (2-1) = 1$ at 5% level of Significance is 3.84.

The Calculated value is more than the table values (chi-square value $100.35 < 3.84$), therefore, null hypothesis is rejected and alternative hypothesis is accepted. Hence, urban consumers have more impact of globalisation than rural consumers.

Concluding Remarks:

As per the research design formulated this chapter analysed the primary data collected from consumer and companies/Dealers/Wholesalers/Retailers.

After careful analyses and interpretation of primary data, some conclusion has been drawn. The various tables for analysing the impact of globalisation on consumers' buying behaviour with regard to consumer durable goods are prepared. Consumers' responses towards Indian and foreign brands in the pre and globalisation period are analysed.

The consumer's opinion with regard to Indian and foreign brands are analysed with the help of some characteristics or parameter of the product. The parameter selected with regard to products are quality, price, durability and availability of products. The study analysed whether the consumers are shifted from Indian brands to foreign brands in the after globalisation period. The consumers were asked to select the Indian and brands used by them in the pre and after globalisation period.

The second type of respondent, i.e. company/dealer/wholesaler etc. are asked to give their opinion regarding their experiences with the consumers during pre and after globalisation period. They were asked few question regarding Indian and foreign brands in the pre and after globalisation period.

The chapter delivered some finding like consumers said that they were switched towards the products of foreign brands in the after globalisation period because the products of foreign brands have better quality and durability as compared to the products of Indian brands. But majority of the consumers said that they are not satisfied with the price and availability of products of foreign brands in the after globalisation period.

CHAPTER -V

FINDINGS, CONCLUSIONS AND SUGGESTIONS

This chapter is devoted to brief summary of findings, conclusions and suggestions of the present study. On the basis of the analysis and interpretation of data with appropriate tools, some broad findings, inferences and observations were drawn. Some suggestions and recommendation are also presented in this chapter for the consumer durable industries to overcome the problems with regard to preparing marketing strategy of consumer durable goods and to face the cut throat competition after globalization. In a nut shell the study provides the following significant findings:

MAJOR FINDINGS

FINDINGS BASED ON CONSUMER'S QUESTIONNAIRE

1. Overall Impact of Globalization on Consumer Buying Behaviour regarding all types of products

The study shown that there is great impact of globalisation on the buying behaviour of consumers. The study shown that there is an increase in the use of the products of foreign brands in the after globalisation period while the use of the products of Indian brands is decreased in the after globalization period.

The study disclosed that in the pre globalisation period the products of Indian brands were used by the 45.72 percentage consumers while in the after globalisation period the use of Indian brand is decreased to 38.96 %.

In case of the use of the products of foreign brands, in the before globalisation period the products of foreign brands were used by 54.28 percentage of consumers while in the after globalisation period this percentage is increased to 61.04 percentage. It means the use of foreign brands is increased by 6.24% in the after globalisation era.

- **Satisfaction Level of Consumers in the Pre and After Globalisation Era on the basis of parameters like quality, price, durability and availability of products**

2. Quality of products of Indian and foreign brands

It is shown in the study that maximum number of consumers are highly satisfied (40.12 percentage) with regard to quality of the products of foreign brands in the after globalisation period. The percentage of highly satisfied consumers during pre globalisation period was 27.12 percentage.

With regard to quality of the products of Indian brands, maximum number of consumers are dissatisfied (35.34 percentage) in the after globalisation period. The percentage of dissatisfied consumers was 25.33 percentage in the pre-globalisation period. The study disclosed that the satisfaction level of consumers with regard to quality of product is more in case of foreign products in the after globalisation period as more number of consumers are highly satisfied(40.12%) about quality of foreign goods.

3. Price of products of Indian and foreign brands

The study found that consumers are more satisfied with the price of the products of Indian brands in the after globalisation period as compared to the products of foreign brands. In the after globalisation period 26.67 percentage consumers said that they are highly satisfied with the price of the product of Indian brands. This percentage was 22.00 percentage in the pre-globalisation period.

In case of price of foreign brands, out of total consumers 28.24 % consumers said that they are dissatisfied about the price of products in the after globalisation period. This percentage of dissatisfied consumers in the pre globalisation period was 8.48 %.

So we can conclude here that customers are not satisfied with the prices of the products of foreign products.

4. Durability of products of Indian and foreign brands

The study found that more number of consumers are satisfied (32.77 percentage) as regard to durability of the products of foreign brands in the after globalisation period. The percentage of satisfied consumers with regard to quality of products of foreign brands was 29.44 percentage in the before globalisation period.

As regard to durability of the products of Indian brands, the percentage of highly satisfied consumers are decreased from 29.33 to 26.67 percentage in the after globalisation period. The study observed that the durability of foreign products is better than the products of Indian brands in the after globalisation period.

5. Availability of products of Indian and foreign brands

As far as the level of satisfaction of consumers regarding availability of all types of products are concerned, in the before globalisation period, out of total consumers 31.33 percentage consumers were highly satisfied with the availability of products of Indian brands while this percentage is 33.33 in the after globalization period. It is found that the percentage of highly satisfied consumers are increased in the after globalization period in case of availability of the products of Indian brands.

Regarding availability of the products of foreign brands, in the before globalisation period, out of total consumers 33.33 percentage consumers were highly satisfied whereas this percentage is 30.51 in the after globalization period. The percentage of highly satisfied consumers are decreased in case of the products of foreign brands with regard to availability of products.

6. Impact of Globalisation On Urban & Rural Consumer

The study revealed that the impact of globalization is different on the buying behaviour of urban rural and consumers. In the before globalization period in case of urban consumers 59.49 percentage consumers were using foreign brands while in the after globalization period this percentage is 68.37. The study revealed that the use of foreign brands by the urban consumers is increased by 8.88 in the after globalization period.

In case of rural consumers, the use of foreign brand is also increased but this increase is less (3.04 percentage) as compared to urban consumers. The study found that the buying behaviour of urban consumers are greatly influenced or changed due to globalization as compared to rural consumers.

• Parameters Considered by Consumers while Purchasing Products

7. Kitchen hold and household products

It is found in the study that in case of kitchen hold and house hold products, consumers consider the durability of products as the most important parameter while purchasing the

products as in case of kitchen hold products maximum number of consumers gave first preference to the durability (33.47 percentage) of product and in case of house hold products more number of consumers said that they consider durability (41.74 percent) of the product as most important parameter when they purchase the products.

8. Transport Products

The study disclosed that in case of transport products more number of consumers gave higher weightage to price (42.25 percent) of the products while they purchase the products.

9. Personal Products

The study observed that as regard to personal products, quality (39.74 percent) of the product is the most important factor taken into consideration by the consumers while purchasing the products.

• Demographic Profile of Consumers and Purchase of products of Indian or Foreign Brands

10. Income level and consumer behaviour

The study found that the income level of the consumers also determines the product of particular brands (Indian or foreign brand) purchased by them. The consumers whose income is between Rs.3, 00,000-5 Lakhs, out of total consumers 27.27 percentage consumer purchase the product of Indian brands while 72.73 consumers purchase the product of foreign brands and also the consumers whose income is Rs.5 Lakhs and above, out of total consumers 28.09 percentage consumer purchase the product of Indian brands while 71.91 consumers purchase the product of foreign brands. It is found in the study that the higher income group (Rs.5 Lakh and above) customers purchase the products of foreign brands (71.91 %) while lower income group (Up to Rs.50, 000) consumers purchase the products of Indian brands (56.25 %).

11. Occupational background and consumer behaviour

The study revealed that the occupation of the consumers also determines the product of particular brands (Indian or foreign brands) purchased by them. It is found in the study that majority consumers whose occupation is Employed/ Servicemen (61.76 percent) purchase the products of foreign brands and the consumers who are working in vocational area (55.00 percent) and agriculture (53.03 percentage) they prefer to purchase the products of Indian brands.

12. Educational Qualification and consumer behaviour

The study disclosed that educational background of the consumers also determine the products of particular brand (Indian or foreign brands) purchased by them. The consumers having professional (64.29 percent) and post graduate (61.11 percentage) level qualification prefer to purchase the products of foreign brands while the consumers who are illiterate (64.71 percentage), primary (61.11 percentage) and secondary (58.33 percentage) level educational background purchase the products of Indian brands.

13. Age and consumer behaviour

Age of the consumers is also an important determinants affecting the products of particular brand (Indian or foreign brand) purchased by the consumers. Researcher had selected four age group, i.e. Under 35 years, 35-45 years, 45-55 years and above 55 years. Out of this four age group of consumers, it is found in the study that the consumer having age group between 35-45 years, 38.29 percentage consumers purchase the product of Indian brands while 61.71 percentage consumers purchase the product of foreign brands. The study revealed that higher age group customer, i.e. above 55 years purchase the products of Indian brands (55.20 %).

• Influencing Factors

The influencing factor for Kitchen hold, household, transport and personal type of product are different. The major finding regarding influencing factor about all four types of products are:

14. Influencing factors for Kitchen hold products

As regard to kitchen hold products out of total consumers 44.89 percentage consumers are influenced by advertisement followed by 35.27 percentage by Opinions of relatives/neighbours/friends/families, 12.07 percentage by attractive packaging/features of the products, 4.95 percentage by offers like discount/free gifts/exchanges/bonus other schemes given by sellers and rest 2.82 are influenced by salesman. It is revealed that maximum number of consumers are influenced by attractive advertisement (35.27 %). Very less percentage (2.82 %) of consumers are influenced by salesman.

15. Influencing factors House hold product

As far as the influencing factor in case of house hold product is concerned out of total consumers, 40.96 percentage consumers are influenced by the opinions of their

relatives/neighbours/friends/families followed by followed by 31.06 percentage by advertisement, 15.70 by offers like discount/free gifts/exchanges/bonus other schemes given by sellers, 8.87 percentage by attractive packaging/features of the products and rest 3.41 percentage are influenced by salesman. It is found that Majority (31.06%) of consumers are influenced by opinions of their relatives/neighbours/friends/families.

16. Influencing factors Transport products

Regarding transport products, out of total consumers 61.03 percentage consumers are influenced by advertisement followed by 19.23 percentage by Opinions of relatives/neighbours/friends/families, 7.77 percentage by attractive packaging/features of the products, 6.42 percentage by salesman and remaining 5.55 percentage are influenced by offers like discount/free gifts/exchanges/bonus other schemes given by sellers. It is observed that more number of consumers are influenced by advertisement (61.03 %).

17. Influencing factors Personal uses products

In case personal uses products out of total consumers 37.92 percentage consumers are influenced by the Opinions of their relatives/neighbours/friends/families followed by, advertisement 36.50 percentage, 19.46 percentage by attractive packaging/features of the products, 3.21 percentage by offers like discount/free gifts/exchanges/bonus other schemes given by sellers and rest 2.91 are influenced by salesman. The study highlighted that majority of the consumer s are influenced by Opinions of relatives/neighbors/friends/families (37.92 %).

• Media of Advertisement

The study found the different media of advertisement used by the consumer for getting the information of different types of the product.

18. Media of advertisement in case of Kitchen hold, House hold, Transport and Personal uses product

Majority of the consumers got information of the product through the television advertisement in case of all four types of selected products. As more percentage of consumers gave first preference to television advertisement for getting the information of the product. It is observed in the study that in case of Kitchen hold product 44.25 percentage consumers, in case of house hold products 51.12 percentage consumers, in case of transport

products 61.20 percentage consumers and in case of personal uses product 45.42 percentage consumers got informed through advertisement on television.

• Practices Adopted by the Customers if they are Satisfied about Products

19. Kitchen hold, House hold and Transport products

If the customers are satisfied with the performance of the three types of products, i.e. Kitchen hold, House hold and Transport, they practice or make repeat purchase of the products. In respect of kitchen hold products, out of total consumers 73.37 in case of house hold products 75.09 percentage and in case of transport products 47.20 consumers said that they make repeat purchase if they are satisfied by the use of product.

20. Personal Products

If the customers are satisfied with the performance of the personal product, they follow the practice of speaking well about the quality of product with their friends, relatives, colleagues etc. It is found in the research study that out of total consumers 42.47 percentage consumers said that they speak well about the quality of product with their friends, relatives, colleagues etc.

FINDINGS BASED ON COMPANY/DEALER/WHOLESALE/RETAILER/SHOPKEEPERS' QUESTIONNAIRE

21. Company/Dealer/Wholesaler/Retailer/Shopkeepers experiences with customers relating to Product after globalization

✓ Out of total selected Company/Dealer/Wholesaler/Retailer/ Shopkeepers 61.25 percentage said that they are strongly agree with the statement that Customers preferences, tastes, beliefs are changing due to globalization.

✓ In case of a statement whether domestic companies have to adopt E- marketing strategy after globalization to compete with foreign companies, 72.52 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statement.

✓ As far as the opinion regarding a statement whether globalization ensures good quality of products in the market, out of total selected Company/Dealer/Wholesaler/Retailer/ Shopkeepers 48.23 percentage said that they are strongly agree with this statement.

- ✓ With regard to the opinion whether the Prices of products are increasing rapidly due to globalization, 73.23 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statement.
- ✓ Regarding agreeability with regard to a statement whether Customers prefer quality of product than quantity & price, 76.25 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statement.
- ✓ Out of total selected Company/Dealer/Wholesaler/Retailer/ Shopkeepers 61.25 percentage said that they are strongly agree with the statement that Customers always prefer changes and innovation in the product after globalization.
- ✓ In case of a statement whether Globalization has resulted in cut throat completion, 65.20 percentage Company/Dealer/Wholesaler/Retailer/ Shopkeepers said that they are strongly agree with this statement.
- ✓ Regarding agreeability with regard to a statement that the products of foreign companies are not available at convenient places, 76.25 percentage Company/Dealer/Wholesaler/Retailer/ said that they are strongly agree with this statement.

22. Media used by respondents for reaching consumers in the pre and after globalization period

In the before globalization period, as regard to different ways to reaching to the consumers', majority of the respondent gave first rank to advertisement on television followed by advertisement through internet whereas in the after globalization period, majority of the respondent gave first rank to advertisement on internet followed by advertisement through television.

SUGGESTIONS AND RECOMMENDATIONS

Following are the major suggestions and recommendations based on the findings of the research study. It is for the marketers, advertisers and managers of Indian and foreign companies to work on the suggestions and recommendation made by this research study in future for the further improvement in their products and services and to attract maximum number of consumers for achieving the objectives of the firm.

1. It is disclosed in the research study that majority of the consumers who were using the products of Indian brands shifted to the products of foreign brands in the after globalization

period. The reason for shifting from Indian brand to foreign brands is the better quality of products of foreign brands. Therefore, it is recommended for the domestic companies that they should produce the product of better quality to compete with the products of foreign companies.

2. Research study highlighted that the price of the products charged by the domestic companies are satisfactory than the prices charged by the foreign companies. Therefore, it is suggested for the domestic companies that there is no need to make any remarkable change in the price of their products but foreign companies should charge the price which will be economically accessible to consumers.

3. As regard to the durability of Indian brands, it is observed in the study that their product is not competent with the products of foreign brands. The durability of the foreign products is better than the products of Indian brands. Therefore, Indian companies should mainly focus on the durability of products in order to compete with foreign brands. It is the most important factor which needs to be looked upon by the Indian companies.

4. It is said that the product must be available to the consumers at right place and at right time. It is found in the research study that the products of foreign brands are not easily available to the consumers at convenient places therefore efforts should be made by the foreign companies to use distribution channels more effectively to reach consumers at convenient places. So efforts should be made by the foreign companies to increase the distribution network, and make available the products of foreign brands at demanded places.

5. The study revealed that the impact of globalization is different on the buying behavior of urban rural and consumers. The study shown that majority of the urban consumers are shifted their brand preference from Indian brands to foreign brands in the after globalizations period. Therefore it is suggested that Indian companies should try to provide better quality product in order to attract urban consumers.

6. It is found in the research study that in case of kitchen hold and house hold products consumers considers the durability of products as the most important parameter while purchasing the products. The study disclosed that the durability of Indian product is not compatible with foreign products. Therefore it is suggested for Indian companies that they should concentrate more on durability aspect of product.

7. The study disclosed that in case of transport products more number of consumers give higher weightage to price of the products while they purchase the products. So it is recommended for both Indian as well as foreign companies that they should be very careful while charging the price of these type of product.
8. The study observed that in case of personal products quality of the product is the most important factor taken into consideration by the consumers while purchasing the products. Hence it is suggested that quality of the product should be given due consideration by Indian as well as foreign companies while preparing personal product.
9. The study disclosed that demographic profile or factors such as age, income, occupation, educational qualification of the consumers strongly influences the products of particular brands (Indian or foreign brands) purchased by them. The study found that most of the consumers purchase the products of foreign companies because foreign companies take into consideration the demographic factors or profile of consumers while preparing the products as compared to domestic companies. So it is suggested for the domestic companies that they should concentrate on the demographic factors of the consumers while planning for the production of products. Managers of domestic companies are advised to keep this in mind and design the products which suit the requirements of consumers as per their demographic profile.
10. It is found in the research study that advertisement is the most dominant factor which influence the buying behaviour of consumers in case of kitchen hold and transport products. Therefore, a researcher recommends that Indian as well as foreign companies should advertise its products effectively to attract the consumers.
11. As far as the influencing factor in case of house hold product is concerned maximum number of consumers take the opinions of their relatives/neighbours/friends/families. Therefore, the Indian as well as foreign companies should undertake some research with the relatives/neighbours/friends/families of their present and prospective consumers before planning for the products.
12. It is found in the research study that amongst the selected four media of advertisements i.e. Television, Newspaper/Magazines, Internet, Radio and Posters and Banners, Majority of the consumers got information of the product through television advertisement for all four types of selected products for the research study. The result of research study disclosed

that television advertising is more effective than other methods of advertising in appealing customers and demand for consumer durable products. Hence it is suggested that companies should try to attach with customers through aggressive marketing with the help of television advertisement.

13. Majority of the respondents (Company/Dealer/Wholesaler/Retailer/) opinioned that they are strongly agree with the following statements after globalisation:

- a. Customers preferences, tastes, beliefs are changing due to globalization.
- b. Domestic companies have to adopt E- marketing strategy after globalization.
- c. Globalization ensures good quality of products in the market.
- d. The Prices of products are increasing rapidly due to globalization.
- e. Customers prefer quality of product than quantity & price.
- f. Customers prefer changes and innovation in the product after globalization.
- g. Globalization has resulted in cut throat completion.
- h. The products of foreign companies are not available at convenient places.

After considering the above opinion of the respondents it is suggested for the consumer durable industries that they should consider the preferences, tastes, beliefs of the consumers while planning for the products as globalisation has changed the consumer attitudes. The domestic companies need to advertise its product aggressively through adopting E-marketing to compete with foreign companies. The products produced by Indian companies must be comparable with the quality of the products of foreign companies there are numerous competitors and cut throat competition in the market. The company must focus on continuous innovation in the product after globalisation. The foreign companies should seriously look at distribution network carefully in order to reach the consumers. The consumer durable companies whether Indian or foreign must use advertisement on internet as a media to reach to the consumers followed by advertisement on television in the after globalization period as more number of respondents gave first and second rank to these media to reach the consumers.

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QUESTIONNAIRE FOR CONSUMERS

Research Topic: “Globalization and its Impact on Consumer’s Buying Behavior Regarding Consumer Durable Products in Aurangabad District”

Dr. Firoz A. Baig (Principal Investigator)

(Note: The information provided by you will be used only for minor research purpose and will be kept confidential.) (Please write or tick mark (✓) on appropriate options)

PART-A (PERSONAL INFORMATION)

1. Name: -----
2. Address: -----

3. Town/ Village: A) Urban ☐ B) Rural ☐
4. Contact /Mobile No. -----
5. Age: (In years) A) Under 35 ☐ B) 36-45 ☐ C) 46-55 ☐ D) above 55 ☐
6. Gender: A). Male ☐ B) Female ☐
7. Religion A) Hindu ☐ B) Islam ☐ C) Sikh ☐ D) Christian ☐ E) Buddhism
 ☐ F) Others-Specify ☐-----
8. Education Qualification: A) Illiterate ☐ B) Primary ☐ C) Secondary ☐
 D) Higher Secondary ☐ E) Graduation ☐ F) Post Graduation ☐
 G) Others-Specify ☐-----
9. Occupation: A) Agriculture ☐ B) Business ☐ C) Employee ☐ D) Vocational
 Work E) Unemployed ☐ F) Others: Specify ☐-----
10. Marital Status:
 A) Bachelor ☐ B) Married ☐
11. Family Size: A) 0-2 ☐ B) 3-4 ☐ C) above 5 ☐
12. Annual Income:
 A) Up to 50,000 ☐ B) 50,001 - 1 Lakhs ☐ C) 1, 00,001- 3 Lakhs ☐
 D) 3, 00,001-5 Lakhs ☐ E) above 5 Lakh ☐

PART-B (GENERAL INFORMATION)

● **Important Note:** Respondents are asked to select the brands for Q. No. 13 from the following list

Brands	Name Of The Brands
Indian Brands	Videocon, Bajaj, Godrej, Onida, BPL, , Voltas, Hero Moto Corp, Honda, Titan, Kenstar, IFB, Crompton, Orient, Orpat, Symphony, Atlas, Khadims, Lancer , Red Tape, Liberty , HCL, Suryaflame, , Kenstar, , Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay, Maharaja,
Foreign Brands	Samsung, Whirlpool, Panasonic, Electrolux, Haier, LG,, Hitachi, Akai, Sony Thoshiba, Sansui, Sharp, Kelvinator, Skoda, Maruti, Hyundai, BMW, Mercedes-Benz, Citizen, Timex, Bata, Reebok, Woodland, Red Chief , Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, Prestige, Milton, Butterfly, Apix, Lexus, Morphy, Nlase, Mccoy, Pioneer, Canon, Casio ,Fuji Kodak, Nikon ,Olympus,,Seiko, Rikon, Hercules, Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Land Rover, Fossil, Nike, Converse, Lotto, Puma, Adidas, Paragon ,

13. Which type of brand's products do you prefer in the pre and after globalization era?
(Please tick Mark only those products and brands you have)

Sr. No	Name of the Product	Do you have the products given in the below list? (Tick Mark√)		If yes, Select the Brand you would Preferred Before globalization. (Tick Mark√)		Select the Brand you prefer after globalization. (Tick Mark√)	
		Yes	No	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
1.	Kitchen Holds						
	Gas Stove						
	Mixer						
	Grinder						
	Microwave Oven						
	Cooker						
2.	House Holds						
	Washing Machine						
	Air Conditioner						
	Air Cooler						
	Fans						
	T.V						
	DVD/CD Player						
	Camera						
	Tape Recorder						
	Iron Box						
	Wall Clock						
	Refrigerator						
	Vacuums Cleaner						
	Sewing Machine						
3.	Transport						
	Motorcycle						
	Four Wheeler						
	Scooter/Luna						
	Bicycle						
4.	Personnel Uses						
	Cell Phone						
	Wrist Watches						
	Shoes						
	Computer						

14. State the level of satisfaction towards the quality of the products you use in the before and after Globalization period. (Please tick mark $\surd$ on any one option)

Level of Satisfaction /Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied				
Satisfied				
Moderately satisfied				
Dissatisfied				
Highly dissatisfied				

15. State the level of satisfaction towards the price of the products you use in the before and after Globalization period. (Please tick mark $\surd$ any one option)

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied				
Satisfied				
Moderately satisfied				
Dissatisfied				
Highly dissatisfied				

16. State the level of satisfaction towards the durability of the products you use in the before and after Globalization period. (Please tick mark $\surd$ any one option)

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied				
Satisfied				
Moderately satisfied				
Dissatisfied				
Highly dissatisfied				

17. State the level of satisfaction towards the availability of the products you use in the before and after Globalization period.(Please tick mark✓ any one option)

Level of Satisfaction/ Types of Brands	Before Globalization		After Globalization	
	Indian Brands	Foreign Brands	Indian Brands	Foreign Brands
Highly satisfied				
Satisfied				
Moderately satisfied				
Dissatisfied				
Highly dissatisfied				

18. Which of the factors did influence you to purchase the product?

(Rank them as 1, 2, 3, 4, and 5 according to influence exerted from these factors)

5=Most influencing, 4= Influencing, 3= Moderate, 2 = Not So Influencing 1 = Least Influencing.

Sr. No	Sources of Information/ Types Products	Kitchen Holds (Rank)	House Holds (Rank)	Transport Products (Rank)	Personnel Uses (Rank)
1.	Advertisement				
2.	Attractive Packaging, /Product features				
3.	Opinion of-Relatives, Neighbors, Friends, Families etc.				
4.	Offers – Like Discount Free gifts/ Exchange/Bonus/ Schemes				
5.	Salesman				

19.1. Do you feel advertisement plays an important role in influencing the customer Purchase?

a. Yes ☐ b. No ☐

19.2. If yes, state the media of advertisement through which you got informed?

(Please provide tick mark√ on any one option)

Sr. No	Products/ Information Media	Television	Newspaper /Magazine	Internet	Radio	Posters & Banners
1.	Kitchen Holds					
2.	House Holds					
3.	Transport					
4.	Personnel Uses					

20. Rank the following parameter as you consider while purchasing the products?

(Rank them as 1, 2, 3, 4, and 5 according to importance of parameter)

1. Most Important 2.Important 3.Undecided 4.Less Important 5.Least important.

Sr. No.	Types of Products/ Parameters	Kitchen Holds (Rank)	House Holds (Rank)	Transport Products (Rank)	Personnel Uses (Rank)
1.	Quality				
2.	Price				
3.	Durability				
4.	After sales services				
5.	Others				

-----Thank You-----

Signature of the Respondent

**(QUESTIONNAIRE FOR COMPANY/DEALER/WHOLESELLER/RETAILER/
SHOPKEEPER'S)**

Research Topic: “Globalization and its Impact on Consumer’s Buying Behavior Regarding Consumer Durable Products in Aurangabad District”

Dr. Firoz A. Baig (Principal Investigator)

(Note: The information provided by you will be used only for minor research purpose and will be kept confidential.) (Please write or tick mark (✓) on appropriate options)

1. Name and Address of the respondents:-----

2. Town/Area : a. Urban/District Place ☐ b. Rural/Taluqa Place ☐

● **Important Note:** Respondents are asked to select the brands (Indian or Foreign or both brands:)for which they are seller from the following listfor Q. No. 4

Brands	Name of the Brands
Indian Brands	Videocon, Bajaj, Godrej, Onida, BPL, , Voltas, Hero Moto Corp, Honda, Titan,Kenstar,IFB, Crompton,Orient,Orpat, Symphony, Atlas, Khadims, Lancer, Red Tape,Liberty ,HCL,Suryaflame, , Kenstar, , Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay,Maharaja,
Foreign Brands	Samsung, Whirlpool, Panasonic, Electrolux, Haier, LG,, Hitachi, Akai, Sony Thoshiba, Sansui, Sharp, Kelvinator, Skoda, Maruti, Hyundai, BMW, Mercedes-Benz, Citizen, Timex, Bata, Reebok, Woodland, Red Chief , Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, Prestige, Milton, Butterfly,Apix, Lexus, Morphy, Nlase,Mccoy, Pioneer,Canon, Casio ,Fuji Kodak, Nikon ,Olympus,,Seiko, Rikon,Hercules,Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Land Rover, Fossil, Nike, Converse, Lotto, Puma, Adidas, Paragon,

3. Specify the brand name (Indian or Foreign Brand) of consumer durable products for which you are a Company/Dealer/ /Wholesaler/Retailer/Shopkeeper.(Please tick mark ✓ any one option).

Name of the Brands	Tick Mark✓
Indian Brands	
Foreign Brands	
Both Brands	

4. How would and do you reach your customers before and after globalization period?
(Rank as 1, 2, 3, 4 & 5)

Media of Reaching to Consumers	Before Globalization	After Globalization
	Rank	Rank
Advertisements on Television		
Advertisement in Newspaper/Magazine		
Advertisement through Posters & Banners		
Advertisement on Internet		
Other Advertisement-Specify(-----)		

5. To what extent do you agree to the following statements relating to Product after globalization? (Rank them as 1,2,3,4 & 5).

SA - Strongly Agree, A – Agree, SD - Strongly Disagree, D – Disagree, N – Neutral.

Sr.	Statements	SA	A	SD	D	N
1.	Customers preferences, tastes, beliefs are changing due to globalization.					
2..	Domestic companies have to adopt E- marketing strategy after globalization to compete with foreign companies.					
3..	Globalization ensures good quality of products in the market.					
4.	The Prices of products are increasing rapidly due to globalization.					
5.	Customers prefer quality of product than quantity & price					
6.	Customers always require changes and innovation in the product after globalization.					
7.	Globalization has resulted in cut throat completion.					
8.	The products of foreign brands are not easily available at convenient places.					

Signature of the Respondent