

Consumer behaviour and marketing trends of consumer durables in Aurangabad district

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In India there is mix structural economy, which includes the urban economy and rural economy. In the rural economy the rural market is having a prime importance and great significance because of its absolute sizeable geographical structure and area. The rural, semi-rural, urban market provides the major rational existence of consumer for the products of consumer goods and the same time consumer durables market. In fact there is more importance to consumer durable market in the modern life style of consumers in the market. There are predominantly rupee value sales transactions in urban market as compared with the rural market. But in the early era of the marketing, the rural market having more values to consumer because of the population of the country like India lived in rural economy. But the same time the standard of living and higher income potential of the consumers in rural area & urban area could meet their basic needs, there after they move to purchases the consumer durable product's such as, TV, Tape recorders, Radio, DVD, VCD/VCR, Refrigerator, Washing Machine, Water purifying machine, Mixer and grinder, Food processor, Micro-oven, Air conditioner, Air cooler, Fans, Vacuum cleaners, Dish wash Machine, Emergency Lamps, Two-wheelers, Cars and Computers.

Problems in the study of consumer behaviour:

- The consumers are having complex personality.
- There is a conflict of motives.
- The resources are adequate.
- The consumers are obvious.
- The consumer proving wrong consulting or wrong answers.
- The buying motives are variables, and keep changing.

Objectives of the study:

The major objectives of the present study are as

follows

- To examine the consumers attitude, interest, motivation, learning, perception, personality, culture, reference group, the family and social class for preferences of consumer durable buying decision policy.
- To know the uses and purchasing pattern of consumer durables.
- To know the impact of credit sales system and incentives offered by the wholesalers to consumers in purchase of the consumer durable products.

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Indian market of consumer durables are complex in nature and unique in the services. The Indian market is one of the largest potential domestic markets itself in the world. If this market is fully developed particularly in lakhs of villages in the country, it can stimulate perhaps the greatest industrial revolution overseas and make India one of the strongest and foremost producing and consuming area in the world. It is very essential to study the consumer durables market, characteristics, and the various types of brands of the product, quality and quantity approach. In case of consumer durables the market operating system is highly complex pertaining to distribution problem because of producers, whole-sellers, retailers and at least the customers. Both the distributors and customers have to encounter the problems of effective

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