PREFACE

Consumer Behavior emerged in the marketing concept as a crucial phenomenon. This marketing strategy evolved in the marketing world in late 1940’s. The marketers of the products began to analyze the need of the consumers and their degree of satisfaction through the purchasing of their products. Many torrents of results were obtained as up shot of the research on consumer behavior. Many giant companies separately opened the research outlets on consumer behavior and encouraged the researcher to employ the various strategies to maximize the consumers.

The study focuses on the consumer behavior relating to consumers purchase preferences, consumers satisfaction, complaining behavior and sales promotion with respect to the home entertainment appliances. It is the middle class that constitutes the largest consuming sector for entertainment goods in the country today. As far as our economy is concerned, it is entirely leaning upon the middle class and upper middle class families. So it is found that exploring the behavior of the consumers would give certain torrent of useful result for the manufacturer to catch or to maximize the consumers. The study has got further scope in analyzing the elements of consumer behavior like preference, satisfaction, reaction to the failure of the product and sales promotional activities.

Keeping this, in view the researcher proposes to study the consumer buying behaviour towards home entertainment products.

Dt:13/02/2015

(ABDUL BAJI)