Preface

We all are consumers. Each of us undertakes many forms of consumption behaviour during our lives. The reasons for our consumption behaviour are not always clear. Our actions as consumers are really difficult and sometimes even impossible to predict and to explain. The consumption system operates within ourself and it is an integrated part of our daily lives. As a human being, since no two persons are the same, even twins are also different in many ways. So, we human beings in this universe are all unique.

Therefore, as a consumer, we are all unique and this uniqueness is reflected in the consumption pattern and process of purchasing any commodity. The study of consumer behavior provides us with reasons why consumers differ from one another in anything, using products and services. We receive stimuli from the environment and the specifics of the marketing strategies of different products and services, and responds to these stimuli in terms of either buying or not buying product. In between the stage of receiving the stimuli & responding to it, the consumer goes through the process of making his decision. Therefore, origin of the present study leads to examining the different consumer behavior of house makers for purchasing varieties of durable goods of different brand of the same equipments by different individuals.