The aim of this thesis is to identify impact of globalization on consumer buying behavior of middle class segment with reference to durable goods. Before the liberalization of the Indian economy, only a few companies like Godrej, Videocon and Voltas were the major players in the consumer durables market, accounting for no less than 90% of the market. Then, after the liberalization in 1991, foreign players like LG, Sony, Samsung, Whirlpool, Daewoo, and Aiwa came into the picture. Today, these players control the major share of the consumer durables market. It is growing very fast because of rise in living standards, easy access to consumer finance, and wide range of choice, as many foreign players were entering in the market with the increase in income levels, easy availability of finance, increase in consumer awareness, and introduction of new models, the demand for consumer durables has increased significantly. Products like washing machines, air conditioners, microwave ovens, color televisions (C-TV) were no longer considered luxury items. All of us are consumers. We consume things of daily use; we also consume and buy these products according to our needs, preferences and buying power. These things can be consumable goods, durable goods, speciality goods or industrial goods. What we buy, how we buy, where and when we buy, and in how much quantity, it all depends on our self perception or self conceptualization, social and cultural background, age and the family cycle, our attitudes, beliefs, values, motivation, personality, social class and many other factors that may be both internal and external to us. While buying, we also consider whether or not to buy and from which source or seller to buy if at all. In affluent
societies people can afford to buy in greater quantities and at shorter intervals. In poor societies, however, the consumer can barely meet his barest needs. The marketers therefore try to understand the needs of different consumers. Understanding of his different behaviors requires an in-depth study of their internal and external environment; they formulate their plans for marketing accordingly. It is not just the buying of goods/services that receives attention in consumer behavior but the process starts much before the goods/services have been acquired or bought. The process of buying first starts in the mind of the consumer, which leads to the finding of alternatives between products that can be acquired with their relative advantages and disadvantages. This process then leads to some internal and also external research, followed by the process of final decision-making for purchase and using the goods/services under question. The post-purchase behavior is also important because it gives a clue to the marketers whether the product has been a success or not. The research is conducted in the municipal area of Lucknow city with its middle-class population comprising the universe for it. It is well known that it has an overwhelming population of service class people, most of the population belong to the middle class. It is further proposed to follow a descriptive-cum-exploratory research design. Findings from this research concluded that globalization has a wide role to play worldwide. It has left back its footprints at every sphere of life. Indian culture is no bar to this transformation process. Our deep rooted traditions and customs have loosened up their hold with the emergence of globalization. India has a rich cultural background and pride of its culture is famous throughout the world. Globalization has not only inculcated the westernization in India, but conversely the Indian culture has also spread its impact globally. Culture and traditions of any geographic region hold a special significance with respect to its uniqueness and that is the differentiating factor for a population
within a geographic boundary from the other. This uniqueness has been disturbed to the varying degrees in place of globalization. Such an impact is very much pronounced when they hit a developing country like India. There are factors which affect the purchase of consumer durables these are Brand Name, Brand Promotion, Price of Products offered by the Brand, Product Quality, Distribution of Brand, Packaging and Labeling of the Brand. Here most of the respondents have given the preference to the ‘Brand Name’ while purchasing the consumer durable goods. This research can be applied in various areas like study of the growth of the country, study of globalization in India, study of consumer behavior, marketing of consumer durables, study of the growth of consumer durable companies and study of middle class segment etc.

The list of research papers containing the results of the thesis are:-

- Consumerism and Its Impact on Middle Class People, IJABS Journal, ISSN No: 2321-1121 (online) / 2321-2268 (print), Vol-1, Issue-1, June 2013.
- A critical study on exposure to globalization has led to increase in conspicuous consumption for the consumer durable goods, IJSR, ISSN No 2277 – 8179, Volume : 4, Issue : 2, February 2015.