SUMMARY

The consumption pattern of Indian household has undergone a structural change during the post liberalization phase. Given our low per capita income, food and beverages continue to account for a large part of the household’s final consumption expenditure. The middle class is now emerging as the consumption community of the country. As the members of the class are better educated and better exposed to global lifestyles, their aspirations have been constantly growing. Their spending is steadily on the increase. They often spend more than what they earn at any given point in time in order to cope with their new social image. Their expenditure on non-food items is continuously on the increase. Toiletries and cosmetics, including premium brands, have become common items of consumption for them. Instant coffee and soft drinks find a place on their daily menu. Costly fabrics, ready-mades, furniture, fans, stereo-music systems, TVs, refrigerators, electric mixers and grinders, pressure cookers and gas stoves have become essential items for the class. Modern household appliances like washing machines, dishwashers and vacuum cleaners, are gaining a rapid entry into the homes of the upper segment of this class. The consuming class, which forms the biggest segment, is also growing the fastest. This group no longer wants to remain middle class, it aspires to move up. That is why the marketers of expensive personalized items (De beers, diamond, Titan, Nebula range) are targeting this segment.

With strong economic fundamentals and rising income, consumer durable industry is on a fast path. Consumption of manufactured consumer goods is recognized as one of the most widely accepted measures of standard of living and quality of life. Consumer goods manufacturing industry provides the driving force for stimulating rapid economic growth. The growth rate of manufacturing and consumer goods industry normally surpasses that of agriculture sector. It is for this reason that the manufacturing and consumer goods durables industry is considered backbone of the economy. Exposure to television is transforming the tastes and aspirations of the people of the country. Coupled with the expansion in communication and infrastructural
facilities, prosperity among the people has led to rising demands for durable items in the country. With a rising awareness of brands, the discerning buyer is becoming more choosy.

Marketers are generally keen to know more about who are their prospects. Where do they shop? What products do they consume? How did the market respond to any specific new brand launch? However, no comprehensive study of the Indian consumer has been undertaken so far. Moreover, studies on consumers of Garhwal region do virtually not exist. We have to rely on the fragmented studies that have been conducted by different agencies. With due recognition of this limitation, this is an attempt to make a broad profile of the consumer of Garhwal region, including his buying motives and habits.

A study of Consumer behaviour provides a sound basis for identifying and understanding consumer needs. The study of consumer behaviour is of vital importance to marketers in shaping the fortunes of their organizations. The study of consumer behaviour is more important because consumer behaviour is a dynamic phenomenon. It changes at a dismaying speed, it is complex and unpredictable. As no authentic information on consumption pattern, buying behaviour and awareness is available regarding the consumers of urban region of Garhwal the present study is a pioneering effort in this direction and could indeed provide an impetus to the marketers.

Hypothesis

The following Null Hypothesis were set for the study:

- Consumers are becoming more quality conscious rather than price centric.
- Consumers respond positively towards promotional activities adopted by the marketers.
- Consumers are more aware towards their consumer rights.
- Consumers are moderately satisfied with the ongoing marketing practices.
Objectives

The objectives of the study were as follows:

- To assess the consumption pattern of the consumers.
- To ascertain the buying habits of the consumers.
- To determine the factors affecting product /brand choice of the consumers.
- To determine the attitude of consumers towards various promotion methods adopted by business.
- To study the level of awareness among the consumers towards consumer rights.
- To bring out suggestions for an effective marketing strategy.

Research Methodology

The study is mainly based on the results obtained through a survey of 300 middle class consumers in Garhwal division. Relevant information was collected from both primary as well as secondary sources. To obtain a truly representative sample (for consumers), the area of the study was divided into three categories (hundred consumers in each city). Dehradun (a state headquarter), Kotdwar (a trading city) and Srinagar (an educational town). In all three hundred consumers who were selected with the help of stratified systematic sampling methods were interviewed personally. In view of the limitations of time and energy regarding consumers, the scope of present study was limited to only durable commodities generally used by the consumers.

The required information was collected with the help of printed questionnaires containing two sections A and B. In section A information was collected on consumption pattern, brand preference, purchase decision, actual purchasing made by, influence on decision making, post purchase behaviour and the awareness level towards consumer rights. Section B was related to consumers’ attitude towards on going marketing practices, which was measured on 5-point likert scale with twenty-four statements. Other questionnaire with different set of parameters such as distribution network, order processing, inventory management, transportation, complaint feedback and efforts for sales promotion etc. was prepared for thirty dealers of these
areas. In order to collect the data visits were made to middle-income group localities in urban areas. The low-income group localities were ignored as their consumption pattern and behaviour differs greatly from other section of the society. The high-income group was also excluded because of similar reasons. The middle-income group has been further sub divided into lower middle, middle and higher middle-income categories. Data were analysed with the help of percentile basis, average weighted ranking method and chi square test. Secondary information was collected through Business Journals, Magazines, and Newspapers etc. The Demographic information of the respondents also obtained at the end of the Questionnaire.

Findings on Consumption Pattern and Brand Preferences

Today we live in the era of consumerism. Many products, which have set an example of paradigm shift by their innovation. All these products connote highly positive association to their specific target markets. The pattern of consumption has undergone a sea change everywhere. Uttaranchal also not remain untouched with this changing phenomenon. The durables consumed by the high percentage of the people of Uttaranchal are Refrigerators (100%), followed by Colour TV (99%) Mixer (82%), Washing Machine (80%), Music System (80%) and Two wheeler (74%). Whereas, the durables consumed by low percentage of respondents are Mobile (40%) followed by Camera (39%), Car (18%), Microwave (14%), Computer (11%) and Air conditioner (02%).

To know the brand preference of consumers regarding durable products it was reported that consumers are using both National and Multinational brands, and it is interesting to note that the number of multinational brand users are higher in all durables as compared to national brand. Regarding the overall brand preferences it was observed that in automobile (Car/Two wheeler) Maruti and Bajaj was the most preferred brands whereas in electronic consumer durables (CTV, Refrigerator, Washing Machine, Micro wave, Grinder Mixer, Music System, Mobile, Camera and AC) BPL, SAMSUNG, LG, VIDEOCON, MAHARAJA, NOKIA, KENSTAR, KODAK were the most favourite brands.
Overall Findings

- Most consumers in urban parts of Garhwal today enjoy the comforts and luxuries of life.
- There was the highest ownership for Refrigerator (100%) whereas Air Conditioner was the least (02%) used.
- The numbers of multinational brand users were higher in all products.
- Maruti and Bajaj were the most preferred brand in automobile.
- Samsung was the most preferred brand in Television.
- Godrej was the most preferred brand in Refrigerator.
- HP was the most preferred brand in Computer.
- LG was the most preferred brand in Washing machine.
- LG and Samsung were the most preferred brand in Microwave.
- Usha was the most preferred brand in Mixer.
- Philips was the most preferred brand in Music system.
- Nokia was the most preferred brand in Mobile.
- Kodak was the most preferred brand in Camera.
- Kenstar was the most preferred brand in Air conditioner.

BUYING BEHAVIOUR OF CUSTOMER

In recent days in India consumer is at the point where there is a multiplicative effect of income growth, aspiration to consume and a changed consumption friendly ideology. Hence, the buying behaviour of consumer has become a hot-topic for discussion. Besides, we know well that purchase decisions in Indian homes have become a collective process with women and teenage children playing a major role on product and brand choices. Decision-making has become a joint process in the family; woman is the initiator and / or product evaluator, man the financier and child, an influencer.

To understand the buying behaviour of customer in Garhwal region the present study focused on different behavioural aspects like criteria of product selection, influences on buying decision, actual purchasing made by, source of information, brand loyalty and awareness level of the consumer. Further, their post purchases behaviour and the impact of the various promotional schemes on them were also studied. Apart from this attitude of the consumers towards
ongoing marketing practices has observed and the following observations have been made:

**Criteria of Product Selection**

To analyze the criteria of product selection, weightage scoring techniques are adopted for which the respondents are scaled 1 to 5 according to their personal view. In view of making purchase decision for consumer durables it was asked to the respondents to give the rank to the factors generally, they considered for brand selection of any durable product. In this regard, it was found that the highest rank was allotted to family liking (43) followed by After Sales Service (42), Durability (37), Price (35), Technology (34), Brand name (32), Guarantee & Warranty (30) Model/Size (24) and credit facility (18).

**Factors Affecting Purchase Decision**

While selecting a durable product, the buyer is influenced by his own decision, wife and husband collective decisions, children influence, relatives, friends, dealer, shop display and advertisement. The analysis shows the factors influencing the respondents’ purchase of a particular brand. The table reveals that the respondents gave first priority to collective decision of wife and husband (95) followed by dealer (87), self decision (84), children (83) and advertisement (78), whereas friends (66), relatives (65) and shop display (63) also taken into consideration.

**Source of Information**

Buyer behaviour is exposed to many external and internal stimuli in decision-making. It is very important to know the sources from which the buyers come to know about the product. An individual’s awareness about a particular brand has been evaluated through various sources, which persuade them in purchase decision. To find out the prominent channels of information the analysis shows that word of mouth was ranked first (92) followed by Television Ads (87), Advertisements displayed inside shop (84) Magazines (84), and Newspapers (84), whereas hoardings (69), cinema slides (63) and radio (58) also taken into consideration.
Place of Purchase Decision

Apart from the product quality, place of purchase also plays an important role in buying behaviour which requires various facilities on the basis of customer’s needs and expectation. Before making the actual purchase consumers consider many factors to select a particular dealer and showroom. In this regard, the respondents ranked first to better after sales service (93) followed by better deal (93), Installment availability (73), known dealer (71), friends/relatives recommendations (71) and brand availability (59).

Impact of Promotional Schemes

The increasing competition and changing taste and preferences of the customer’s all over the world are forcing companies to change their marketing strategies. The promotional strategies to business persuade consumers by different means. In this, context respondents ranked number one to better after sales service (97) followed by gift scheme (77), off season discount (76), festival offer (76) and exchange offer (75).

Decider in the Family

The respondents were asked about the role of the family members in different decisions (product selection, brand selection, store/dealer selection and actual purchase made by) taken in the family regarding the product purchasing process. The analysis reveals that the majority of the respondents said that they both (husband & wife) decide together what product is to be purchased (41%), where to be purchased (51%), and actual purchase made together (45%). However, it is interesting to note that children play an important role regarding brand selection of the product (41%).

Brand Loyalty

It was found that almost one third of the respondents (32%) have shown brand loyalty to their products reason being that the brands are established in their minds and therefore, in case of any occasion arises to replace the existing brand they will prefer the same brand. Whereas, there was a good number of the consumers (56%) who wanted to switchover to another brand. The analysis reveals that technical superiority of the new brands as well as the increased
income of the people forced them to purchase an improved product. Friends, better experience with the new brand and poor working of old brand may also be the other reasons for brand switching. However, few respondents (12%) were in dilemma to change the brand. Further, it was asked to the consumer that in case you have decided to purchase a product of a particular brand and that brand is out of stock what would you prefer. In this situation a little less than half (46%) of the consumer have said that they will buy another brand whereas, more than half of the consumer have shown their loyalty and said that they will look for it in other market (27%), will wait for stock to come (16%) and will not purchase any other brand at all (11%).

**Consumer Awareness**

To assess the awareness level of the respondents various questions related to consumer rights have been asked and it was found that about half (56%) of the respondents were aware of their consumer rights. Further, it was encouraging to note that most of the respondents do complains to the shopkeeper/dealer whenever they found any defects in the products. Similarly, a majority of respondents (71%) returned the defective product to the shopkeeper followed by changed the brand (16%) and changed the shop (13%). Respondents have shown their concern for unfair trade practices, as majority have said adulteration (44%) followed by under weight (26%), price hiking (22%) and duplicacy (08%) are the common problems generally faced by them. Regarding the checking of the expiry date in the product, a majority of respondents (57%) do not check it. In case of complaint to any consumer forums, a majority of respondents (63%) did not know where to lodge complaint and remaining (37%) who knows about this never exercised their rights. Finally, it is disappointing to note that very few (03%) number of the respondents correctly responded about the celebration of consumers’ day in India.
Distribution Network in the Study Area

Success of any company in the market depends largely upon the channels through which it is being distributed. The decision of selection of a particular channel of distribution is a difficult task because there are many alternative channels available for the distribution of a product and every channel has its own merits and demerits. To understand the distribution network of durables in the study area informal discussions at different places were held with the distributors and dealers regarding their inventory management, financial and physical requirements, staffing, order processing, after sales services, complaint handling, support services etc. The following observations have been made regarding the distribution network in the study area:

In total twenty distributors in which eight dealers and twelve sub-dealers have been interviewed. It was found that for automobile (Car, Bike and Scooter) almost all the manufacturers deputed the authorized dealer at semi urban and urban areas as an effective after-sale-service system is required for such products and simultaneously a tough competition could also be one of the reason. It is observed that majority of the dealers (80%) are involved into this business since last ten to twenty years, the entire sampled dealers were well educated. It was found that dealers buy the stock in large quantities (often different products) with the maximum payment (80%), forward the goods to other intermediaries, and some times direct to consumers. Stock holding and sub-distribution are the main functions of the dealers. They also perform promotional functions like establishment and promotion of the brand; complete the sales target allotted by the company, financial support in form of credit facilities, collection of accounts receivables and facilitated their market intelligences to the producers.

Further, it was noted that sub-dealers are intermediaries who generally get the stock either directly from the producers or from dealers. They operate in a relatively smaller territory or at a specific location. The stocks they kept are
operational stocks necessary for immediate sale. It was noticed that for acquiring dealership, they have to fulfill two primary conditions i.e. physical (desired space in good location and market link) and financial (minimum-security deposits 5-20 lakhs) depends on the size and nature of the products. It was found that regarding any sort of consumer complaint dealers have the direct links with their producers whereas sub-dealers resolved the complaint with the help of dealers and the producers. Generally every company’s have their own engineers (technical expert) who look after such complaints.

**Attitude towards Advertisement and Sales Promotion**

Considering the fact that both technology and business competition has grown rapidly in the recent past to the benefit of the consumer, one is bound to presume that consumers’ viewpoint towards marketing practices have also changed. In order to ascertain the opinion of the consumers total 30 different attitudinal statements related to advertisement and sales promotion on the basis of trustworthiness, economic utility and entertainment have been measured on five-point likert scale ranging from strongly agree to strongly disagree as in some other studies (Barker 1987, Barksdale & Darden 1972, French, Barksdale & Perreault 1982 etc.). After due screening 24 items a little over half of which were anti business and rest pro-business were retained and randomly rearranged to design the required information. The following observations have been made from the study:

Regarding the opinion about advertisements it was observed that generally, people do not rely on advertisements as the majority of the people gave top rank (weighted average score) to the statements that advertisements mislead the consumers (60.73) followed by increases the cost of the products (60.20), and increase undue competition in the market (59.33). However, the people enjoy seeing the advertisements (65.33) but do not like advertisements in between the programmes (63.73) which mean that advertisement has only entertainment value for them. Further, it was observed that people do not find advertisement essential as they ranked least to the statement that advertisement
should compulsory to each products (41.67), followed by advertisements give right information about the product (45.20), and advertised products are of high quality (45.60). The findings also revealed that people do not appreciate the advertisements endorsed by the celebrities as they ranked low to the statement that advertisement by celebrities are more authentic (48.00).

People opinion regarding sales promotion is also found unfavourable. As they ranked high to the statement that gifts along with the products increase the cost of the products (61.93) followed by quality in discount sale is generally low (61.87), credit purchasing is always costlier (61.20), companies dispose off their old stock in sale (58.73) and companies whose sale is low offer the gifts (55.27).

**Overall Findings**

- Family liking was the main criteria of product selection whereas credit facility was the least concern regarding product selection.
- In most of the cases wife and husband made product and dealer selection collectively.
- Children play an important role in brand selection.
- Word of mouth was the main reliable source of information rather than Television.
- Better after sales service was the prime concern regarding the place of purchase decision.
- Under promotional schemes, people wanted free after sales service instead of gift schemes.
- Majority of the people wanted to switch over to another brand.
- Little more than half of the people were aware of their rights as consumers.
- In case of complaint to any government organization about two third of the people do not know where to lodge complaint.
- Adulteration is the prime concern of the consumers.
- Majority of the people do not check the expiry date in the product.
- Almost negligible number of the people was aware about consumers’ day celebration in India.
- Only in case of Television, and Washing Machine there was significant association between income and brand selection.
Education does not have any influence in brand selection.

Majority of the people do not rely on advertisement.

People do not appreciate the advertisement endorsed by the celebrities.

People opinion regarding sales promotion is also found unfavourable.

There is no significant attitudinal difference based on gender, age, education, occupation and income regarding the advertisement and sales promotion.

The distribution network is well organised in the area.

DISCUSSIONS

Two-thirds of urban households own Television sets, Refrigerators have found their way to one-third of urban homes, One-fourth of urban homes possess Motorcycles and Scooters and 4.6% of households drive around in their own Cars. Ownership of consumer durables is growing steadily in urban areas, according to the findings of the National Sample Survey Organisation (NSSO), 66% of urban homes owned TV sets in 2004-05. The comparable figures were 07% lower in 1999-2000. In 1993-94, Refrigerators were used by only 12% of urban households while the comparable figure has reached 32%.

Similarly in the present study a shift was found to have taken place in the products (durables) consumed by the consumers with the increase in the income and awareness level of the consumers. It appears that consumers in urban Garhwal are very well off financially and hence are able to afford various comforts and luxuries. The significant shift had also taken place in view of their familiarity with a number of branded products and their utility. The study observed that most of the higher and middle-income groups of consumers are using multinational and premium national brands in sampled products categories; therefore, there is a vast market for high price branded products especially in case of Television, Refrigerator, Car, and Computer. In view of the criteria of the product selection, it was found that the majority of consumers purchased the products based on after sales service followed by technology and look whereas price and colour of the product is the least consideration of the
consumers. Therefore, the marketers should concentrate their efforts towards after sales and support service oriented promotional strategy rather price centric. The study suggest to the marketers to attract the high income consumers by offering superior technological and well designed products, while they should also target and concentrate upon the middle and low income consumers by offering them better after sales service with creating a good brand image.

Though the study mentioned that the word of mouth is the most dominant source of information but personal sources like friends, neighbour and shopkeeper also play an important role in decision-making. It was observed that the Indian consumers are having basically family oriented mindset hence, their buying decisions primarily decided within the family itself. The study revealed that for durables a little more than fifty percent of the consumers select the product, brand and dealer within the family followed by the opinion of their friends and neighbours regarding the final decision. It is clear from the study that even irrespective of their age and education people are having family oriented approaches. This observation would be highly useful in the development of positioning strategies of various products.

Venkateshwaralu (1995) suggested that the place where consumers buy is important for a marketer to design his distribution strategy because if the product is not made available in the nearest place, the consumer will buy the other available brand. The survey revealed that generally people preferred to buy from the nearby-authorized dealer because of availability of choice, good after sale service and price difference.

It was interesting to note that despite of satisfaction with their brands being used by them most of the consumers wanted to replace their existing brands, which seems to meet with the simple logic that the availability of technically improved version of many products, price war among the companies, and the changing quality concept of the people. Further, they were also satisfied with the after sale services being provided by the shopkeepers/
dealers. The study also pointed out that some times consumers are still facing the problems of non-availability of spare parts and lack of efficient repairing services in their areas for which they have to depend only on shopkeepers/dealers from where they have made their purchase. Therefore, the companies should concentrate their efforts towards support service system to get success in the market.

In a nutshell, most consumers in urban parts of Garhwal today enjoy at least the basic comforts of life and the consumption pattern and their buying decision is dependent on their income, occupation, education and social status also which has increased considerably during the last one decade.

The study reveals that the awareness level of Garhwal consumers appears to be satisfactory as little more than half of the people were aware towards their rights as consumer, which is better than the other parts of the country. It is also appreciating that a large number of people returned their defective products, and made complaint to the shopkeeper/dealer. In case of complaining to the Government organizations about the defective products, a good number of consumers never exercised this practice. Saklani and Dhyani (1989) studied the awareness of consumers in Dehradun and Rishikesh with respect to the various laws introduced by the Government for their protection from time to time (such as Standard of Weights & Measures Act, Prevention of Food Adulteration Act, Consumer Protection Act, etc.). The average awareness of consumers was found to be low (at about 40%) but that of consumers in Dehradun was found to be higher than that of consumer of Rishikesh. Men were found to be more aware than women. Further, the consumers with a higher level of income or education were also observed to be more aware than those with a lower level. Overall, most consumers were found to be aware of provisions relating to Weights & Measures, however, they are largely ignorant on the laws relating to Unfair Trade Practices, Sale of Goods, Food Adulteration and Redressal procedures against grievances. Similarly, Dhyani and Saklani (1990) carried out a study as regard the complaining attitude of the consumers in Garhwal and
was found that generally they do not bother to complain even when they come across defective goods. The study reported that among consumers discontented with durables/non-durables only about half actually lodged complaints against product defects, while the others did not take any action. Almost all of the complaints lodged were made with the retailer concerned. Virtually all of the consumers, who had not been provided a redressal even after a complaint, simply accepted the situation and did not make any further effort against the grievances. Further, most of the respondents who made no efforts to file a complaint against defective goods stated that they refrained from making a complaint because they believed that no relief would be obtained through it, thus indicating apathy.

Further, in case of checking expiry of the product a majority of consumers never checked it while purchasing the products, majority only concern about the price of the products. Therefore, in this regard it may be suggested that consumer protection movement should be activated with more efforts with the help of voluntary organizations and Shelf Help Groups. Consumer awareness must be created by way of imparting consumer education through mass media and local communication medium.

In the past fifty years, the advertising industry has grown tremendously in the country. In addition, more than 10,000 branded products are advertised in the country by over 400 advertising agencies in more than 130 leading publications in various regional languages besides Hindi and English. With this view consumer’s attitude have been measured towards advertisement along with sales promotion practices adopted by the marketers. In a nutshell the study revealed that most of the people were not in favour of the advertisement as they claimed that the advertisement increases undue competition in the market and cost of the product. They also hold the view that the advertisement misleads the consumers. The attitude of consumers in Garhwal resembles that the consumers in Delhi (Saklani and Dhyani 1991) where the overall impression among consumers is that although business may have made efforts to check
advertisements they tend to mislead consumers as regards both product durability and attributes. Similarly, Raut (1987) in a part of southern India carried out an exploratory survey focusing only on advertisements. It reveals that although consumers appreciated the very aim of an advertisement the majority believed that advertisements were necessarily manipulative in nature and that they insulted the ‘intelligence of the consumers’. Similarly, other exploratory studies (in Northern India) showed that consumers held advertisements are playing no role in society, instead they were blamed for projecting a highly exaggerated image of products thus influencing people to purchase what they did not need (Khare 1990, Singh 1990). Marketers in India have also conceded the failure of business in the area of advertisements (Saklani, Thakur & Dhyani, 1991).

Further, it is appreciating to note that the people are also aware about tactics generally adopted by the marketers, as they do not trust on the products endorsed by the celebrities. However, they do relies that advertisement make their decision making easier to some extent. Therefore, it can be concluded that both frustration and antagonism can be seen among the Garhwal consumers. Their main areas of concern are untrue advertisements, cheating by way of adulteration, overpricing, misleading warranty/guarantee etc, and a deaf ear to complaints. Therefore, the marketers should keep in mind that the consumer has also conscious towards value products and wants worth of his money. No more he can mislead by making false claims.

CONCLUSIONS

It is encouraging to note that there is a remarkable improvement in buying behaviour and consumption pattern of consumer in Garhwal, which will create more demand to companies in future as well. Today, Garhwal consumers are enjoying all comforts and luxuries of life. Concisely, the study revealed that the buying functions and consumption pattern depends upon the number of socio-economic analytic variables such as income, education, age, occupation, quality of the product, price, source of information, influence on buying decision, place of purchasing, attitude and awareness of the people. Further, the
study also highlighted on various aspects, that the consumer considers while making decision. An analysis of consumption pattern, decision making, awareness and attitude have revealed a very optimistic state of affair of the consumers of Garhwal. However, the study advised to marketers to include customer centric orientation in their work culture through mechanize their operations, promote their services and product vigorously, in order to keep their market share intact in the long run. Not only this they would also have to go for devising customer relationship marketing strategies in order to retain the customers. He is ready to buy whatever being offered to him provided the product should be fit into his expectations. Commenting on the post liberalization situation in India, C. K. Pralad, the noted management expert has said for Indian firms the post liberalization era is the era of discontinuity. There are changes in every sphere with dramatic shifts. The first step for Indian firms is to recognize that it is no longer business as usual and that they are at the cross roads in the sense. Now firms need to carry out a lot more of market research and find answer to questions such as : what is going to happen to life styles and consumer taste?, what is going to happen in the realm of technology, what is going to happen to rules of the competitive games, the new situations demands new approaches in marketing. To manage the mega change, the firms have to learn new ways of marketing; they have to questions the recipes they have grown up with. When markets, lifestyles, competition, technology and every thing else are changing so fast, the recipes of the past may not work.

Above all, business is obliged to meet the needs of the society it is meant to serve, in the best possible manner. It must not resist but learn its responsibility to the society. Marketing must provide leadership rather than stand aside or cast itself in the role of an ‘obstructionist’. It would indeed be fruitful if the Garhwal consumers form voluntary consumer association themselves and help others fight against unfair trade practices by both educating them and taking up their cases at the district forum set up at Dehradun and Pauri in the year 1989 and 1990 respectively. Since no study has been conducted as such, to make a comprehensive analysis on consumption pattern, buying behaviour, awareness and attitude of Garhwal consumers, the present study is a contribution to the existing literature.