"All progress is born of inquiry. Doubt is often better than overconfidence, for it leads to inquiry, and inquiry leads to invention" is a popular statement in context of which the significance of research can well be understood.

Now many of the industries are entering into the market of perfect competition & no. Of brands with vast variety are available to the choice of consumer. In this scenario the relevance of this study is justified & purposeful so that marketer may turn it in to more consumers oriented strategy. This will be helpful to the society as a whole. It will cause cost reduction as well as quality improvement. Tailor made product formation & product availability suit the requirement of the consumers may be planned.

This research work covers the entire gamut of consumer behaviour related to water purifier & Air conditioning devices in Jhansi region.

The introductory Chapter deals in various practical aspects of consumer behaviour, which were applicable to our research study. This also includes various theories, importance, relevance & scope of this study. It also covers marketing approach of consumer behaviour pertaining to purchase of Air & Water conditioning devices. It covers interdisciplinary approach, practices & advantages of study of consumer behaviour. It says about various influencing factors, which may affect consumer behaviour for the purchase of commodities.
Second Chapter deals in various models of consumer behaviour, which were useful in our research study. Some models are well established however there is attempt to laid down concept of a few new models. This also says about various levels of consumer decision-making theories, four views of consumer decision-making. It also covers some important considerations & perceived risk in the decision-making process.
Third Chapter deals in Jhansi region for which this research study is revolves around. This also says about location, history of Jhansi district, Jaloun district &
Lalitpur district. It also covers some important statistical information about region which may influence consumer behaviour for the purchase decision of Air & Water conditioning devices.

Fourth Chapter 'Review of literature' deals in relevant available studies in this area. This chapter covers all possible factors affecting consumer behaviour in the background of 'Industry scenario', 'Changing Behavioural trends in Indian consumer', details of the various major players involved in this industry, previous work done in this field of research and many other important things worth discussing here.

Fifth Chapter deals in various aspects of research methodology, which were adopted in our research study. This also includes research significance, research problem & research title. It also covers research purpose & scope, research objectives, type of research work & research approach. It also discuss about Research process adopted in this research.

Sixth Chapter deals in, additional influencing factors which are responsible for deciding consumer behaviour for the purchase of Air & Water conditioning devices in Jhansi region. This also includes research analysis on the basis of influential factors as User groups, Use locations, Purchase reasons, Product image & Purchase priority. It also covers detail analysis on the basis of importance to the 'Purchase affordability factors', Relationship between presence of 'purchase affordability' and 'purchase decision', Ranking to the various 'affordability expense factors', Relationship between 'Operating expense affordability' and 'Purchase affordability' & Ranking to the various factors of 'Suitable Operating Conditions'. It also discuss about analysis on the basis of Relationship between 'Suitable Operating Conditions' & 'Favorable purchase affordability', Complex decision situations, 'Not purchase reasons', Ranking to the various factors in deciding 'Point of purchase' & 'Self image' of the different users.
Seventh chapter deals in relationship & interrelationship analysis between two conditioning on the basis of various factors with the help of chart, tables, graphs & required statistical analysis. This analysis was also supported by software based validity tests.

Last three chapters deals in 'Findings & Suggestions', Problems in identification of additional factors', Future projections & trend formation'. This is the main part of the report, which contains outcome of this research work in terms of conclusions.

I take this opportunity to devote this thesis to my grand parents Late Shri Awadh Kishore Sijariya who have been a constant source of KARMSADHNA for me and Late Smt. Ram Rati Sijariya who have inculcated 'Principle centered approach' in me. This research work is also dedicated to my parents- Shri Hari Shanker Sijariya & Smt. Malti Devi sijariya who made me learned to work tireless for a noble cause & also for paving a trouble free path for me so that I could concentrate towards the fulfillment of my responsibilities.

(Rajeev Sijariya)