Successful organizations understand that consumer behaviour should be the primary focus of every aspect of the firm’s marketing program. Consumer behaviour is the essence of the broad marketing concept which describes marketing as the process of planning, production, pricing, promotion and distribution of idea, goods and services to create exchanges that satisfy individual and organizational objectives. Attaining organizational objectives by satisfying the consumers’ necessitates understanding their behaviour. Earlier studies of consumer behaviour focused on buyer behaviour or “why and how people buy.” More recently the researches received more attention on consumption behaviour when marketers realized that the consumer satisfaction with the product would suffer if consumption behaviour is not properly understood. Study of consumption behaviour focuses on why and how people consume in addition to buyer behaviour. Hence proper understanding of the consumers includes the study of pre purchase, purchase and post purchase phases of the consumer behaviour.

The present investigation examines the nature of consumer behaviour of the urban consumers of household durables. It also ascertains the extent to which mass media advertisements can influence the consumer behaviour at the pre purchase, purchase and post purchase phase of the consumer behaviour. In the absence of clear understanding of the impact of advertisements on consumers, there is a difficulty in evaluating the success or failure of the advertisement campaign and development of marketing strategies. In this context, an understanding of the consumer behaviour and the extent of influence of advertisements on it will be of great use to marketers.