CHAPTER -I

INTRODUCTION

Introduction

After the era of Globalization, Liberalization, and Privatization several changes have taken place in the Indian economy. Individuals are more and more integrated with one another on account of globalization. Globalization opens the various techniques for the individuals to share the knowledge as well as other things (product as well as services) which overcomes in their country. Globalization is very frequently used to denote to economic globalization, which is amalgamation of national economies into the international economy through trade, foreign direct investment, arrival of new technology, migration and capital flows.

On account of this liberalisation policy of Indian Government, numerous MNC’s are opening up their branches into India. Nowadays customers have several choices and are much better equipped with information to select from these open possibilities. The customer now shows a completely different behavior what they used to exhibit in pre globalisation period. In the current framework, the customers get considerable information at hand on account of revolution of information. Media (electronic and print), TV, Radio & satellite communication have made easy to customers to select the best products accessible in the market for their usage. The marketers have to play an important role in interesting the potential buyers in favour of their products. The buying decision diverges as per the information obtainable with the consumer prior to buying a specific product. Information available over Internet with the assistance of cable TV has formed a new dimension in making decision before the buying any product. Therefore, the choice of buyers depends a lot on the information available with the buyers.

After liberalisation, foreign or international companies are allowed to open up its branches in India & produce the products as well as services. As a result, Indian consumers are availing a prospect of getting products and services of a foreign companies. Prior to Liberalisation, globalisation and privatization Indian consumer had to rely on the products
& services which are manufactured in India. Before the era of liberalisation, the choices of selecting diverse products and services before Indian consumers were very limited.

Due to globalization corporations are selling their products to numerous customers worldwide. Enterprises are facing many problems on account of globalization because now companies have to face with people of diverse languages and cultures. Customer’s anticipations and demand are accumulative day by day due to globalization. Companies are concentrating now more on respecting customer’s culture and consumer’s demands to become more capable.

Indian customer durables industry has observed noteworthy developments during the last two decades. It has been perceived that lifestyles of the customer are observing a radical change due to upsurge in disposable income. It is also witnessed that advertisement have become yet another significant factor to gear up sea variations in the buying behaviour of the Indian consumers and hence they began to have sophisticated lifestyle at par with or sometimes much better than the foreign consumers.¹

**Marketing— Meaning and Definition**

“Marketing” connotes diverse implications to diverse people; in general, marketing is the process of selling something at a shop or market; to some it is the study of individual commodities & their movement in the market; to some it is the study of institutions and personnel who move these product or study of the economic contribution; whereas to others it is study of behavior of product movements & the way in which the individual involved move them. Marketing in its most general definition, “it is the directing of the flow of goods and services from the producer to consumer or users”.

Numerous meanings of the marketing have been granted by various authors which rotate around the primacy of purchaser as a part of an exchange process.

American management association (AMA) has termed marketing as, “Marketing is the process of planning and executing the conception, pricing, promotion and distributing of ideas; goods and services to create exchange that satisfy individual and organisational goals”.

¹
As per Philip Kotler, “Marketing is the total system of interacting business activities designed to plan, price, promote and distribute want satisfying products and services to the present and potential customers.”

Marketing is social & managerial process by which individuals and groups obtain what they require and want via creating, offering and exchanging of values with others.  

**Evolution of Marketing Concept**

From the subsequent stages of progression of marketing conception, it can be said that it is essential for the sellers to focus on customer satisfaction. Since in the earlier days marketing actions were having an orientation to production however but in current age of globalization marketing activities must be designed as per the requirements, tastes, wants, desires of customers.

The traditional aim of marketing has been to make the goods available at places, where they were required. This notion was later on altered by shifting the emphasis from ‘exchange’ to ‘satisfaction of human needs’. As human requirements and needs multiplied and technological progress complemented the traditional notions on marketing were substituted by recent perceptions. Following are the stages of evolution of marketing:

- **Self-Sufficiency Stage:** In this phase, every family was deliberated as self-sufficient unit in regards to production & consumption of the product. A lot of families had reliance on agriculture. In this phase people were only developing the products which were required for their family and no additional volume was created so that it can be exchanged with others. Hence, the concept of marketing was not present in this phase.

- **Exchange-Oriented Stage:** In this phase, people are involved in agriculture & allied operations & this lead to surplus production as well as commodities & hence the issue of surplus production came, which in turn resulted in an emergence of exchange of surplus products with others. For the smooth exchange of the commodity, ‘Barter System’ came into vogue.’

- **Production-Oriented Stage (1869-1930):** This phase emerged on account of industrial revolution. In this phase it is discovered that if the product of good quality & reasonable price, it can be sold easily in the market.
• **Sales Oriented- Stage (1930-1950):** In this phase everyone recognized that marketing is essential in order to sale the commodity. It is witnessed at this phase that product can be sold only if considerable selling and promotional effort are taken by the organization. Under this idea, the larger stress was on collective the sales instead of customer satisfaction.

• **Marketing Oriented-Stage (1950-1960):** In this phase, the evil effects of opposition made the manufacturers comprehend that the product could not be sold without an operative sales force. The manufacturers were required to re-think the philosophy of marketing. It was, thus, properly permitted that the objective of marketing was to know and comprehend the consumer so well that the product or service fits him and sells itself.

• **Consumer Oriented-Stage (1960-present):** In this phase, customer is deliberated as the king & it is the customer who decides what a business is. Consequently, focusing on consumer requirements or behavior alone was not sufficient. It is comprehended at this stage that ‘Consumer satisfaction’ must be built & an accurate viewpoint on which marketing policies of a business should be built. This marketing perception is the philosophy of business that considers that ‘satisfaction of the wants of the consumers’ is the economic & social explanation for the survival of a business. Ideas like CRM are a result of this stage.3

• **Societal Orientation-Stage:** In the current phase an effort is made to maintain a balance between satisfaction of consumer & preserving environment. Currently the manufacturers not only produce that kind of product which is wanted to the customers but what is good for their health. It is anticipated from the institute that they must produce medicine, drugs & other products without any side effects. Consumers need a scooter or car without pollution. In short this stage concentrates on social well-being of the members of the society.4

**Consumer Behavior and the Marketing Concept**

The aim of including this point is to comprehend the correlation ship between consumer behaviour and the marketing concept.

To react to customers’ rising interest in products and services that was distinctive and would better content their individual or precise requirements and preferences,
companies started in the mid-1950s to progressively shift away from a sales orientation and to embrace a market orientation. At the ‘heart’ of evolving marketing orientation was realization that it was time for business to focus more on customers and their inclinations; that is, to essentially put the consumer first in their business thinking and planning.5

The marketing ideas hold that the key to attaining its organizational objectives comprises of the company being more effective than opponents in creating, delivering and communicating superior customer value to its selected target markets.

**Four Pillars of Marketing Concept**

1. Target Market
2. Customer Needs
3. Integrated Marketing
4. Profitability

- **Target Market**: Businesses do best when they select their target markets cautiously and prepare tailored marketing programme.
- **Customer Needs**: Customers need must be recognized by the establishment very cautiously. Examining customer needs meant studying customer needs and making a product that fit these needs on the average, but some of today’s businesses respond to each customer’s individual needs.
- **Integrated Marketing**: When all the company’s department’s work jointly for serving customer’s interest, the outcome is integrated marketing. Regrettably, not all workforces are trained & motivated to work for the consumer.
- **Profitability**: The decisive perseverance of the marketing concept is to help organizations for attaining their objectives.

**Understanding Consumer Behaviour**

In the current competitive and global market, customer is deliberated as the king and it is the customer who decides what a business is. Currently every business institution all over the world has recognized the prominence of understanding consumer behaviour as the crucial to their success. But understanding of consumer behaviour is a challenge for the marketers. It needs them to probe and explore an extensive range of replies comprising
emotional responses (feeling and emotions are experiences), cognitive responses (beliefs, opinions, attitudes and intentions associated to products and services) and the behavioural responses (actions involved while obtaining, using and disposing goods or services.) Furthermore, in the long run it is only those organizations that have been close to their consumers and comprehend their requirements and wants that have been able to compete effectively at the market place.

Though the marketing notion has been in trend since the past decades, today, when the market is swamped with so many me-too products, it is all the more indispensable that marketers recognize the uniqueness and diversity of consumer behaviour and make product or service offering accordingly. The success of organizations will be replicated when the customers accept such offerings and continue to patronize it for a long period of time.

Presently we are staying in e-technology era. The revolution in the e-technology age enables marketers to go for more customization of products, services and media usage. This is probable since marketers take the help of technology to collect and analyses all the complex information available on customer’s characteristic features and buying pattern. Likewise, e-technology has also assisted customers to attain more information about numerous product and service offering and at times even transforming them to online buyers. This evidently shows that marketers as well as all those fascinated in the success of the organization must understand –what, why, when, where, how often and son questions associated to the study of consumer behavior.

In this globalization age, the market is swamped with a burst of choices of products with apparently very diminutive differences amid one and the other, which are frequently not even noticeable to customers. There has been a shift in the mind set of customers in the direction of rising aspirations and varying attitudes to lifestyle, recreation and entertainment expenditure. The success and failure of any organization, company or firm rests on how it pleases to its customers.

Successful marketers have realised that the principle for success will be founded on how meritoriously they have recognised their customers’ anticipations from products and brands and offer the same with a very high value satisfaction level. These marketers are
engaged in gauging the behavior of customers, recognise the sources, timing and direction of the change in their behavior, the evolving new competencies and viewpoints. All of which will permit them to react to the variations in the most effective method.

Despite of their high efforts, analysing the customers’ buying behavior is not only a puzzle but also a challenge for the marketers. The customer has always showed a complex buying pattern. They have diverse requirements and wants, frequently at several phases of emergence and actualization, revealing numerous degrees of prioritization (some are latent, some manifest, while some others are highly dominant). Every purchaser may relish her own distinctive method of apprehending these requirements and wants particularly since she is exposed to a very wide world of information.6

Customer alignment stems from the company’s acceptance and implementation of the marketing concept a philosophy of every business unit which has triple repercussion specifically, I).the victory of any business unit rests on customers who are eager to accept and pay for the products or services; II).the organisation should be conscious of the market want well in advance of production and III).customers’ needs must be monitored constantly for assured success over opponents. The customers are the arbiters of fortune in business. In highly competitive economic system, the success, survival and growth of firms permits precise knowledge about customer or their behavior. Understanding consumer is the critical task of every marketing manager.

Consequently, a sound marketing programme should begin with a careful analysis of the habits, attitudes, motives and requirements of customers. A company or a firm that does not show up to the requirements of its customers, very soon, finds its markets share diminishing very fast. Customer has become the reason and purpose of every business activity. None of the business can afford to ignore the customers, and consequently, the study of consumer behavior is catching consideration from business people as well as from marketing academicians.7

**Definitions of Consumer Behaviour**

Diverse marketing scholars have well-defined the buyers / consumers behavior in diverse techniques. Few of these definitions are as below:
1) **C.G. Walters and W.P. Gordon:** Consumer behavior is the procedure whereby individuals choose whether, what, when, where, how and from whom to purchase goods and services.

2) **Philip Kotler:** Consumer buying behavior denotes to the buying behavior of final consumers individuals and households, who buy goods and services for personal consumption.

3) **F.F. Webster:** Buyer behavior is all psychological, social and physical behavior of probable customer as they become conscious of products and services and evaluate purchase, consume and tell other people about products and services.

In simple words it can be concluded that customer behavior is a procedure in which the customer chooses about procuring of products, goods or services on the basis of his requirement after cautious examination of product, its price, service and quality etc.

**Types of buying behavior**

Consumer decision making differs with the kind of buying decision. The decisions to purchase toothpaste, a tennis racket, a personal computer, and a new car are all very different. Complex and expensive purchases are probable to include more buyer deliberation and more participants. Heary Assael distinguished four types of consumer buying behavior, based on the degree of buyer involvement and the degree of differences amongst brands.

1. **Complex buying behavior**

   Complex buying behavior comprises three-step procedure. First, the buyer develops belief about the product. Second, he or she develops attitudes about the product. Third, he or she makes a thoughtful choice. Customers involve in complex buying behavior when they are highly tangled in a purchase and aware of significant differences among brands. This is typically the case when the product is expensive, bought regularly, risky and highly expensive, like an automobile.

2. **Dissonance-reducing buyer behavior**

   Sometimes the customer is extremely involved in a purchase but see little difference in brands. The high involvement is based on the fact that the purchase is costly, occasional, and precarious. In this case, the buyer will shop around to learn what is available. If the
customers find quality variances in the brands, he or she might go for the greater price. If the customer note minor alteration, he/she could simply buy on price or convenience. After the purchase, the customer could experience dissonance that arises from observing certain disquieting features or hearing promising things about other demands, and will be alert to information that provisions his or her decision.

3. Habitual buying behavior

Numerous products are bought under condition of low involvement and the absenteeism of noteworthy brand differences. Consider salt. Customers have slight participation in this product category. They go for the store and reach for the brand. If they keep reaching for the same brand, it is out of habit, not strong brand loyalty. There is good indication that customers have little involvement with most low-cost, recurrently purchased products.

4. Variety-seeking buying behavior

Some buying circumstances are categorized by little involvement but important brand differences. Here customers frequently do a lot of brand switching. Think about cookies. The customer has some opinions about cookies, chooses a brand of cookies without much assessment, and evaluates the product during consumption. Next time, the customer may reach for other brand out of a wish for a diverse taste. Brand switching occurs for the sake of multiplicity rather than satisfaction.9

Importance of Studying Consumer Behavior

In this globalisation era, a study of consumers’ behavior is most important. Understanding the nature and reason of the buyers’ response is very important for marketer as he will not be able to sale his products successfully until he succeeds in this. Each marketer must learn how customer’s response does develop and what makes a customer to respond positively or negatively. The other points of prominence of studying buyers’ behavior are given below-

- Increasing competition

In this globalization era, due to liberalized policy of government a lot of multinational companies are expanding in India which has led to a cut throat competition in the market. Selections of the foreign and domestic products are accessible to the customer.
Consequently the ever increasing competition has enforced the marketers to focus on consumer behavior.

- **Designing of marketing policy and marketing strategy**
  Globalization has forced to the organization to make analytical study of consumer behavior for designing of suitable marketing policy and marketing strategy. Decisions in regards to the product strategies, pricing strategies, distribution choice, and promotion mix or market segmentation are to be made after a judicious study and analysis of consumer behavior. Then only they will be in a position to face this global competition.

- **Knowing different factors affecting consumer behavior**
  It is very essential for the organization to have the information concerning the aspects influencing buying behavior of consumers. The analytical study of consumer behavior or marketing research offers the information about the factors which impacts the buying behavior of consumers.

- **Planning marketing activities customer-focused**
  Each company, currently, has to make all its actions customer-focused. And this can be performed only when the customer behavior is effectively studied.

- **Creation and exchange of values**
  Marketing is termed as a process of creation and exchange of values. Until consideration is paid to consumer behavior, no marketer will know what is valued and exchangeable to consumer.

**Models of Consumer Behavior**

A model is very frequently denoted to as an abstract representation of a process or relationship. We hold numerous models in our minds which permit us to make sense of the world and also help to forecast the probable course of events. Simply stated models help us in the following techniques:

- They aid in the development of theories.
- They aid to understand complex relationships.
- They offer the framework for discussions & research work.
Consumer behaviour models can be categorized into following two categories:

1. **Traditional Models**
   - Economic Model
   - Learning Model
   - Psychoanalytical Model
   - Sociological Model

2. **Contemporary Models**
   - Hower-Sheth Model
   - The Nicosia Model
   - The Engel-Kollat-Blackwell Model
   - Engel, Blackwell and Miniard Model
   - Webster and Wind Model of Organizational Buying Behavior
   - Schiffman & Kaunk’s Model of Consumer Decision Making
   - Simple Stimulus-Response Model
   - Assaell’s Consumer Decision Making Model

1. **Traditional Models**

   - **Economic Model**
   
   Under economics, it is presumed that man is a rational human being, who will assess all substitutes in regards to cost and value received and select that product/service which gives utmost satisfaction. Consumers are presumed to trail the norm of utmost utility based on the law of diminishing utility.\textsuperscript{11}

   - **Learning Model**
   
   Contrasting the economists, classical psychologists have been attracted in the realization and satisfaction of requirements and tastes. Human beings have innate requirements, e.g. hunger or thirst, and learned requirements, e.g. fear or guilt. Learning process comprises three steps: A drive is a strong internal stimulus which induces action. When it is focused to drive-reducing objects it becomes a motive. A drive thus encourages a person for action to satisfy the requirement. The objects are stimuli which satisfy our drives. Cues are weak stimuli. Cues decide when the buyer will respond. We have cues, e.g. a product, an
advertisement and such other stimuli applicable to the situation. The individual has to select few precise response to achieve the drive for which was acting as a strong stimulus.

- **Psychoanalytical Model**

  This model is relied on the work of psychologists who were worried with personality. They were of the viewpoint that human requirements and motives operated at the mindful as well as at the subconscious levels. Sigmund Freud mentioned that the real psychological forces shaping human behavior are mainly at the unconscious level of mind. As a person grows, they have to repress numerous urges and accept social rules. These urges are never completely eradicated or perfectly controlled. They emerge in dreams, in slips of tongue or in neurotic behavior. Consequently, the motives of human action the surface and in deep-mind of that person could be dissimilar.\(^{12}\)

- **Sociological Model**

  As per the model the individual buyer is a portion of the institution called society. Since he is living in a society, he gets influenced by it. He is plays numerous roles such as family member, as an employee of an organization, as a member of a professional forum and as an active member of an informal cultural organization. Such interaction leaves some impressions on him and may play a role in influencing his buying behavior.\(^{13}\)

**Contemporary Models**

With the evolution of the consumer behavior study, newer approaches were used to understand what influences consumer behavior. These were said to be contemporary models.\(^{14}\)

These contemporary models of views varied from the previous models primarily as they focused on the decision process implemented by consumers and borrowed notions from behavioral sciences field. Some of these models have been deliberated as below.

- **Hower-Sheth Model**

  Hower-Sheth Model tries to throw light on the rational brand behaviour shown by buyers when faced with circumstances comprising incomplete information and limited capabilities.
The model refers to three levels of decision making:

1. **Extensive Problem Solving**: The first stage of decision making when the buyer has slight information about brands and has not yet established a well-defined and structured criteria to make a selection from the several products.

2. **Limited problem solving**: In a little more advanced step choice criteria which is well defined but the buyer is not clear and undecided on the set of brands which will greatest serve him. In this situation, the consumer is uncertain on the ‘best brand’ which will suit him (or her).

3. **Routinized Response Behavior**: The phase when buyers have well-defined choice criteria along with strong predispositions towards one brand. In such a situation, there is barely any confusion in the consumer’s mind and he is ready to purchase a specific brand with slight evaluation of substitutes.\(^{15}\)

**The Nicosia Model**

The Nicosia Model attempts to clarify buyer behavior by establishing a link amongst the organization and its potential customer. The model recommends that messages from the first impacts the tendency of the consumer to the product or services. Based on the condition, the consumer will have a search for the product or an assessment of the product characteristics by the consumer. If the above step satisfies the consumer, it may result in a positive response, with a decision to buy the product else the reverse may occur.\(^{16}\)

**The Engel-Kollat-Blackwell Model**

This model gives a more of stress on the consumer’s decision process steps which embrace of the problem recognition, information search, alternatives evaluation, choice and outcomes.

**Engel, Blackwell and Miniard Model**

The EBM model fundamentally concentrates on the process of decision making and is augmented with inputs from information processing and other persuading factors also. This model when associated to the Howerd-Sheth model is more coherent and flexible than the latter. Furthermore, it also comprises human processes like memory, information processing and considers both the positive and negative purchase outcomes.\(^{17}\)
Webster and Wind Model of Organizational Buying Behavior

This model attempts to explain the multidimensional nature of organizational buying behavior. This model denotes to the environmental, organizational, interpersonal and individual buying elements, which influence the organizational buyer(s). These determinants influence both the individual and group decision making processes and subsequently the final buying decisions.

Schiffman & Kaunk's Model of Consumer Decision Making

This model speaks of the communication amongst the marketer and consumer. This procedure can be seen in the form of three separate though interactive phases. 

The input phase in the consumer decision making model comprises of external environmental inspirations, or two foremost sources of information. These sources are the firm’s marketing mix elements (comprising the product or service, its price, its promotion and location of availability) as well as the external sociological influences on the consumer (family, peer and friends, neighbors, other informal and non-commercial sources, social class, group influence, religion and cultural etc.).

The process stage stated in the model notifies us on how consumers make decisions. There are a psychological features current within each individual (motivation, perception, learning, personality and attitudes) which distress how the external inputs from the input stage impacts the consumer’s decision making process.

The output phase of the consumer decision making model comprises of two closely associated post decision actions namely, purchase behavior and post purchase evaluation. The post decision activity is also reliant on upon the type of decision tangled. For example, post purchase behaviors for low-cost non-durable products say new toothpaste, could be prejudiced by the free coupon provide and may in fact be a trial purchase. In case the consumer is satisfied with the product after use, he or she may repeat the purchase. The trial forms the investigative stage of the purchase behavior, when the consumer assesses the product through direct usage. A recurrence purchase will designate product adoption by the consumer.

Assaell’s Consumer Decision Making Model

This model tells that the consumer’s participation in the decision making will differ reliant upon the type of purchase involved. For instance, in case of high involvement
purchases (or complex decisions) the decision making process will comprise information search as well as assessing the brand alternatives. Whereas, in case of low involvement purchases the consumer may seek little or no information and considers only one brand.

**Simple Stimulus-Response Model**

As per the stimuli response model, there are marketing and other stimuli which enter the ‘consumer’s black-box’ and consequently produces definite buyer responses. This model suggests that a buyer is considered as ‘Black Box’. Since we cannot enter in his mind and read out what is going on there. The marketing and other stimuli enter the customer’s mind i.e. the black box, and produce assured responses. The marketing stimuli comprise of four components of marketing mix i.e. Product, price, place and promotion.\(^{18}\)

The reason of providing the list of the above model is to show how these models are related for understanding customer behavior and assess their effectiveness to marketers in diverse market circumstances. This model suggest the marketers that while marketing or designing the products, organisation must consider the different models of consumer behavior so as to satisfy the consumers and face the cut throat competition available in the market. The above given model of consumer behavior says that the buying decision of every consumer differ from the other consumers.

**Types of Consumers**

The term consumer behaviour is frequently used to define two diverse kinds of consuming entities the personal consumer and organizational consumer.

- **Personal consumer**
  Personal consumers are those consumers who purchase the goods and services for his or her own use, for the use of households, or as a gift for a friend. In each of these frameworks the product or services are purchased for final use by individuals, who are denoted to as end users or ultimate consumers.

- **Organizational consumer**
  These are the consumers which buy the goods and services for buying and selling or manufacturing of the products. They purchase the goods and services to run their business. Organizational consumer contains profit and not-for-profit businesses, government agencies and institutions.
Despite the significance of both types of consumers - individuals and organizations, this research study will focus on the individual/personal consumer, who buys for his or her own personal use or for household use.19

**Consumer buying process**

Consumer decision making processes the process by which a person has to make a choice from numerous options.20

“Nothing is more problematic and, consequently, more valuable, than to be able to decide,” said Nepoleon. This is true in case of consumer too. It is for this reason that the marketers should have an entire knowledge of the consumer-buying decision process.21

According to Philip Kotler, the typical buying process involves five stages.

1. **Problem Identification**
   
   This step is also known as recognizing of unmet need. The need is a foundation or force of buying behavior. Buying problem arises only when there is unmet need or problem is recognized. Need or problem compels a consumer towards purchasing of a particular product.

   Marketer need to find the conditions that generate a specific need. He can gather data from a number of consumers concerning how stimuli spark an interest in products. On the basis of information, consumer can frame marketing policies to generate consumer interest.

2. **Information Search**

   Attracted consumer will try to hunt for information. Sources of information may come from print, radio, television, and Internet advertising. Consumer may also do independent product research on the Internet, looking at product review sites and consumer reviews on retail sites, such as Amazon. Finally, consumer may seek the opinions of friends, family, and colleagues.

   The company must find out sources and their relative significance. Company should ask the consumers about types of sources they exercise.

3. **Evaluation of Alternatives**

   At this step consumer make the choice of products from the available various product. He compares the utility of products of different brands available in the market and selects the best brand that offers him maximum satisfaction. **He pick the product that best matches his**
needs and wants based upon the budget available to him for the purchase. Marketer should highlights greater attributes of his brand. Some corporations also publicize comparative table to benefit consumers to assess several brands.

4. Purchase
At this stage consumer makes the decision regarding the purchase of the products of particular brands from among several brands available in the market. Consumer select that product or brands which offer maximum benefits or satisfaction regarding price, quality, and durability by comparing one brand with others. Comparison shows superiority/inferiority of the brands.

5. Post-purchase evaluation
When consumer buy a product of particular brands, he had some expectation from that product. Although consumer chooses product very analytically, there is no assurance of a comprehensive satisfaction. There is always probability of variation between the anticipated level of satisfaction and the actual satisfaction. His succeeding behavior is inclined by degree of satisfaction/dissatisfaction he gets after using the product of a particular brand. Real satisfaction may not be equivalent to the anticipated one. He may find some difficulties or flaws in the product while using it. The marketer must take interest in knowing whether consumer is extremely satisfied, slightly satisfied, or dissatisfied.

From the above steps of consumer buying process it can be concluded here that it is very important for the marketer to have the knowledge of consumer buying process to successfully market their products in this globalsation era.22

Products

As consumers we buy diverse types of products so as to fulfil our varied requirements. Product is the starting point of all marketing activities. We buy food grains, textiles, shaving cream, toothpaste, books, pen, pencils, television, refrigerators’, and numerous other such substances in our daily life. In common parlance, we name these items as products.23
Definitions of Product

According to Wroe Alderson a product is a bundle of utilities containing numerous product features and accompanying services.  

Types of Products/Goods

Product can be separated into two wide-ranging classes as follows (on the basis of the kinds of customers that use them):

I. Consumer Goods
II. Industrial Goods

Consumer Goods

Consumer goods are the goods intended for use by the eventual consumer or household and in such a form that they can be utilised without commercial processing. Consumer goods are such products that are meant for direct consumption. They comprise goods bought by end-users.

Types of Consumer Goods

Philip Kotler has further categorized consumer goods into four categories on the source of the methods consumer buy them. They are convenience goods, shopping goods, specialty goods and unsought goods.

1. Convenience goods

Convenience goods denotes to those non-durable small value commodities which are opportunely accessible to the customers in locality of their location and are bought by them on consistent basis with a minimum of comparison and buying efforts. There is tiny planning, slight comparison or shopping efforts. Examples: newspapers, grocery products, bulbs, flash electric equipment, etc.

2. Shopping goods

These are durable and semi-durable consumer goods that the consumer, in the course of selection and purchases, typically matches on such bases as suitability, quality, price, and style. Those products are less regularly purchased and while purchasing such goods consumers spend much time and efforts in collecting data and making comparison. Example: refrigerator, readymade garments, home appliances, shoes, etc.
3. Specialty goods/Insistence goods

Specialty products are those consumer durable goods with distinctive characteristics and/or brand credentials for which a noteworthy group of buyers are habitually willing to make special purchasing efforts. In the words of professor, M.T. Copeland,” specialty goods are those goods which have some attraction for the consumers, other than price, which persuades him to put in distinct effort to visit the store in which they are sold and to make a purchase without shopping.” Examples: cars, scooter, refrigerator etc.

4. Unsought goods

Unsought goods are those goods that the customer does not know about or knows about but does not typically think of buying. New products such as smoke detectors and food processors are unsought goods until the customer is made conscious of them through advertising. Some other examples are insurance, encyclopaedia, etc.

Industrial goods

According to Philip Kotler industrial goods are those products which are purchased by individuals and organizations for additional processing or for use in directing business. The difference amongst consumer product as well as industrial product is relied on the purpose for which the product is accepted. When a product is bought is bought for the purpose, it is termed a customer product and when the same product is bought for a business purpose, it becomes an industrial product.

According to American Marketing Association Industrial products are all those products which are intended to be sold principally for the use in producing other goods or rendering services compared with the goods destined to be sold principally for consumption to the eventual consumers.

The title of my research study is “Impact of globalization on Consumers’ Buying Behavior regarding Consumer Durable Products: in Maharashtra State.”

So let us first see the meaning of consumer Non-durable and Durable goods

**Consumer Non-Durable and Durable Goods**

Consumer goods are classified into two categories, i.e. Non-durable and durable goods.
Consumer Non-durable Goods

Consumer Non-durable goods are those concrete products which are typically expended in one or few uses like, for example soaps, coffees, lubricating oils etc. In other words all the products which we eat and drink, are consumer non-durable goods. For instance, a dose of medicine or biscuits we take in, are consumer non-durable products as they vanish all of sudden over a short period of time. All the convenience goods come under the classification of customer non-durable goods.

Consumer Durable Goods

Consumer Durable products are those noticeable products which typically endure numerous uses like, for example, machinery, cars, scooters, furniture, coolers, air conditionings and refrigerators etc. In other words, all those products that we use turn out to be worn out, or useless or non-working with gap of time, but do not vanish unexpectedly. They are consumer durable goods. For instance if we sit on a chair or tune or radio, read a book, these product do not vanish nor they become unusable or non-workable instantaneously. Out of four types of consumer goods, three types viz; shopping goods, specialty goods and unsought goods come under the category of consumer durable goods.\(^{33}\)

Features of Consumer Durable Goods

- These products are durable in nature and add to the status of the purchaser.
- Price per unit is of these product is very high.
- They are non-routine products and the frequency of purchase is low.
- Demand is influenced by fashion and fads.
- The purchases are planned well in advance.
- Consumers like to acquire more information before they decide to buy.
- These products have unique characteristics or features.
- Consumer always consult with his friends, relatives, colleagues before purchasing of product.
- Each consumer has liking for a particular brand.\(^{34}\)
Consumer Behaviour and Market Segmentation

All companies must articulate a strategy for meeting their probable buyers in markets. There are two potential substitutes. The firm may select to offer one product to all its customers or it may choose to divide the market into sub-market having homogeneous aspects and develop a distinct marketing mix for every sub market. The former is known as undistinguishable method, while the latter is called market segmentation method.35

Definition of Market Segmentation

1. According to Philip Kotler Market Segmentation is a procedure of distributing a market into distinct group of buyers on the basis of needs, characteristics or behavior who might require separate products or marketing mixes.

2. According to W.J. Stanton, Market Segmentation comprises of taking the total heterogeneous market for a product and separating it into numerous sub-markets or segments, each of which inclines to be consistent in all important features.36

Bases of Segmenting a Consumer Goods Market

The various criteria for segmenting a consumer goods market may be grouped in the following categories:

- **Geographic Segmentation**
  Geographic Segmentation means grouping customers in to homogenous groups in terms of geographical resemblances such as nations, states, regions and cities. Even geographical aspects such as climate, density of population, topography, etc., can be deliberated for the sub-division of a market segment.
  For example, in India as per geographical area, every state may be deliberated as a distinct market. The state may further be segmented in rural, town and urban areas.

- **Demographic Segmentation**
  Demographic Segmentation means grouping the customers into identical groups in terms of demographic resemblances such as age, sex, family, size, family lifecycle, household composition, religion, race, nationality etc.
• **Psychographic Segmentation**
People within the similar demographic group can reveal very diverse psychographic profiles. Psychographic segmentation means grouping the customers into homogenous groups in terms of psychographic comparisons such as social class, life-styles and personality.

• **Behavioral Segmentation**
Numerous marketers believe that behavioristic variables are the best initial points for segmenting a consumer goods market. In behavioristic subdivision, buyers are separated into groups on the basis of their knowledge, attitudes, use or response to a product.\(^{37}\)

**Profile of Indian Consumer**

As per census 2001, as of May 2001, the population of India was around 1,027 million, of which 742 million people (73 percent) were living in the rural areas and 285 million (27 percent) people in urban areas. India is a huge country with people dispersed over a wide territory.

India has diverse climate, religion, language, literacy level, customs, economic status and lifestyles etc. this heterogeneity impacts the usage pattern and buying behavior of the individuals.

The multiplicity in religion and language impacts the social customs, tradition and cultural practices monitored by the consumers pertaining to his/her religion. Though Hindi is acknowledged as the official national language, sixteen languages have been identified in constitution of India. Over and above there are hundreds of dialects. This will be deliberated as a contest for marketer who is aiming the entire nation (India) as a market.

While identifying the linguistic diversity, the marketer will have to work out an appropriate media of communication for the customers. Almost each religious community and every state follows its own traditional style of dressing and eating habits. As stated previously, there is a prodigious divide amongst people residing in the urban India and rural India. This divide impacts the usage pattern of the individuals as well as the accessibility of infrastructure and mobility, level of health care and education.

Studies carried out by the Centre for Monitoring Indian Economy (CMIE) has showed that there have been important modifications in the consumption pattern of Indian
customers which has especially gained impetus in the post-liberalization period. Studies by NCAER also disclose that economic liberalization has had a positive influence on Indian households, pushing up their incomes and expenditures.

The typical Indian is new phenomenon, expending lot than before. NCAER’s survey shows that there have been variations in the conventional notion of what luxury product is and what is to be treated as a needed commodity. This alteration can be recognised to the influence of the media, particularly television. The television has worked as an eye opener, where the observer gets exposed to the lifestyles of the well-to-do, international lifestyle and the cultured and modern products that are showed on the screen. Consequently, there have been noteworthy changes noticeable in the lifestyle and buying pattern of the Indian customer. There are more acceptances of convenience foods and ready-to-eat foods, modern gadgets such as microwave ovens, vacuum of cleaners, water purifiers and so on.

In the new nuclear family set up, there has also been a change in women’s attitude in regards to cooking and eating habits.38

**Indian Consumer Durable Industry**

The consumer durables industry comprises of durable goods and appliances for domestic use such as televisions, refrigerators, air conditioners and washing machines. The consumer durable industry can be generally categorized into two divisions: consumer electronics and consumer appliances: Consumer Appliances can further divided into Consumer electronic, White Goods and Brown goods.

*Consumer electronics or home electronics* are electronic equipments proposed for daily use, normally in private homes. Consumer electronics comprise devices used for entertainment, communications and home-office activities.

*White Goods*: White goods are heavy consumer durables. The white goods or major appliances are difficult to move are generally placed on the floor.

*Brown Goods*: Brown goods also known as small appliances refer to relatively light electronic consumer durables.
The distinguished classifications of brown goods vs. white goods have direct influence in the service/maintenance areas for the products of these classes. Commonly, high-end technical skills are applicable in renovating the complex electronic circuits based brown goods, whereas it necessitates practical application specialized knowledge in servicing the white goods. The mechanics for the brown goods illustrate unwillingness in taking up the maintenance assignments for the white goods.³⁹

**Strength of the Indian Consumer Durable Sector**

- **Rise in disposable income**
  With the increase in the disposable income of Indian consumer, the demand for the consumer durable goods is continuously increasing. In India most of the income earner falls under the category of middle class income earner. It is said that middle income class earner spend more money on purchasing consumer durable goods.

- **Availability of different variety of product**
  Consumers are confused for selection when it comes to selecting of consumer durable or any kind of products if choices are available. Most of the companies are trying its level best to produce the different variety of product which assist a company for attracting more consumers who always look at the innovation made by the company in the products.
• **Product pricing**

Indian consumers are more sensitive when it comes to pricing of products. Price is the most determining factor for any time of consumer durable goods. For lower level income consumer, price has a great impact. For middle and upper range consumers, it is the brand name, technology and product features that are determining parameters.

• **Availability of financing schemes**

The availability and volume of credit provided by the financial institutions and company itself determine the quantum of demand for any type of product in the market. In Indian context, the credit are available to the consumers, therefore the demand for the products get increased.

• **Innovative advertising and brand promotion**

The demand for the product increases on the basis of advertisement done by the company. Sales promotion methods like discounts, free gifts and exchange offers support a business in distinguishing itself from others.

• **Festive season sales**

Demand for some consumer durable goods increases in the particular season. As a result most companies come out with offers during this period to cash in on the festive mood. This period will continue to be the growth driver for consumer durable companies.

For example during Dipawali and Eid festival the demand for the clothes as well as for sweet products increases.

**Obstacles for Indian Consumer Durables Sector**

• **Incremental competition**

Indian domestic companies or manufacturers face cut throat competition from Chinese and other global companies which have a huge supply base and installed capacities. Moreover China government provides numerous subsidies for manufacturing unit development which the indian government is unable to match. As a result domestic companies has to face financial problems. They are unable to produce the products which will be compatible with foreign products due to financial constraints.
• **Limited Scales and Quality**

It is generally found that the cost of production in India is more than the cost of product incurred in foreign countries. Therefore pricing the product is a big hurdle in front of domestic companies. Domestic companies are unable to produce in large scale due to high cost of product, so they cannot avail the benefit of economies of scale. Moreover, the quality of domestic products is not competitive with the product of foreign companies.

• **Infrastructural deficiencies**

In 2012, India spent only 7.2% of its GDP on infrastructural development of the country. The basic infrastructure facilities required for industrial developments are: good telecommunication, roads, water, transportation, finance, raw material components, logistics, etc. In India, these infrastructure facilities are not as per the requirement for industrial development.

• **Capital intensive nature of business**

Cost of production is higher in India than China or other countries of the world due to high finance cost. Finance cost is the cost which is paid by the company for acquiring finance. It is paid in the form of dividends, interest, etc. The cost of financing or capital at 12-14% is much higher than the global average of 5-7%.

• **Tax and Duty structure**

It is considered that the tax structure in India is the most complex in the world, especially in case of indirect taxes. The Indian government has introduced Goods and Service Tax (GST) in India. Generally, income tax is levied by the central government along with Central Goods and Service Tax (CGST) and Union Territory Goods and Service (UTGST) and state governments. It levies State Goods and Service Tax (SGST) and other local taxes, like octro, property tax.

**Profile of Top Consumer Durables Brands in India (Indian and Foreign Brands)**

There are so many consumer durable brands in India. Most of the Indian and foreign companies are manufacturing a variety of products like kitchen-hold products, household products, transport products, and personal products. Some companies are working in India in the before globalisation period (before 1991). And some companies started its...
business in India in the after globalisation period (After 1991) and some foreign companies are only selling their products in Indian market without establishing its business in India. The list of few famous Indian and foreign companies in the pre and after globalisation era are given below in detail form:

1. **LG Electronics India Pvt. Ltd.**

   LG Electronics India Pvt Ltd started its business in India in the year 1958. It is a South Korean MNC company. It is part of LG Group. LG has four business units: Home Entertainment, Mobile Communications, Home Appliance & Air Solution, and Vehicle Components, with Starion India as its chief production vendor for refrigeration and washing machines in the Indian sub-continent.

2. **ONIDA (MIRC Electronics Ltd)**

   MIRC Electronics Ltd (ONIDA) is established in the year 1981. Its head office is in Mumbai, Maharashtra. It is producing a variety of products which includes LCD, Plasma, Televisions, DVD, Air Conditioners, Washing Machines, Microwaves Ovens, Mobile Phones, LED TV, LCD Monitor, LCD TV and smartphones. It is considered as the most trusted brands in India.

3. **Panasonic India Pvt Ltd**

   Panasonic India Pvt Ltd was established in the year 1918. It is previously referred as Matsushita Electric Industrial Co., Ltd. It is Japanese MNC Electronics Company has its head office in Kadoma, Osaka, Japan. It is considered as one of the best consumer durable goods manufacturing enterprise in India.

4. **Samsung India Electronics Pvt Ltd**

   Samsung India Electronics Pvt Ltd was established in the year 1969. It has its head office in South Korea. Samsung Electronics commenced its operations in India in December 1995. Samsung electronics is manufacturing a range of electronics components batteries, chips, flash memory, semiconductors and hard drive devices. It has shown a world level presence. It is one of the world’s biggest manufacturer of smartphone and mobile phones.
5. Sony India Pvt Ltd
Sony India Pvt Ltd was established in the year 1994. It has its head office in New Delhi, India. The company is Indian subsidiary of Japan’s Sony Corporation headquartered in Tokyo. Sony has its business in the principal cities of India and has a distinct network. Sony India is producing a variety of products including Marketing, Sales and After-Sales Service of electronic products & software exports Products.

6. TTK Prestige Ltd.
TTK Prestige is top consumer durable companies in India. It was established in year 1955. It was established by TT Krishnamachari in the year 1928. It was incorporated as a private limited company in the year 1955. In 1988, it converted a public limited company. Its product range includes kitchen appliances.

7. Usha International Ltd
Usha International Ltd (the Company), a constituent of the Siddharth Shriram group, was formed in 1934 and started doing business under the brand name, USHA. Over the decades, this brand name has become a household name in India while the Company has expanded into the business of new age home appliances, sewing machines, fans, power products, water cooler, water dispensers, modern farm equipment and auto components.

8. Bajaj Group
Bajaj Group is an Indian company set up by Jamnalal Bajaj in Mumbai in 1926. It is considered as one of the oldest Indian brand. It serves at global level. It is well known brand in the consumer durable market. It is established in the 1926. It has its head office in Mumbai in the Indian state of Maharashtra. The group has involvement in various industries that include automobiles (2- and 3-wheelers), home appliances, lighting, iron and steel, insurance, travel and finance.

9. Videocon Industries
Videocon Industry is established in the 1979. It has its head office in Mumbai, Maharashtra. (India). It is considered as well-known Indian brand in the consumer durable market. It is a very famous brand name in manufacturing and selling home appliances and consumer electronics such as air conditioners, washing machines, TVs, CD-DVD players, and refrigerators.
10. **Whirlpool**
Whirlpool Company is established in the 1911. It started its business in India in the year 1987. It has its main head office in the Benton Charter Township in the US state of Michigan. It is a foreign brand available in India. It manufactures a variety of consumer durable goods. Some sturdy products of Whirlpool are microwaves, water purifiers, air conditioners, and refrigerators.

11. **Titan**
It established its business unit in the year 1987 in India. Its head office is located in the city of Bengaluru of Karnataka. Titan is well-known brands in producing and selling accessories like jewelries, sunglasses, and watches. Some of the brands under this company are Tanishq, Helios, Xylys, Fastrack, and Sonata. The truth is, Titan is a subsidiary of a well-known business company, Tata Group.

12. **Symphony**
Symphony limited is established in the year 1988 at Ahmedabad (Maharashtra). It is well known Indian brand in the consumer durable products. It manufactures products like domestic air coolers, industrial air coolers, and water heaters. Symphony has its operations in about 60 countries. The best characteristic of this company is that it produces the products which is eco-friendly as well as user-friendly products.

13. **Blue Star**
Blue star started working in India in the year 1983 in consumer durable products. It is a well know Indian company in the consumer durable goods and is manufacturing electronic products such as air conditioners and refrigerators. Along with its corporate office in India, it also has some corporate branches in some other parts of the world like Singapore, Malaysia, London, and in the US state of New Jersey.42

14. **Godrej**
Godrej is an Indian company which is established in the year 1897. It has its head office in Mumbai, Maharashtra. Godrej is considered as the leading company of security products since long period which manufactures cupboards, safes, CCTV cameras and security equipment, air conditioners, refrigerators, digital imaging and many other such products
15. Philips
Philips is an international or foreign brand founded in the year 1891 by the father son duo Fredrick and Gerard Philips. It is a Dutch company, which deals in Consumer lifestyle and Health care products. The company is manufacturing a variety of consumer durable goods like Television, DVD players, home player systems, computers and accessories and many other such products.43

16. BPL Group
British Physical Laboratories was founded in 1963 by T. P. G. Nambiar in Palakkad, Kerala. British Physical Laboratories is an Indian electronics company. The Company operates in the electronic industry. BPL’s consumer products include home entertainment products, such as DVDs and home theatre systems; televisions; mobiles and household products, including rechargeable lanterns, LED torchlights, solar powered products, home UPS, gas tables, cooking hobs, refrigerators, washing machines, solar street lights, commercial lights etc.44

17. Sharp India Ltd.
Sharp India Ltd. was incorporated in 1985 as Kalyani Telecommunications and Electronics Pvt Ltd, the company was converted into a public limited company in the same year. The name was changed to Kalyani Sharp India in 1986. The company was promoted by Bharat Forge (BFL), the flagship of the Kalyani House of Industries. Sharp India Limited is engaged in the manufacture and sale of color televisions (CTVs), light emitting diode televisions (LED TVs) and air conditioners (ACs).45

18. Toshiba
Toshiba Corporation commonly known as Toshiba and stylized as TOSHIBA, is a Japanese multinational conglomerate headquartered in Tokyo, Japan. Toshiba JSW Power Systems Pvt. Ltd., is a joint venture between Toshiba Corporation, Japan (Toshiba) and JSW Group, India. Toshiba has a long history of over 50 years in India. Its diversified products and services include information technology and communications equipment and systems, electronic components and materials, power systems, industrial and social infrastructure systems, consumer electronics, household appliances, medical equipment, office equipment, as well as lighting and logistics.46
19. Hitachi


20. Hero Motocorp Ltd.

Hero Motocorp Ltd. is established in the year 1984. It has head office at Guragaon, India. Hero Motocorp Ltd formerly Hero Honda, is an Indian motorcycle and scooter manufacturer company. The company is the largest two-wheeler manufacturer in the world. It is a very reputed brands in the Indian consumer durable market.48

21. Other Consumer Durable Brands/Industries

Apart from above famous consumer durable companies there are several other companies producing and selling their products in working in consumer durable market. It will be cumbersome to give the history of all those industries. Few of these companies are: IFB, Crompton, Orient, Orpat, Atlas, Khadims, Lancer, Red Tape, Liberty, HCL, Suryaflame, , Kenstar, , Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay Maharaja, Sumeet, Electrolux, Haier, Akai, Sansui, Kelvinator, Skoda, Maruti, Hyundai, BMW, Mercedes-Benz, Citizen, Timex, Bata, Reebok, Woodland, Red Chief, Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, Prestige, Milton, Butterfly, Apix, Lexus, Morphy, Nlasa, Mccoy, Pioneer, Canon, Casio, Fuji Kodak, Nikon, Olymbus, Seiko, Rikon, Hercules, Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Land Rover, Fossil, Nike, Converse, Lotto, Puma, Adidas, Paragon etc.

Above are the major consumer durable Indian and foreign brands available in India.
Profile of Maharashtra State

Geographical Area

Maharashtra is the 3rd largest State as per geographical area (3.08 lakh sq.km) of the country. Maharashtra is surrounded by Arabian Sea in the West, Gujarat in the North West and Madhya Pradesh in the North, Chhattisgarh in East, Telangana in the South-East and Karnataka and Goa in the South. The Konkan Coastal stretches about 720 kms the West and the Sahyadri ranges paralleled to the sea coast at about 80 Kms wide in the East. To the coast of the Sahyadri stretches a vast plateau. This plateau is drained by the three great rivers Godavari, Bhima and Krishna, which rise in the Sahyadri and flow in the direction of south-east across Indian Peninsula into the Bay of Bengal.

Administrative Set Up/Regions/Divisions of Maharashtra

There are 35 districts in Maharashtra. For the administrative purpose, these 35 districts are further divided into six revenue division viz. Aurangabad, Amravati, Konkan, Nagpur Nashik and Pune.

Figure 1.2: Map of Maharashtra with Divisions/Regions
## Table 1.1: Regions/Divisions of Maharashtra

<table>
<thead>
<tr>
<th>Name of Div.(HQ)</th>
<th>Region</th>
<th>Districts</th>
<th>Largest City</th>
<th>Area</th>
</tr>
</thead>
</table>
| Amravati Division (HQ: Amravati)       | Vidarbha   | 1. Akola  
2. Amravati  
3. Buldana  
4. Yavatmal  
5. Washim | Amravati    | 97,321 sq km; |
| Nagpur Division (HQ: Nagpur)           |            | 1. Bhandara  
2. Chandrapur  
3. Gadchiroli  
4. Gondia  
5. Nagpur  
6. Wardha | Nagpur      |           |
| Aurangabad Div. (HQ: Aurangabad)       | Marathwada | 1. Aurangabad  
2. Beed  
3. Jalna  
4. Osmanabad  
5. Latur  
6. Nanded  
7. Parbhani  
8. Hingoli | Aurangabad  | 64,590 sq km |
| Konkan Division (HQ: Mumbai)           | Konkan     | 1. Mumbai  
2. Mumbai Suburban  
3. Thane  
4. Palghar  
5. Raigad  
6. Ratnagiri  
7. Sindhudurg | Mumbai      | 30,746 sq km |
| Nashik Division (HQ: Nashik)           | Khandesh   | 1. Ahmednagar  
2. Dhule  
3. Jalgaon  
4. Nandurbar  
5. Nashik[^1] | Nashik      | 57,806 sq km; |
| Pune Division (HQ: Pune)               | Paschim Maharashtra | 1. Kolhapur  
2. Pune  
3. Sangli  
4. Satara  
5. Solapur | Pune        | 57,054 sq km |


The above table shows that geographically, historically, and according to political sentiments, Maharashtra has five main regions:
1. Vidarbha Region- (Amravati and Nagpur Div.): The total area occupied by Vidarbha region is 97,321 sq km. Vidarbha region is divided into two division, i.e. Amravati and Nagpur. Amravati division has 5 districts: Akola, Amravati, Buldana, Yavatmal and Washim. The largest city of this division is Amravati. The headquarter of this division is situated at Amravati. The second division of Vidarbha is Nagpur. Nagpur division has 6 districts: Bhandara, Chandrapur, Gadchiroli, Gondia, Nagpur and Vardha. The largest city of this division is Nagpur. The headquarter of this division is situated at Nagpur.

2. Marathwada Region (Aurangabad Division): Aurangabad division has 8 districts. These are: Aurangabad, Beed, Jalana, Osmanabad, Latur, Nanded, Parbhani and Hingoli. The total area occupied by this division is 64,590 sq km. The largest city of this division is Aurangabad. The headquarter of this division is located at Aurangabad.

3. Konkan Region (Konkan Division): Konkan division has 7 districts. These are: Mumbai, Mumbai Suburban district, Thane, Palghar, Raigad, Ratnagiri and Sindhudurg. The total area occupied by this division is 30,746 sq km. The largest city of this division is Mumbai. The headquarter of this division is located at Mumbai.

4. Khandesh Region (Nashik Div.)-Nashik division has 5 districts. These are: Ahmednagar, Dhule, Jalgaon, Nandurbar and Nashik. The total area occupied by this division is 57,806 sq km;. Nashik district is the headquarter of this division.

5. Paschim Maharashtra Region - (Pune Division): Pune division has 5 districts. These are: Kolhapur, Pune, Sangali, Satara and Solapur. The total area occupied by this division is 57,054 sq km; The headquarter of this division is located at Pune.

Population of Maharashtra from 1961 to 2001

<table>
<thead>
<tr>
<th>Year</th>
<th>Population (Crore)</th>
<th>urban Population (%)</th>
<th>Sex Ratio</th>
<th>Density per sq. km</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Rural (2)</td>
<td>Urban (3)</td>
<td>Total (4)</td>
<td>Male (5)</td>
</tr>
<tr>
<td>1961</td>
<td>2.84</td>
<td>1.12</td>
<td>3.96</td>
<td>2.04</td>
</tr>
<tr>
<td>1971</td>
<td>3.47</td>
<td>1.57</td>
<td>5.04</td>
<td>2.61</td>
</tr>
<tr>
<td>1981</td>
<td>4.08</td>
<td>2.20</td>
<td>6.28</td>
<td>3.24</td>
</tr>
<tr>
<td>1991</td>
<td>4.84</td>
<td>3.05</td>
<td>7.89</td>
<td>4.08</td>
</tr>
<tr>
<td>2001</td>
<td>5.58</td>
<td>4.11</td>
<td>9.69</td>
<td>5.04</td>
</tr>
<tr>
<td>2011</td>
<td>6.16</td>
<td>5.08</td>
<td>11.24</td>
<td>5.82</td>
</tr>
</tbody>
</table>

(Source: Economic Survey of Maharashtra 2016-17)
The above table reveals the following details:

- **Total Population as per census 2011**
  With regard to population, Maharashtra is the 2\textsuperscript{nd} largest State in India after Uttar Pradesh. The population of Maharashtra state as per 2011 population census, is 11.24 crore which donates to 9.28 % out of the total population (121.02 crore) of India.

- **Sex Ratio**
  The sex ratio has marginally improved i.e. from 922 in 2001 to 929 in 2011. The sex ratio is higher in rural area which is 952 as compared to urban area where it is 903. Though the sex ratio is higher in rural area yet it is decreasing steadily since 1991. Opposite trend is seen in urban area where it is increased from 873 in 2001 to 903 in 2011.

- **Density of population**
  As per census 2011, the density of population in the State is 365 persons per sq km which is marginally lesser than that of India’s density of population of 382. The density of in the state was 315 persons per sq kmin 2001. It clearly indicates that the density of population is increased as per census 2011.

- **Gender Ratio**
  Regarding male and female figure in the total population, as per census 2011, out total population 5.82 crore is male while 5.41 is female. The male population is more that female population in the state. The total male population is 51.78 % while female population is 48.22 % of the total population of the state.

- **Literacy Rate**
  As per the census 2011, literacy rate in the State is 82.3 percent against 74 percent in India. It is 88.4 percent for males and 75.9 percent for females. At national level, it is 82.14 percent and 65.46 percent for males for females respectively.

- **Comparative population of rural and urban area**
  Regarding population figures in the rural and urban area, as per census 2011, out of total population of Maharashtra, rural population is 6.16 crore while urban population is 5.08. In 2001 total population was 9.69 crore out of which rural population was 5.58 crore and urban population was 4.11 crore. It clearly shows that both the population is increased. The rural populations is increased, i.e from 5.58 crore in 2001 to 6.16 crore in 2011 and urban population is increased, i.e from 4.11 crore in 2001 to 5.08 crore in 2011.
- **Percentage of urban and rural population**

As per census 2011 the, out of total population, total urban population is 45.2 percentage while rural population is 54.80 percentage. In 2001 the total urban population was 42.4 percentage and rural population was 57.60 percentage.

**District wise and Division wise Population of Maharashtra**

<table>
<thead>
<tr>
<th>Sr. No</th>
<th>Name of District</th>
<th>Population ('000)</th>
<th>Male</th>
<th>Female</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Mumbai City</td>
<td>1,685</td>
<td>1,401</td>
<td>3,085</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>Mumbai Suburban</td>
<td>5,031</td>
<td>4,326</td>
<td>9,357</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Thane</td>
<td>5,865</td>
<td>5,195</td>
<td>11,060</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Raigad</td>
<td>1,344</td>
<td>1,290</td>
<td>2,634</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Ratnagiri</td>
<td>761</td>
<td>854</td>
<td>1,615</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Sindudurg</td>
<td>417</td>
<td>432</td>
<td>850</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>KokanDivision</strong></td>
<td><strong>15,104</strong></td>
<td><strong>13,498</strong></td>
<td><strong>28,601</strong></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Nashik</td>
<td>3,157</td>
<td>2,950</td>
<td>6,107</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Dhule</td>
<td>1,054</td>
<td>997</td>
<td>2,051</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Nandurbar</td>
<td>833</td>
<td>815</td>
<td>1,648</td>
<td></td>
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<tr>
<td>10</td>
<td>Jalgaon</td>
<td>2,197</td>
<td>2,033</td>
<td>4,230</td>
<td></td>
</tr>
<tr>
<td>11</td>
<td>Ahmednagar</td>
<td>2,343</td>
<td>2,200</td>
<td>4,543</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Nashik Division</strong></td>
<td><strong>9,585</strong></td>
<td><strong>8,995</strong></td>
<td><strong>18,579</strong></td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Pune</td>
<td>4,924</td>
<td>4,505</td>
<td>9,429</td>
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<tr>
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<td>Satara</td>
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<td>Sangli</td>
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<td>1,386</td>
<td>2,822</td>
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<tr>
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<td>Solapur</td>
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<td>2,090</td>
<td>4,318</td>
<td></td>
</tr>
<tr>
<td>16</td>
<td>Kolhapur</td>
<td>3,876</td>
<td>1,895</td>
<td>3,876</td>
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<tr>
<td></td>
<td><strong>Pune Division</strong></td>
<td><strong>12,079</strong></td>
<td><strong>11,370</strong></td>
<td><strong>23,449</strong></td>
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<tr>
<td>17</td>
<td>Aurangabad</td>
<td>1,924</td>
<td>1,777</td>
<td>3,701</td>
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<tr>
<td>18</td>
<td>Jalna</td>
<td>1,011</td>
<td>948</td>
<td>1,959</td>
<td></td>
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<td>19</td>
<td>Parbhani</td>
<td>943</td>
<td>893</td>
<td>1,836</td>
<td></td>
</tr>
<tr>
<td>20</td>
<td>Hingoli</td>
<td>606</td>
<td>571</td>
<td>1,177</td>
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<td>21</td>
<td>Beed</td>
<td>1,349</td>
<td>1,236</td>
<td>2,585</td>
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<tr>
<td>22</td>
<td>Nanded</td>
<td>1,730</td>
<td>1,631</td>
<td>3,361</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Osmanabad</td>
<td>862</td>
<td>796</td>
<td>1,658</td>
<td></td>
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<tr>
<td>24</td>
<td>Latur</td>
<td>1,273</td>
<td>1,181</td>
<td>2,454</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Aurangabad Div.</strong></td>
<td><strong>9,699</strong></td>
<td><strong>9,033</strong></td>
<td><strong>18,732</strong></td>
<td></td>
</tr>
</tbody>
</table>
The above table reveals the following details:

- **Highest and Lowest population district**

The above table shows that Thane (11,060,000) district has highest population followed by Pune (94,29,000) While Sindudurg (8,50,000) district has lowest population followed by Gadchiroli (10,73,000).

- **Gender wise Population**

The total population of Maharashtra State is 11,23,74,000 out of which Male population is 5,82,43,000 and Female population is 5,41,31,000.

- **Region wise Total Population along with region wise gender**

  - **Kokan Division**: Kokan Division has total population of 2,86,01,000 out of which 151,04,000 are male while female population is 1,34,98,000. The male population is more than female population in this division.

  - **Nashik Division**: Nashik Division has total population of 1,85,79,000 out of which 95,85,000 are male while female population is 89,95,000. The male population is more than female population in this division.
- **Pune Division**: Pune Division has total population of 2,34,49,000 out of which 1,20,79,000 are male while female population is 1,13,70,000. The male population is more than female population in this division.

- **Aurangabad Division**: Aurangabad Division has total population of 1,87,32,000 out of which 96,99,000 are male while female population is 90,33,000. The male population is more than female population in this division.

- **Amravati Division**: Amravati Division has total population of 1,12,58,000 out of which 57,91,000 are male while female population is 54,67,000. The male population is more than female population in this division.

- **Nagpur Division**: Nagpur Division has total population of 1,17,54,000 out of which 59,86,000 are male while female population is 57,69,000. The male population is more than female population in this division.

Out of above six division, Kokan Division has highest population of 2,86,01,000 while Amravati Division has lowest population of 1,12,58,000.

**GDP of Maharashtra State during Last Three Years**

- **GSDP Forecast (2016-17)**: The advance estimates of the real Gross State Domestic Product (GSDP) i.e. ‘at constant (2011-12) prices’ for 2016-17 is anticipated to be ₹ 18,15,498 crore, with a development of 9.4 % over 2015-16. The advance estimates of the nominal GSDP i.e. ‘GSDP at current prices’ is expected to be ₹ 22,67,789 crore.

- **GSDP (2015-16)**: First revised estimates of nominal GSDP for 2015-16 are ₹ 20,01,223 crore which is 12.8 % more than that of 2014-15. The real GSDP is expected at ₹ 16,59,776 crore resulting in expected development of 8.5 % during 2015-16 over the preceding year.

- **GSDP (2014-15)** : First revised estimates of Nominal GSDP for 2014-15 of the State are Rs.17,92,122 crore. The Real GSDP is expected at Rs.15,24,846 crore resulting in anticipated growth of 5.8 per cent during 2014-15 over the preceding year.
Industrial Scenario of Maharashtra

Maharashtra is one of the supreme industrialized states in the country. The State has well-known industrial sectors like Auto, Engineering, Electronics, Textile and Defence as main sectors considering the national and international developments and prospective of the resources in the State. In recent times, the State has formulated Retail Trade Policy-2016, Electronics Policy-2016, Single Window Policy-2016, Policy for SC / ST Entrepreneurs and Policy for IT & ITeS-2015. MAITRI (Maharashtra Industry, Trade and Investment facilitation) cell has been set up at Mumbai to facilitate clearances and help in expediting setting up of industrial units. Such cell has also been set up at each Regional Headquarter to assist MSMEs.

Annual Survey of Industries:
Annual Survey of Industries covers total factories registered under the sections 2 m(i) and 2m(ii) of the Factories Act, 1948 and Beedi & Cigar units registered under Beedi & Cigar Workers (Conditions of Employment) Act, 1966. ASI 2013-14 results reveal that Maharashtra is at the highest place with respect to Gross Value Added and wages to workers with share of 21.2 % and 16.1 % at All-India level. The State is at 2\textsuperscript{nd} place in case of number of factories, number of workers and fixed capital with share of 13 %, 12.6 % and 13.8 % respectively. The contribution of the State in total value of output, working capital and in the Net Value Added (NVA) in the country was 16.2 %, 18.2 % & 22 % respectively.

Table 1.4: Selected indicators of industries based on ASI 2013-14

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Maharashtra</th>
<th>India</th>
<th>% share in Country</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industries (no.)</td>
<td>29,123</td>
<td>2,24,574</td>
<td>13.0</td>
</tr>
<tr>
<td>Fixed capital</td>
<td>3,26,362</td>
<td>23,74,383</td>
<td>13.8</td>
</tr>
<tr>
<td>Working capital</td>
<td>1,20,418</td>
<td>6,62,980</td>
<td>18.2</td>
</tr>
<tr>
<td>Total output</td>
<td>10,65,925</td>
<td>65,71,052</td>
<td>16.2</td>
</tr>
<tr>
<td>Total input</td>
<td>8,37,427</td>
<td>54,91,031</td>
<td>15.3</td>
</tr>
<tr>
<td>Gross value added</td>
<td>2,28,498</td>
<td>10,80,021</td>
<td>21.2</td>
</tr>
<tr>
<td>Net value added</td>
<td>2,00,440</td>
<td>9,09,629</td>
<td>22.0</td>
</tr>
<tr>
<td>Employment (in lakh)</td>
<td>13.12</td>
<td>104.28</td>
<td>12.6</td>
</tr>
<tr>
<td>Profit</td>
<td>1,19,537</td>
<td>4,53,789</td>
<td>26.3</td>
</tr>
</tbody>
</table>

(Source: Central Statistics Office, Government of India)
Major industries in terms of total value of output during 2013-14 are coke, refined petroleum products (15.2 per cent), food products (11.4 per cent), basic metals (10.9 per cent), chemicals & chemical products (9 per cent) and motor vehicles, trailers (7.5 per cent). These industry groups accounted for 54 per cent value of output of all industries and 47.7 per cent of fixed capital during 2013-14.

**Industrial Investment**

a) **Make In India Initiative:**

During the ‘Make in India’ event, 2,594 MOUs (Memorandum of Understanding) with projected investment of Rs.7,94,057 crore and estimated employment of 30.9 lakh were signed by the Maharashtra State. The energy sector has attracted proposals with top investment of Rs.2,30,627 crore (29 per cent), followed by manufacturing sector Rs.1,65,909 crore (20.9 per cent).

b) **Investment in Maharashtra:**

The State has attracted maximum number of industrial proposals having determined employment potential. Since August, 1991 to October, 2015, in all 19,053 industrial proposals with an investment of Rs.10,97,337 crore were sanctioned. Out of these, 8,497 projects (44.6 %) with an investment of Rs.2,62,631 crore (23.9 %) with projected employment of 11.24 lakh were commissioned and 2,108 projects with an investment of Rs.87,701 crore & projected employment of 3.98 lakh are under implementation. Of the total proposals received in the country, the State’s share in number of proposals & investment is about 18 % and 10 % respectively. During 2014-15, State has sanctioned 279 projects with an investment of Rs.45,010 crore with projected employment of 0.7 lakh. During 2015-16, upto October, 218 projects with an investment of Rs.18,759 crore were sanctioned. Of these, 16 projects with an investment of Rs.1,069 crore were commissioned. The IT industry has attracted 453 proposals with highest investment of Rs.3,86,711 crore (35.2 %), followed by fuel industry with an investment of Rs.1,42,839 crore (13 %). These two industries contributed almost 50 % of the total sanctioned investment.

Of the total sanctioned proposals, the major industries by number are chemical & fertilizer (14.9 %), textiles (10.5 %), metallurgical (10 %), sugar (8 %), electrical & electronics (6.2
%, processed food (5.5 %) and photographic raw film & papers (5.2 %). These seven industries together contributed almost 61 % of total sanctioned and commissioned proposals. However, their share in investment was 29.2 % in sanctioned and 42.6 % in commissioned proposals.

The total investment in commissioned projects was Rs.2, 62,631 crore, of which share of investment of IT industry (20.7 %) was highest, followed by metallurgical (14 %), fuel (10.7 %), transportation (9.4 %) and chemical & chemical fertilizers (8.5 %). These five industries together contributed 63.3 % of total investment.

✓ Investment in Mega Projects

During 2005 to 31st October, 2015, the State has sanctioned 454 mega projects with an investment of Rs.3, 54,680 crore and estimated employment of about 3.88 lakh by issuing offer letters. Of these, 137 projects with an investment of Rs.53, 018 crore and estimated employment of 0.84 lakh were issued eligibility certificates.

✓ Special Economic Zones:

Special Economic Zone Policy (SEZ) has been initiated by the Maharashtra State with effect from 10th Feb. 2006. Near about 241 SEZ proposals were received by the state upto October, 2015. The state has provided special facilities to this SEZ which includes duty free enclaves, have a relaxed and business friendly policy regime, aimed at promoting rapid industrial development and employment generation. Upto 31st October 2015, total 70 SEZs were denotified or withdrawn and 25 SEZs were executed with total investment of Rs.32,255 crore on an area of 3,059 Ha which produced employment of about 3.59 lakh. The total 69 SEZs were approved with projected investment of Rs.97, 624 crore with employment of 30.70 lakh.

✓ IT Parks

The State Government is taking continuous steps for the development of Information Technology (IT) / Information Technology Enabled Services (ITES) sector. The various steps taken by the state government includes designing of a progressive sector-specific policy, development of IT parks and the knowledge corridors. MIDC, CIDCO and
Software Technology Parks of India (STPI) have established 37 Public IT parks which are working with Investment of Rs.18,000 crore generating 2.68 lakh employment. For getting private involvement in creating world-class infrastructure for IT industry, 472 Private IT parks have been sanctioned, out of which 160 IT parks are working with investment of Rs.3,642 crores creating 4.86 lakh employment. The remaining 312 IT Parks with anticipated Investment of Rs.8,962 crores are projected to generate 11.95 lakh employment opportunities. These Private IT parks are situated in Pune (172), Greater Mumbai (158), Thane (129), Nagpur (5), Nashik (4), Aurnagabad (3) and Wardha Districts.

☑ Bio-Technology Parks:

In the year 2001, the State declared the Bio-technology (BT) policy. Two public BT parks are settled in the State at MIDC Jalna and MIDC Hinjewadi (Pune). Upto October, 2015, six BT-SEZs were notified in the State and in all 50 MSME & 16 large units are registered with an investment of Rs.261 crore and Rs.1,120 crore respectively.51

Micro, Small & Medium Enterprises in Maharashtra State

Table 1.5: No. Of Micro, Small & Medium Enterprises Filed EM Up to the End of 2015 September during the Year 2015-16

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>District</th>
<th>Total No. Of Enterprises</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td>Micro</td>
<td>Small</td>
</tr>
<tr>
<td>1.</td>
<td>Mumbai</td>
<td>295</td>
<td>118</td>
</tr>
<tr>
<td>2.</td>
<td>Mumbai Sub-urban</td>
<td>895</td>
<td>506</td>
</tr>
<tr>
<td>3.</td>
<td>Thane</td>
<td>1480</td>
<td>883</td>
</tr>
<tr>
<td>4.</td>
<td>Raigad</td>
<td>258</td>
<td>137</td>
</tr>
<tr>
<td>5.</td>
<td>Ratnagiri</td>
<td>73</td>
<td>18</td>
</tr>
<tr>
<td>6.</td>
<td>Sindhudurg</td>
<td>226</td>
<td>8</td>
</tr>
<tr>
<td></td>
<td><strong>Konkan Region</strong></td>
<td><strong>3227</strong></td>
<td><strong>1670</strong></td>
</tr>
<tr>
<td>7.</td>
<td>Nashik</td>
<td>592</td>
<td>148</td>
</tr>
<tr>
<td>8.</td>
<td>Dhule</td>
<td>247</td>
<td>45</td>
</tr>
<tr>
<td>9.</td>
<td>Nandurbar</td>
<td>250</td>
<td>10</td>
</tr>
<tr>
<td>10.</td>
<td>Jalgaon</td>
<td>189</td>
<td>39</td>
</tr>
<tr>
<td>11.</td>
<td>Ahmednagar</td>
<td>233</td>
<td>45</td>
</tr>
<tr>
<td></td>
<td><strong>Nashik Region</strong></td>
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<td><strong>287</strong></td>
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<tr>
<td>12.</td>
<td>Pune</td>
<td>3471</td>
<td>428</td>
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<tr>
<td></td>
<td>City</td>
<td>Enterprises</td>
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</tr>
<tr>
<td>---</td>
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<td>-------------</td>
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<tr>
<td>13</td>
<td>Sangli</td>
<td>682</td>
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<tr>
<td>14</td>
<td>Satara</td>
<td>884</td>
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<tr>
<td>15</td>
<td>Solapur</td>
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<tr>
<td>16</td>
<td>Kolhapur</td>
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<tr>
<td></td>
<td><strong>Pune Region</strong></td>
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<tr>
<td>17</td>
<td>Aurangabad</td>
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<td>18</td>
<td>Jalna</td>
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<td>Parbhani</td>
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<tr>
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<td>Hingoli</td>
<td>202</td>
<td></td>
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<tr>
<td>21</td>
<td>Beed</td>
<td>607</td>
<td></td>
</tr>
<tr>
<td>22</td>
<td>Nanded</td>
<td>319</td>
<td></td>
</tr>
<tr>
<td>23</td>
<td>Osmanabad</td>
<td>242</td>
<td></td>
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<tr>
<td>24</td>
<td>Latur</td>
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<tr>
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<td><strong>Aurangabad Region</strong></td>
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<tr>
<td>25</td>
<td>Buldhana</td>
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<td>Washim</td>
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<td>Amravati</td>
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<td>Yavatmal</td>
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<td></td>
<td><strong>Amravati Region</strong></td>
<td><strong>2006</strong></td>
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<td>30</td>
<td>Wardha</td>
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<td>31</td>
<td>Nagpur</td>
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<td>Bhandara</td>
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<td>Gondia</td>
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<td>Chandrapur</td>
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<td>35</td>
<td>Gadchiroli</td>
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</tr>
<tr>
<td></td>
<td><strong>Nagpur Region</strong></td>
<td><strong>1553</strong></td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Maharashtra</strong></td>
<td><strong>16829</strong></td>
<td></td>
</tr>
</tbody>
</table>

(DataSource: Maharashtra Industrial State Profile 2016-17)

The above table shows the Micro, Small & Medium Enterprises available in Maharashtra state up to September, 2015. The total number of these enterprises in the state are 20155 out of which 16829 are Micro 3193 are small and 133 are Medium scale enterprises.

As far as the region wise enterprises are concerned, Mumbai region has 419 enterprises out of which 295 are Micro, 118 are small and 6 are Medium scale Enterprises. Mumbai Sub-
urban has 1410 enterprises out of which 895 are Micro, 506 are Small and 9 are Medium scale Enterprises. Konkan region has 4960 enterprises out of which 3227 are Micro, 1670 are Small and 63 are Medium scale Enterprises. Nashik region has 1812 enterprises out of which 1511 are Micro, 287 are Small and 14 are Medium scale Enterprises. Pune region has 6780 enterprises out of which 6098 are Micro, 648 are Small and 34 are Medium scale Enterprises. Aurangabad region has 2602 enterprises out of which 2434 are Micro, 156 are Small and 12 are Medium scale Enterprises. Amravati region has 2059 enterprises out of which 2006 are Micro, 52 are Small and 1 are Medium scale Enterprises. Nagpur region has 1742 enterprises out of which 1553 are Micro, 180 are Small and 9 are Medium scale Enterprises.

The above table reveals that Pune region has maximum number of industries followed by konkan region.

**Economy of Maharashtra**

Maharashtra is one of the biggest, richest and most advanced states in India by current economic indicators. Maharashtra's Gross State Domestic Product for 2014 is estimated at $295 Billion in current prices which rose to $398 Billion in 2015. As of 2010 Maharashtra had a Per Capita Income of $1,660, far ahead of national average of $1,219. Maharashtra's GDP Per Capita crossed the US$2,000 threshold for the first time in 2011. Maharashtra is third-most urbanized state with urban population of 45% of whole population. Each year, the Government of Maharashtra publishes the Economic Survey of Maharashtra to be tabled in the budget session of the State.

Mumbai, the capital of Maharashtra and also the financial capital of India houses the headquarters of almost all major banks, financial institutions, insurance companies and mutual funds. India's largest stock exchange Bombay Stock Exchange, oldest in Asia, is situated in the city. More than 41% of the S&P CNX 500 conglomerates have corporate offices in Maharashtra. After successes in the information technology in the neighbouring states, Maharashtra has set up software parks in Pune, Mumbai, Navi Mumbai, Nagpur and Nasik, Aurangabad and Latur. Maharashtra is the 2nd largest exporter
of software with annual exports of ₹18,000 crores and accounts for more than 30 per cent of the country's software exports, with over 1,200 software units based in the state. Maharashtra ranks first nationwide in coal-based thermal electricity as well as nuclear electricity generation with national market shares of over 13% and 17% respectively. Maharashtra is also introducing Jatropha cultivation and has started a project for the identification of suitable sites for Jatropha plantations. Ralegaon Siddhi is a village in Ahmednagar District that is considered a model of environmental conservation.

**Infrastructure**

Mumbai is the most important port in Maharashtra, which led to prosperous trade and industrial development since 17th century A.D. Major national highways, railways pass through state, aiding in fast movement of goods and people. The state has also added to the road network joining district places to key trading ports and cities. Mumbai, Pune and Nagpur are the key airports in the state. Mumbai's Chhatrapati Shivaji International Airport was recorded as the busiest single runway airport in the world. Two new airports, one each in Navi Mumbai and Pune are planned to be constructed.

**Industry**

Maharashtra is India's top industrial state backing 13% of national industrial output. 64.14% of the people are employed in agriculture and similar activities. Almost 46% of the GSDP is added by industry. Maharashtra has had a long history in textiles with Mumbai being the original home of India's textile mills. Sholapur, Ichalkaranji, Malegaon and Bhiwandi are some of the cities known for textile industry today.

Sugar industry has made substantial development particularly in the co-operative sector. Maharashtra is acknowledged for the development of co-operative sugar industry whereby the farmers obtain a share in the sugar mills.

Pharmaceuticals, petrochemicals, heavy chemicals, electronics, automobiles, engineering, food processing, and plastics are some of the key industries in the state. Maharashtra is well-known for the production of three-wheelers, jeeps, commercial vehicles and cars, synthetic fibers, cold rolled products and industrial alcohol. Pune is evolving as one of the prime automobile hubs in the country. Small scale industries have
also turn up in a big way in the state. The state capital Mumbai and the Mumbai Metropolitan Region has historically been the most industrialized area in the state. Industrial development in the state is largely focused in the Pune Metropolitan Area, Nashik, Aurangabad and Nagpur. The six significant industries in the state are cotton textiles, chemicals, machinery, electrical, transport and metallurgy.

To invite industries to different areas of the state, the government of Maharashtra established Maharashtra Industrial Development Corporation (MIDC) in 1962. MIDC make available businesses with infrastructure such as land (open plot or built-up spaces), roads, water supply, drainage facilities etc. To date 233 areas have been established around the state with stress on different segments such as manufacturing, IT, pharmaceutical and wine.

✓ **Agriculture**

Agriculture is also an important profession in Maharashtra state. Since most of the cultivable land is still rain-fed, the Southwest Monsoon season between June and September is significant to the food abundance and quality of life in the state. Agriculture in Maharashtra and other parts of the country is mostly governed by the monsoon condition in the country. Any variations in the time distribution, spatial distribution or quantity of the monsoon rains can result in situations of floods or droughts affecting the agricultural sector to badly suffer. Some districts in Western Maharashtra on the Deccan plateau such as Pune and Ahmadnagar and the Marathwada region are mainly prone to drought.

Irrigation amenities are being extended so that agriculture could be made less reliant on rain water. Maharashtra has by far the leading number of Dams in India. Regardless of, the net irrigated area totals only 33,500 square kilometres or about 16% of cultivable land

Major Monsoon crops comprise Rice, jwari, and Bajri. Other crops contain Wheat, pulses, vegetables and onions.

Most of the Growers of Cash crops such as sugarcane and cotton in the state belong to farmer’s cooperatives. For example, most of the sugar production in Maharashtra takes place at mills owned by local cooperative societies. The members of the society include all farmers, small and large, supplying sugarcane to the mill. Over the last fifty years, the local
sugar mills have played a crucial part in encouraging political participation and as a stepping stone for aspiring politicians.

✓ **Tourism**

Tourism industry is also a most important industry in Maharashtra with Mumbai, Pune, ancient caves and monuments at Ajanta-Verul, Ellora, Elephanta and Karle-Bhaje, numerous forts including Raigad, Sinhgad, Rajgad, Shivneri, hill stations of Lonavala, Khandala, Mahabaleshwar, Matheran, Melghat tiger reserve being the famous tourist places. Religious tourism consist of places like Shirdi (Saibaba temple), Nanded (Gurdwara), Nagpur (Chityabhumi), Haji Ali Durgah and Siddhivinayak temple in Mumbai and Pandharpur (Viththal-Rukmini temple). Numerous beaches, adventure tourism sites, amusement and water parks also augment the tourism of the state.  

**Statement of the Problem**

Globalization and liberalization has brought a sea change in the buying behavior of consumers. The expectations and demand of the customers have also undergone strong changes due to the entry of the products and services of multinational companies into India after globalisation. Multination companies started offering a variety of value-added products and services with focus on customer satisfaction. The various negative Effects of Globalization on Indian Industry are that it increased competition in the Indian market between the foreign and domestic companies. With the foreign goods being better than the Indian goods, the consumer preferred to buy the foreign goods. This has strongly impacted and created a big problem on the profitability and productivity of the domestic companies. In this context study of consumers’ buying behavior has gain vital importance in this globalisation era to face global competition.

**Significance of the Study**

Understanding consumer behaviour is a vital aspect of marketing in today’s era of globalisation. If we analyse the following two formulas of old and new marketing concept, we will surely understand the importance of this research study.

1. **Traditional Way of Marketing** = Customer assumption + Manual Networks + Less Internet.
2. *New Market Plan*=Customer satisfaction + Strong Customer Relationship + Online Advertisement.

If we analyze the above two statement carefully, we can conclude that in the olden days marketing activities were restricted to the above mentioned formula of traditional way of marketing. The main target was to focus on making the brand through advertising rather than quality and performance of the product. Most of Companies strategy was to focus on customer assumption rather than customer satisfaction.

Presently traditional way of marketing is completely changed due to globalization. Today, Consumers have more purchasing choices of selecting the products from Indian and foreign brands due to globalization. Nowadays, companies have to mostly concentrate on customer’s satisfaction by providing product quality rather than bulk of quantity. The marketers or companies have to focus on the above mentioned formula of new market plan in order to face cut throat competition prevailing in the market due to liberalization and globalsation.

This research study will definitely provide some important contribution/suggestions to the consumer durable industry which will help them not only in the preparation of marketing mix but also to achieve the profit as well as wealth maximization objectives in an effective manner in this global competition.

**Objectives of the Study**

The present research study is aimed at highlighting the impact of globalsation on consumers’ buying behaviour with respect to consumer durable products. The present research work is designed to achieve the following specific objectives:

1. To identify the factors affecting consumers’ buying behavior with regard to consumer durable goods.
2. To analyze the buying behavior of consumer in the pre-and after globalsation era.
3. To study how forces of globalization has impacted on consumers’ behavioral traits.
4. To evaluate how globalsation benefited consumers with regard to variety and improved quality of product.
5. To evaluate the changing lifestyle and its impact on buying behavior of consumer.
6. To study the brand preferences among consumers in pre and after globalsation era.
7. To suggest and recommend some remedial measures to consumer durable industries.
Hypotheses of the Study

1. Consumers in higher income group prefer products of foreign brands.
2. Advertising and sales promotion efforts of the company greatly affect the buying behavior of the consumers.
3. Urban consumers have more impact of globalization than rural consumers.

Research Methodology

Sources of Data Collection

Primary Data: Primary data for the research study is collected from two types of respondents, i.e. 1. Consumers and 2. Company/Dealer/Wholesalers/Retailers/Shopkeepers of consumer durable products through structured Questionnaire, personal direct and indirect interview, personal observation etc.

Secondary Data: The secondary data is mainly collected through the Books, Periodicals, Journals and Magazines, annual reports of Government of Maharashtra and India, different websites, project reports in the relevant area etc.

Selection of Samples:

The primary data for the research study is collected from two types of sample respondents i.e. 1. Consumers and 2. Companies/Dealers/Wholesalers with the help of structured questionnaire.

Sample Size of Consumers: The data is collected through sampling method. The sampling is representative sampling because the population of Maharashtra State as per census 2011 is 11.23 crore. Since 10% population is 11 lakhs which is very difficult to reach for researcher because of time, money and physical limitation. Hence researcher has selected representative sample of 600 consumers deliberately from the six divisions of Maharashtra State. This sample is randomly selected.

The details of different districts covered under six divisions/Regions in the state of Maharashtra are given in the following table:
### Table 1.6: Particulars showing Division of Maharashtra and Selection of Samples

<table>
<thead>
<tr>
<th>Name of Division of Maharashtra</th>
<th>Region</th>
<th>Districts Covered by the Division</th>
<th>Samples Selection</th>
</tr>
</thead>
</table>

### Graph 1.1: Particulars showing Division of Maharashtra

The above table shows that total number of samples selected for the research study is 600. These samples are selected from all the six divisions, i.e. Amravati, Nagpur, Aurangabad, konkan, Nashik and Pune Division of Maharashtra State. Care is taken to select the samples from each division on the basis of population of that division.
**Sample Size of Companies/Dealers/Wholesalers/Retailers/Shopkeepers:** The primary data is also collected from Companies/Dealers/Wholesalers/Retailers/Shopkeepers with the help of structured questionnaire. Total 100 respondents are selected.

**Table 1.7: Particulars showing number of Respondents and Town/Area of Respondents**

<table>
<thead>
<tr>
<th>Sr. No.</th>
<th>Town/Area</th>
<th>No. of Respondents</th>
<th>Percentage (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Urban</td>
<td>75</td>
<td>75.00</td>
</tr>
<tr>
<td>2</td>
<td>Rural</td>
<td>25</td>
<td>25.00</td>
</tr>
<tr>
<td></td>
<td><strong>Total Respondents</strong></td>
<td><strong>100</strong></td>
<td><strong>100</strong></td>
</tr>
</tbody>
</table>

Source: Primary Data

**Graph 1.2: Particulars showing number of Respondents and Town/Area of Respondents**
The above table shows the number of Company/Dealer/Wholesaler/Retailer/Shopkeepers selected for the research study from urban and rural areas of all divisions of Maharashtra State. The table shows that total 100 respondents are selected for the research study. The table reveals that out of total respondents 75.00% respondents are from urban area while remaining 25.00% respondents are from rural area. It is disclosed that majority (75.00%) of the respondents are from urban area.

✓ **Tools and Techniques Used for Data Analysis**

The data so collected from the above sources is analysed with the help of following tools and techniques:

1. Ratio Analysis  
2. Correlation  
3. Regression  
4. Flow charts  
5. Chi Square Test.

✓ **Period of the Study**

Data for the last 10 years, i.e. from 2006 to 2016 is collected for the research work.

✓ **Scope and Limitations of the Study**

The scope and limitation of the research study is considered from two point of view: Geographically and selecting limited types of consumer durable products/goods.

✓ **Geographical scope:** This research study is geographically restricted to Maharashtra State, India only.

✓ **Types of Product Selected (Scope):** To undertake the research work on all types of consumer durable goods is very vast. Therefore researcher has selected only 26 consumer durable goods which are categories into four types of product as follows:

1. **Kitchen hold Products:** Gas Stove, Mixer/Grinder, Microwave Oven and Cooker.
2. **House hold Products:** Washing Machine, Air Conditioner, Air Cooler, Fans, T.V, CD/DVD player, Digital Camera, Tape Recorder, Iron Box, Wall Clock, Refrigerator, Vacuum cleaner and Sewing Machine, etc.
3. **Transport Products:** Bicycle, Scooter, Motorcycle/Two wheeler and Four Wheeler.
4. **Personal Products:** Cell Phone, Wrist Watches, Shoes /Chappals/Chappals and Computer.
Types of Products Selected with List of Indian and Foreign Brands: The following table shows the list of Indian and foreign brands:

<table>
<thead>
<tr>
<th>Types Of Products</th>
<th>Indian Brands</th>
<th>Foreign Brands</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>A) Kitchen Holds</strong></td>
<td>Usha, Bajaj, Suryaflame, Kenstar, Ajanta, Ganga, Kailash, Kanchan, Laxmi, Vijay Maharaja, Sumeet, IFB, Godrej, Onida, Preethi</td>
<td>Prestige, Milton, Butterfly, Apix, Panasonic, Philips, Lexus, Morphy, LG, Samsung, Whirlpool, Electrolux, Haier, Inlasa, pigeon, Faber, Glen</td>
</tr>
<tr>
<td>1. Gas Stove</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Mixer/ Grinder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Microwave Oven</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Cooker</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1. Washing Machine</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Air Conditioner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Air Cooler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Fans</td>
<td></td>
<td></td>
</tr>
<tr>
<td>5. T.V</td>
<td></td>
<td></td>
</tr>
<tr>
<td>6. CD/DVD player</td>
<td></td>
<td></td>
</tr>
<tr>
<td>7. Digital Camera</td>
<td></td>
<td></td>
</tr>
<tr>
<td>8. Tape Recorder</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9. Iron Box</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10. Wall Clock</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11. Refrigerator</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12. Vacuum cleaner</td>
<td></td>
<td></td>
</tr>
<tr>
<td>13. Sewing Machine</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>C) Transport</strong></td>
<td>Atlas, Bajaj, Hero Moto Corp, Honda, TVS Jupiter, Mahindra, BSA</td>
<td>Hercules, Arley-Davidson, Suzuki, Yamaha, Royal Enfield, Skoda, Maruti Suzuki, Land Rover, Hyundai, BMW, Mercedes-Benz, KTM, Audi, Jaquar, Avon, Kross</td>
</tr>
<tr>
<td>1. Motorcycle/Two Wheeler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Four Wheeler</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Scooter</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Bicycle</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>D) Personal Uses</strong></td>
<td>Titan, Khadims, Lancer, Red Tape, Liberty, HCL, Sony, Viideocon, Reliance, Intex, iBall, Karbonn, Micromax</td>
<td>Citizen, Timex, Fossil, Bata, Nike, Reebok, Woodland, Converse, Lotto, Puma, Adidas, Paragon, Red Chief, Dell, Apple, Asus, Lenovo, HP, Acer, Compaq, Zenith, LG, Samsung, Panasonic, Sansui, Casio</td>
</tr>
<tr>
<td>1. Cell Phone</td>
<td></td>
<td></td>
</tr>
<tr>
<td>2. Wrist Watches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>3. Shoes/Chappals</td>
<td></td>
<td></td>
</tr>
<tr>
<td>4. Computer</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
List of Reputed Brands in the Pre and After Globalisation Period

The researcher has selected to study the impact of globalisation on consumers’ buying behaviour. Therefore it is very important to know which Indian and foreign brands were available during pre and after globalisation period in India because the study will analyse whether consumers are shifted from one brand to another brand in the after globalisation period. The following table shows the names of the Indian and foreign brands in the before and after globalsation period in India.

Table 1.9: List of Reputed Brands in the Pre and after Globalization Period

<table>
<thead>
<tr>
<th>Before Globalisation</th>
<th>After Globalisation</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Indian Brands</strong></td>
<td><strong>Foreign Brands</strong></td>
</tr>
<tr>
<td><strong>Year of Establishment</strong></td>
<td><strong>Year of Establishment</strong></td>
</tr>
<tr>
<td><strong>Year of Establishment</strong></td>
<td><strong>Year of Establishment</strong></td>
</tr>
<tr>
<td>BAJAJ 1926</td>
<td>PHILIPS 1891</td>
</tr>
<tr>
<td>GODREJ 1926</td>
<td>WHIRLPOOL 1987</td>
</tr>
<tr>
<td>ONGIDA 1981</td>
<td>PANASONIC 1918</td>
</tr>
<tr>
<td>BPL 1963</td>
<td>HITACHI 1930</td>
</tr>
<tr>
<td>HONDA 1981</td>
<td>CITIZEN 1918</td>
</tr>
<tr>
<td>TITAN 1987</td>
<td>TIMEX 1854</td>
</tr>
<tr>
<td>CROMPTON 1878</td>
<td>BATA 1894</td>
</tr>
<tr>
<td>ORIENT 1954</td>
<td>REEBOK 1958</td>
</tr>
<tr>
<td>SYMPHONY 1988</td>
<td>WOODLAND 1950</td>
</tr>
<tr>
<td>LIBERTY 1954</td>
<td>RED CHIEF 1953</td>
</tr>
<tr>
<td>MARUTI 1981</td>
<td>DELL 1984</td>
</tr>
<tr>
<td>TTK Prestige Ltd 1955</td>
<td>APPLE 1976</td>
</tr>
<tr>
<td>USHA 1934</td>
<td>ASUS 1989</td>
</tr>
<tr>
<td>HAVELLES 1983</td>
<td>LENOVO 1984</td>
</tr>
<tr>
<td>KHAITAN 1944</td>
<td>Hewlett-Packard 1939</td>
</tr>
<tr>
<td>BLUE STAR 1983</td>
<td>ACER 1999</td>
</tr>
<tr>
<td>Tata 1945</td>
<td>COMPAQ 1982</td>
</tr>
<tr>
<td>RELIANCE 1986</td>
<td>Thomson 1989</td>
</tr>
<tr>
<td>Eureka Forbes 1982</td>
<td>KTM 1992</td>
</tr>
</tbody>
</table>

The above table shows the list of reputed Indian and Foreign brands during pre and after globalization period. The companies which are established before 1991 are included in the list of pre globalisation era and the companies which are established after 1991 are included in the list of after globalisation period.
Presentation of the Research Study

Chapter I. Introduction

This chapter begins with a general introduction of marketing by different authors, the steps of evolution. This chapter also defines types of consumers, types of consumer behavior, models of consumer behavior, types/Classification of products/goods, consumer behavior and market segmentation, Indian consumer durable industry with respect to Indian and foreign brands etc.

Chapter II. Review of Literature

The second chapter deals with review of earlier studies related with consumer behavior. The review from different sources such as books, Research papers published in Journals Workshops, Articles published in Magazines, Newspapers Internet websites (Portals), and Ph.D./M.Phil. Thesis etc. is taken in order to have an idea about earlier work done by the different person on consumer’s buying behavior regarding consumer durable goods and also to find out the gap in their study.

Chapter III- Factors Influencing Consumer Behavior: A Conceptual Frame Work

The various factors which influence buying behavior of consumers of consumer durable goods are described in detail in this chapter. These following factors are:

- Cultural factors: Culture, Sub culture, Social class.
- Social factors: Small group, Family, Social Roles & Status
- Personal factors Age and Sex, Life style stages, Occupation, Economic condition, Personal etc.
- Psychological factors: Motivation, Perception, Learning, Attitudes and belief

Chapter IV- Globalization and Liberalization

This chapter begins with a general introduction of globalization and liberation. The Impact of Globalization on Business, agriculture, Indian economy, inflation, prices of the products etc. is also explained in this chapter.
The concept of globalization is described in this chapter on the following four parameters:

- **Removal of trade barriers**: The trade barriers among different countries has to be removed for the free flow of goods and services.
- **Capital movement**: The countries have to create an environment in which free flow of capital can take place among nation-states.
- **Free flow of technology**: The countries have to create an environment in which free flow of technology among the countries are permitted.
- **Movement of labor**: Finally, the countries have to create an environment in which movement

**Chapter-V- Data Analysis and Interpretation, Hypothesis Testing**

The data collected with the help of structured questionnaire from the consumers and companies/dealers are analysed and interpreted in this chapter. The analysis and interpretation of data is done with the help of some statistical tools like percentage, Chi-Square test, average, co-relation and regression, graphs etc. The hypotheses of the research study is tested at the last part of this chapter with the findings of the research study by applying relevant statistical tools.

**Chapter-VI- Findings, Conclusions and Suggestions**

The last chapter incorporate the key findings, conclusions, suggestions and recommendations, managerial implications and suggestions for further research work with respect to consumer durable product. Some important suggestion and recommendation based on the finding of the research study is also given in this chapter which will be useful for the consumer durable industries for facing global competition and sustain the in the global market.
Concluding Remarks

After the era of Globalization, Liberalization, and Privatization several changes have taken place in the Indian economy. On account of this liberalization policy of India, numerous MNC’s are opening up their branches into India. Nowadays customers have several choices and are much better equipped with information to select from these open possibilities. In the olden days, marketing were production or sales oriented. Consumers were purchasing commodities without considering its quality. After globalization, consumer has become the king of the market. Nowadays consumer are having more choices among various products available in the market. Marketing has become consumer oriented. Marketers has to focus on the segmentation of the market on the basis of Geographic, Demographic, Psychographic, Behavioral characteristics of consumer.

Consumer goods are classified into durable and non-durable goods. Durable goods are those goods which last for long period of time. There are various products in India. Out of which few belongs to India brands while few belongs to foreign brands. Some Indian brands and foreign brands were available in the pre-globalisation era while some Indian and foreign brands are available in the after globalisation period in India.

Economy of Maharashtra is largely depend on industry, agriculture, tourism, Film and Entertainment Industry
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