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P R E F A C E

Consumer behaviour is the study of the consumer, the actor. The issues that are usually investigated are the usage pattern of consumers as well as knowing psychographic and the demographics of those who use it. The problem is that behavioural tendencies revealed by these studies are not always

and these may not always be a good rationale behind the manifestation. As a result, situational research approach came into the limelight. The situational approach studies the situation under the assumption that it governs response more than the consumer characteristics.

data on a live situation in an Indian company, viz., the dimensions that have been studied in this research pertain to brand preference, perception and brand loyalty. The study also includes a study on price awareness as well as brand choice behaviour of select eight consumer non-durable products.

To treat error and learn from the developmental process, hence, early a review of literature of consumer behaviour has been made in chapter 2.