ABSTRACT
The thoughts and feelings of Indian consumers have undergone a key transformation over the last few years. The Indian consumer today wants to lead a life full of luxury and ease. Particularly, the Indian middle class has provided a big boost to the consumer culture during the recent past and it is hoped that their buying behaviour will continue to change in the coming future. This paper examines how the marketing variables of price, brand name and product attributes affect consumers’ purchase decision processes and inferences about products. The products of refrigerator and washing machine from white goods category have been chosen for the study, because in most of the families, refrigerator and washing machines have become as an important inseparable product for doing their regular household works. The sample size was 354 and the consumers located in rural, semi urban and urban areas of Erode District, Tamilnadu have been selected for the study using non-probability convenient sampling method. The authors have collected the data through interview schedule. Cross tabs were used to find the frequencies. To know the difference in satisfaction level about the products, one way ANOVA tests were applied. The cluster approach has been used to group the respondents based on their buying pattern.

KEY WORDS: brand, buying behaviour, consumer, product, satisfaction, service.