AN EMPIRICAL MODEL OF CONSUMER BEHAVIOUR OF HOME APPLIANCES

DR. M. SAKTHIVEL MURUGAN

PRINCIPAL,
D.B. JAIN COLLEGE,
THORAIPAKKAM,
TAMIL NADU.

ABSTRACT
The consumer buying behavior has a significant role in every business. This study takes up the question of consumer behavior of Home Appliances in this wide context. Consumer buying behavior as a tool is confirming the concept of customer loyalty, brand preference among the three products such as washing machine, refrigerator and microwave oven in Kancheepuram District, Tamil Nadu. This study aims at developing consumer behavior model empirically on home appliances and analyse the product attributes with the help of Structural Model Analysis.

KEY WORDS: Empirical model of consumer behavior, home appliances.