

A STUDY ON CONSUMER BUYING BEHAVIOUR (WITH SPECIAL REFERENCE TO HOME APPLIANCES IN VELLORE DISTRICT)

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ABSTRACT

Today's customer faces a growing range of choice in the products and services they can buy. They are marketing their choice on the basis of their perceptions of quality, services and value. Company need to understand the determinants of customer value and satisfaction. Customer satisfaction is the outcome felt by buyers who have experienced a company performance that has fulfilled expectations. Satisfied customers remain loyal longer, less price sensitive and talk favorably about the company. To create customer satisfaction company must manage its value chain as well as the whole delivery system in a customer centered way. The company's goal is not only to get customer but even more importantly to retain customer. Getting customer's information is not easy, since their attitude and perception has been changing. It is essential for Home Appliances sellers to maintain proper balance between customer and dealers to have smooth marketing.

KEYWORDS: Growing Range, Customer Satisfaction, Fulfilled Expectations and Home Appliances sellers