

Influence of Locality on Consumer Behaviour While Purchasing Household Equipment

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KEY WORDS Consumer behaviour; household equip-ment; decision making

ABSTRACT Purchase of household equipment involves lot of thinking and future vision for utility of the equipment. The type of equipment purchased by the family depends upon certain influencing factors such as place of residence, education, family background etc. The study was conducted in Dharwad city and two near by villages of Dharwad taluka. Husband is the main decision maker while purchasing the household equipment in maximum percentage of families. As per ranking of factors considered, maximum percentage of housewives ranked first to price, second to durability, third to appearance and fourth to safety. Last rank was given to ISI mark on the equipment.