BEHAVIOR PATTERN OF HIGHER INCOME GROUP CONSUMERS TOWARDS COMPLEMENTARY GOODS (WITH SPECIAL REFERENCE TO CUTTACK DISTRICT OF ODISHA)

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ABSTRACT

The objective of modern marketing is to make profits through satisfying and delighting the consumer’s need and wants. Hence, the marketers have to understand the real needs, wants, beliefs and attitudes of the consumers towards their products and services. Today, network marketing is a multi-billion dollar business, and a large number of driving forces of the 21st century economy. Many business leaders now regard network marketing as the business for future. But the marketing method was misunderstood as a get rich-quick scheme; it is also too common for network marketers worldwide to answer the legality and soundness of their business. In this paper, an attempt is made to analyze and compare the consumer behavior of higher income groups for the post-purchase evaluation and semi-urban consumerism with regard to different consumer Protection Acts, consumer satisfaction levels of complementary goods in Cuttack district of Odisha.

KEYWORDS: Complementary goods, Satisfaction Level, Consumerism and Awareness Level.