A STUDY OF CONSUMER BEHAVIOR WITH RESPECT TO VARIOUS BRANDS OF TOOTHPASTES IN NAGPUR CITY

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ABSTRACT

‘Consumer is king’ – the statement carries profound truth in it. Today the success of any firm depends upon the satisfaction of consumers. For satisfying the consumers the firm should know about the behavior of the consumers. In these circumstances understanding consumer is a very difficult task because of the changing technology, innovation, and changes in lifestyle. Researchers conducted many research in this area, and they given only few suggestion, but there is no final conclusion. As per the ideas given by the researchers, there are two factors influencing the consumers such as intrinsic and extrinsic factors. It is difficult to classify consumers by conventional demographic factors and unless their thought process and buying behavior are fully understood, decisions on product designs and packaging, branding and distribution channels are likely to be misplaced. With the inevitability of change intimidating large over the horizon, Indian companies must learn from their western counterparts; not only to identify the sources, timing and direction of the changes likely to affect India, but also the new competencies and perspective that will enable them to respond to these changes, comprehensively and effectively. This study mainly focus on understanding the external factors like demographic, social, cultural, price, quality, product attributes etc for buying Toothpaste. The market share of any product is highly determined by the purchasing behavior of the consumers. Following study is conducted by the researcher to find out the behavior of the consumers, to analyze the preference of consumers, & consumer awareness. Descriptive research design was adopted and the data is collected through primary and secondary sources. The method adopted for conducting survey is questionnaire and convenient sampling technique was adopted for selecting the consumers.

KEY WORDS: Consumer behavior, Toothpaste buying pattern and, Promotion impact