STUDY OF CONSUMER BEHAVIOUR WITH PATICULAR FOCUS ON FACTORS THAT INFLUENCE THE DECISION MAKING OF CONSUMERS FOR PURCHASE OF TOOTHPASTE IN JHANSI CITY

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ABSTRACT
Today, in any product market, it has become very intriguing to understand the consumers, their thought process and the way they attempt to satisfy their needs. It has happened because of the rapidly changing technologies, lifestyle and consequently the business environment. Therefore it has become imperative for the marketers to understand how consumers make purchase decisions, before an effective marketing strategy could be designed (Skinner, 1994:218). According to Lamb et al (2000:66), in order to design an appropriate marketing mix for their defined market, marketers must be able to understand Consumer Behaviour thoroughly.

This study mainly focuses on understanding the External factors like demographic variables, product attribute, brushing pattern, advertisement and promotional schemes etc., which influence the buying behaviour of consumers of FMCG product, like Toothpaste. It also attempts to analyze the relationship between those factors and their influence on purchase decisions made by the consumers. For this study, the Descriptive research analysis is adopted and the data is collected through Primary sources. The respondents are selected through Simple Random sampling technique and Questionnaire was used as a tool to conduct the survey.

KEYWORDS: process, behavior, random, influence