ABSTRACT

India is a vast country with abundance of natural resources. It is having a population of 1,030 million. There are large number of consumers with different kinds of needs, tastes, preferences, attitude, behaviour, character, conduct, nature, likes and dislikes which must be taken into consideration while going for segmenting, targeting and positioning of the products in the minds of the consumers.

In recent times, India has witnessed a wave of change. With media exposure and increasing literacy levels, people in India are now demanding a better lifestyle. The Indian market is a place where life has revolved around deep rooted community values, joint families and social customs. Indian consumers think of a purchase in terms of how it serves their needs and how well it suits the family, rather than the individual. It is felt by marketers that the traditional routes of market entry and brand building are often not feasible. While the intrinsic value with regard to functionality is created by the marketer through the offering, consumer psyche plays a vital role with regard to short and long term effects of brand associations. Huge amount of money is being spent by marketers to develop and understand the behaviour of consumers with a conviction that this understanding will create differentiation. Cultural dimensions play an important role with regard to how the consumer’s mind adapts to the development of a product. Direct media promotions have helped to build knowledge of product categories and change long-entrenched living habits.

There are diversified consumers, marketers, customs, traditions and behavioral aspects of consumers but still there are many similarities. The study of consumer behaviour enables the marketers to understand and predict consumer behaviour in the marketplace which also promotes understanding the role of consumption which plays in the lives of the individuals and also to understand the important sources to create awareness of the products. It helps in evolving better promotion strategies which will help to enhance the
level of awareness of the consumers and creating a need for their products.

Consumer satisfaction is the most important goal of a business enterprise. The key to ensure consumer satisfaction lies in understanding the consumer likes and dislikes and in nutshell the consumer behaviour. Knowledge of the consumer behaviour helps a firm to seek a better and more effective sales and advertising strategies and to plan its marketing program in a more effective manner.

Consumers have different views and levels regarding the decision making process. Their decision to purchase or not to purchase a product is an important moment for the marketers. Consumer research is used to better understand consumption behaviour. Depending upon the consumers and available resources an appropriate method is used which is most effective in measuring consumer behaviour.

Bangalore City is a cosmopolitan city where there are different kinds of people with different cultures. The Indian government policies and programs has made the consumer market scenario to undergo a rapid change. Each consumer has different kinds of needs, tastes, preferences, attitudes, behaviour, character, conduct, nature, likes & dislikes, lifestyle, literacy level, consumption expenditure and communication. The present study is undertaken particularly to understand the consumers, their attitudes, characteristics, tastes, preferences and also to understand the importance of retailers. It will brief the behaviour of the consumers with respect to toilet soaps in the present market scenario with specific reference to Bangalore City.

The basic idea of the research is to survey the behaviour of the consumers while consuming the toilet soaps in the market and how they utilize the marketing skills and applications in making sound consumption decisions.

This research study helps to put into practice the theoretical aspects of the study. The
present study would definitely help to learn about the sources of information’s for the customers during different stages of buying toilet soaps and hence enhances their level of awareness and brand preference for toilet soaps. It is essential for the marketers to understand the important sources to create awareness of their products. The present study helps them to evolve better promotion strategies which will help to enhance the level of awareness of the consumers and creating a need for their products.

**Key Words:** Consumer Behaviour, Consumer Research, Toilet Soaps, Consumer Satisfaction, Consumer Awareness.