ABSTRACT

Selling therefore is only one of the sub activities involved in the marketing-process. Lately the marketing has come to acquire very broad. Implications which include determining consumer priorities and the deciding on how their aspirations can best be met. This in fact is the essence of modern concept of marketing. Which kotler explain as “customer orientation backed by integrated marketing aimed at generating consumer satisfaction and long run consumer welfare as the key to satisfying organization goods consume.”

Keywords: Consumer Behavior, Brand; Brand Mark; Brand Image; Brand Loyalty

INTRODUCTION

Thus if one was to undertake production first and then go about finding customer for the product then one would in fact be putting the cart before horse. On the contrary the modern concept of marketing cells for the entrepreneur to first determine what is needed by the consumer and then arrange for its production and distribution. It therefore would not be wrong to confer that the consumer is the hub around which the entire marketing activity must revolve. And without a proper marketing system exchange can never be consummated efficiently or effectively. But quite recently a new concept in marketing evolved known as the modern marketing concept. According to this fundamental task of organization to determine needs and wants of the target market and to adopt the organization to deliver the desired satisfaction. Peter F.Drucker summarized that this simple nation by saying that: - “Until the consumer has desired final utility there is really no product.” These are raw material

Consumer: - A consumer is an individual who purchase or has the capacity to purchase goods and services offered for sale by marketing institutions in order to satisfy personal or house hold needs wants or desires.”

Phillip kotler remarks that marketing is the analysis, organizing, planning, and controlling of the first consumer.

Any business organization which wants to stay in business and determine what it’s actual and potential consumer require in terms of goods & services. Thus the concept “consumer is king “has given importance to study of buyer or consumer behavior.

Consumer Behavior: - It has been defined by schiffman and kanuk as “the behavior that consumer display is searching for purchasing using evaluating and disposing of goods service and ideas which they expect will satisfy their needs.”

Consumer behavior is concerned with the decision process that buyers or group or buyers go through to make purchase decision including all those in fluency that explain the outcome of the decision. This
definition recognizes that buyer decision marketing is not a single act but a series of sequential steps of stages that buyer may go through. Moreover individual may not be true buying decision unit but rather groups of individual may be jointly going through the process.

Thus the study of individual consumption behavior in the area of cosmetic products might included a study of his own level of involvement which brand of cosmetic product like Hair & Body oils, Face & Body cream he buy why he/she buys it. When where end how often he/she buys it. Behavior not surprisingly can be result of myriad of influences. A person is influenced by many forces the sum total of which is designation as the psychological field. First each person is motivated by internal basic needs. The human being is not time bound however and is fully capable of recalling and being influenced by the part as well as anticipating future consequences of behavior.

**Importance of Consumer Behavior**

There are few areas of human behavior which are as diverse complicated and undergoing to study as the area of buyer behavior. Indeed studying buyer behaviour involves an examination of everyday life. The study of consumer behavior is especially important in response to question. “How should buyer buy?” Knowledge about buyer behavior is essential as these prescriptive trends become more pronounced such knowledge can lead to both buyer protection effort and to a better understanding if the impact that these efforts have no buyer.

The significance of studying consumer behavior arises because it is relevant to various segments.

**Relevance to Marketing:** The essence of modern marketing concept is that all elements of business should be geared towards the satisfaction of the consumer. This requires a thorough understanding of consumer behavior and buying motivations. Without such insights marketers will fail to segment markets effectively and design strategies for an effective penetration into defined market segments. The adoption the consumer focus is in fact the real difference between the traditional concept of selling and the modern concept of selling.

**Relevance to consumer:** As the main aim of all the studies of consumer behavior is to formulated marketing strategies as per consumer desires consumers will now be cared by the marketers. They will get the desired products with prices within their reach at places which are most suitable to them through research on consumer behavior they will receive various products information in their own languages and through their favorite media.

**Relevance of Society:** From society’s point of view also studies on consumer behavior have great signification. After such studies society’s cultural values are not adversely affected society’s resources are also better allocated because now they will be channelized to those users only which one more beneficial to the members of the society.

**Brand:** A brand is name term symbol or design or a combination of them which is intended to identify the goods and services of one seller or groups of sellers and to differentiate them from those of competitors. A Brand is on all inclusive term.

**Brand Mark:** This is a part of a brand which can be recognized but not alterable such as symbol, design or distinctive colouring and lettering.

**Brand Image:** The brand image is the set of ideas and the impressions the consumer receive from whatever source about a particular brand of product. These impressions may desire from actual experience with the brand of product. These impression may desire from actual experience with the brand, here say about it company manufacturing it packaging to brand name the time format and contents of advertising presentation the store which sells it kind of people who use it.

**Brand loyalty:** Sellers use brand to identify products and differentiation them from competing products. The hope is that consumers using a brand will continue to purchase it. To what extent can loyalty be developed? One can surmise that no general answer is possible. Individual sellers have a keen interest is knowing how is to be measured. A Loyal cadre of customers provides the basis for a
stable and growing market share and can be a major intangible asset reflected in the purchase price of company. A Study of consumer purchasing habits conducted by S.P.Raj reported that brands with large market shares have proportionately larger group loyalty buyers.

Brand loyalty is one of the most widely established and instructively appealing concepts in consumer behavior. For centuries the loyalty of consumers towards a particular brand of produced has been interest to marketing people from the point of view of its consumption and goodwill in the market.

**Buyer Behavior Brand Loyalty It is defined By D. Amarchand**

It is an important aim of the marketing strategy to increase the number of buyer’s who are loyal to the particular brand of the marketer, To be brand loyal the consumer must hold a favorable attitude towards the brand in addition to purchasing it repeatedly.

Brand loyalty to be sequences of purchasing a particular brand using consumer choice pattern such as coffee, soap, juice, tooth paste, oils creams.

**Brand Loyalty as a Basis for Market Segmentation**

Frequently and especially in case of convenience goods an obvious marketing problem centers around brand loyalty. Marketers through promotional strategy seek to build brand loyalty among the current users of brand and to switch away customers from competitions brand.

Sometimes it is believed that brand loyalty might be used for market segmentation loyal customers may be identifiable in different groups from non loyal ones and are not susceptible to different marketing activity mix. A review study by Frank throws grave doubts on this belief.

Summarizing the result of numbers of brand loyalty investigation in food field, frank status: Brand loyal customers almost completely lack of identifiability in terms of either socio-economic or personality characteristics. With the exception of one study by kurhn, brand loyal customer do not appear to have economically important differences in their sensitivity to either the short run efforts of pricing dealing and retail advertising or introduction of new brands.

**OBJECTIVES OF THE STUDY**

1. To know is there a connection between brand and the consumer decision process.
2. To identify the determinates of brand which consumer select while buying a product.
3. To generate a framework to help marketers to build and monitor variety of brand available.

**RESEARCH METHODOLOGY**

The present study aims to identify the effect of various media of advertisement. It was a conceptual structure with in which study was conducted to constitute the blue print for the collection measurement and analysis of data.

**Research Plan**

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<thead>
<tr>
<th>Research Design</th>
<th>Exploratory and casual descriptive</th>
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<td>Research Technique</td>
<td>Survey</td>
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<td>Research Instrument</td>
<td>Questionnaire</td>
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<tr>
<td>Measuring scale</td>
<td>Ranking and Percentage</td>
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<tr>
<td>Data collection</td>
<td>Primary data collected through questionnaire secondary data from books journals and magazines</td>
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<tr>
<td>Sample plan</td>
<td>Sample Random</td>
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<td>Sample size</td>
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The research design used in the research was exploratory descriptive research and casual research. The exploratory research is used for collecting secondary data from magazine and descriptive research was...
used to collect the data which was through questionnaire in order to know the influence the brand, casual research was used for cause and effect relationship. The data has been collected using survey method for the consumers.

**Data Collection**

Data collection is done through the help of questionnaire and 100 respondents were selected randomly for survey.

**Descriptive Statistics**

Sample of adult of different age of male or female was used; the different occupation and different income group were referred.

**Table 1. Table Showing Recalling And Not Recalling Advertisement Of Face & Body Creams**

<table>
<thead>
<tr>
<th>Total No. of Respondents</th>
<th>Response</th>
<th>Proportion of sample</th>
</tr>
</thead>
<tbody>
<tr>
<td>60</td>
<td>Yes</td>
<td>60%</td>
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<tr>
<td>39</td>
<td>No</td>
<td>39%</td>
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<tr>
<td>Total 99</td>
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The analysis of the question revealed that 60% respondents were able to recall their favorite advertisement where as rest of the 39% respondents said that they did not remember any in table 1 the respondents were to give slogans result in table show that the advertisements of Fair & lovely and ponds were the most popular brands, the most attractive for the respondents. Third most recalled advertisement was of brand Emami Naturally Fair.

**Table 2. Table Showing Recalling And Not Recalling Advertisement Hair And Body Oils**

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<td>No</td>
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<tr>
<td>Total 100</td>
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Table 2 indicates that out of 100 respondents 60 respondents recall their favorite advertisements rest of the did not remember any there most recalled advertisements were parachute dabur vatika and dabur(ama).  

**Interpretation of Findings**

The basic findings of our research as follows, In face & Body Creams the most advertised brands were:- Ponds, fair & lovely, Fairever, Emami Naturally fair, Borosoft, Boro plus etc. It has been found that the maximum consumer recall single of their favorite brand. It seems the most effective media for the face and body creams are Radio & Television, their inference was drawn from the fact that the respondents were asked to recall their favorite advertisements 60% respondents recall the advertisement of different brands which were advertised through these media. Also who made a choice of particular brand after being influenced by advertisement most of them were introduced to their brand through T.V and Radio advertisement. It was depicted that television plays an important role as advertising media for face & body creams. In case of hair & body oils most of advertised were:- parachute ,Dabur vatika hair & care, Dabur Amla etc. some 60% respondents recall the advertisement of different brands which were advertised through T.V, newspaper & magazine media. T.V was most popular media for hair & body oils.

**RECOMMENDATION**

Best suited media for the advertisement face & body creams & Hair & Body oils in the following sequences.

1. T.V
2. Radio
3. Magazine
4. Newspaper

So that firms manufacturing these products should allocate their funds in the sequence mentioned.

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