CONSUMER PERCEPTION TOWARDS SELECTED FMCG PRODUCTS IN MYSORE

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ABSTRACT

The main focus of this paper is to investigate the consumer behavior, consumer perception, branding decisions. This paper commences with a discussion of different viewpoints regarding the meaning of consumer behavior and models. The paper highlights the characteristics of branding decisions, its strategies, brand loyalty and awareness. Loyalty of FMCG and Demographic profile

KEYWORDS: consumer behavior, branding decisions, models, loyalty and awareness.