A STUDY ON CONSUMER BEHAVIOR TOWARDS PROCTOR AND GAMBLE PRODUCTS

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ABSTRACT

Every customer has a different taste and preference while using personal care products, because, it will increase the personality of the consumer. The status also influences the consumer preferences. In marketing there are a number of companies which satisfy the consumers' needs and wants. Some of the popular companies are Godrej, Colgate, Proctor and Gamble, Hindustan Lever Limited, and so on.

P&G supplies high quality goods and services to meet the daily needs of consumers and industry. In doing so, the company is committed to exhibit the highest standards of corporate behavior towards its consumer, employees, the societies, and the world in which we live.

P&G produces different varieties of products to meet the needs of various segments of market. P&G should focus its attention on this line of products also. Most of the consumers have stated that they are not satisfied with the price of P&G. Therefore P&G can consider the pricing policy or do some other measures to satisfy its consumers.

From the study, it is known that, to reach huge masses, television advertisement is highly popular than other medias. So, P&G can use television advertising to the fullest extend.