

## **EXECUTIVE SUMMARY**

The summer project “Consumer Behavior Towards Mysore Sandal Soaps” it is a good platform to learn the recent trends in the manufacturing industry and to know the various products in the manufacturing industry as well as to know the consumer behavior towards the various products in the industry

The report begins with introduction about the organization and its location as well as its operation, it will include industry profile and so on the second chapter is all about conceptual background and literature review. The third chapter begins it is research design it covers various sampling techniques as well as data collection. The fourth chapter is about evaluation and interpretation, it is helpful to know consumer perception towards various products. The fifth chapter deals with findings, suggestions and conclusions and detail which will be very helpful to deal with essential strategies after the data analysis as done.

In each chapter defined above will be helpful to analyze the Consumer Behavior Towards Mysore Sandal Soaps

As a study on consumer behavior towards product quality of the mysore sandal soaps with the help of questionnaire, the consumer behavior level is high achieved by mysore sandal soaps, and based on study and internship the finding is made on primary data where the most of respondents are male customers and age between 20-40, the majorities were students and employed persons and as per survey the mysore sandal soaps are almost satisfied.

The study has analyzed the existing consumer behavior in detail. Considering in both theoretical and practical aspects and suggested improvements or changes that can be incorporated.