

# CONCLUSION

**The Objective of my research is to know the opinion of Consumer what consumer thinks about the Product when they purchase it.**

**And I have done my research on various parameters and find that Consumer preferred the Quality over price**

**And I have also found that The offline shopping is more preferable by the consumers over the Online Shopping**

An understanding of consumer behavior is a prerequisite for managing the marketing function, as well as the business as a whole. A marketer's responsibility is to understand consumer behavior so that he or she can influence that behavior through the design of products, services, and marketing programs that match the goals and preferences of consumers. In this way, marketers add value to the organizations for which they work, increase customer satisfaction, and improve the quality of life in a society. Individual consumers...