

## ABSTRACT

The human needs has been unlimited. Every individu has needs and want of each. So as the produsen or marketer must be clever to see what the consumer need and want, who always change everytime. Because of that so need to do observation about the consumer behavior of the Surabaya Town Square.

This observation use the deskriptif observation with Sutos consumer as the sample at last 3 month visiting. The total of sample which used are 100 person. The result from this observation is consumer characteristic consist of what they buy, who influences in the buying, when they buy, where they buy, why they buy, how they buy, how often they buy, how they evaluate.

Keyword: Consumer behavior, What they buy, who influences in the buying, when they buy, where they buy, why they buy, how they buy, how often they buy, how they evaluate.