

BRAND AWARENESS OF FAST MOVING CONSUMER GOODS: EMPIRICAL STUDY OF SELECTED FMCG

Dr. Shabnam Gurung*

ABSTRACT

The FMCG sector is a significant part of the Indian consumer market. The business has significantly increased in size over the most recent couple of years and developing a lot quicker than in the past decades. FMCG segment has cutthroat competition in both areas either organized or unorganized. To survive in the market, brand awareness is compulsory. The client regularly expels a few brands from their memory, at that point outstanding brands of items, clients remain brands they would think about buying later on (Murthi, 2003). Shopper brand inclination speaks to three segments: subjective, full of feeling, and psychological or conduct. There is highly improved with the expansion in the brand mindfulness. Therefore, the current research paper investigates brand awareness towards the FMCGs. Fast-moving consumer goods such as Hair Oil, Shampoo, Toothpaste, Bath Soap, Detergent Soap, Sanitizer, Hand Wash, Face Wash and Facial Cream, have been chosen as the quick-moving shopper merchandise. To collect the information regarding customer awareness for fast-moving consumer goods, the questionnaire was formed and distributed among 200 persons. Descriptive analysis was conducted on the data to check the awareness of consumers with regard to these nine products. It was concluded that customers are more aware regarding established brands than new ones. Further, it was suggested that new companies should make some strategies and take the help of social media marketing to make their goods familiar to customers.

Keywords: FMCG, Brand Awareness, Customer, Goods, Social Media.

Introduction

Business has significantly increased in size over the past recent couple of years and developing a lot quicker than in the past decades. Good improvements occurring sought-after side, supply-side and efficient drivers show that this segment has a splendid future (Patil, 2016). FMCG area is progressively rewarding as a result of low infiltration levels, entrenched dispersion organizes, low working cost, lower per capita utilization.

A brand name conveys numerous relationship in individuals brain that makes up the brand picture, All organizations endeavor to assemble a solid, idea, and one a kind brand picture (Kotler et al, 2009) in the event that a psyche cant of the brand, at that point it is hard to create the wanted brand relationship in customer's brain. The consciousness of the name go about as a stay to which everything else about the brand is connected, much like the name of an individual going about as a grapple for trying all relationship about him (Kumar and Minakshi, 2006), As per Aker, "Brand value is a lot of key measurements, for example - brand mindfulness, brand apparent quality, brand steadfastness, and brand affiliations" (Aaker, 1991).

Brand mindfulness impacts shoppers' apparent hazard evaluation and their trust in the buy choices. By making high brand mindfulness one can impact brand loving and subsequently conduct aim to buy in low association choice settings brand mindfulness is simply sufficient prompting buy. Repeat but at that point, is a component of the practical utility and picture utility of the brand, according to AMA characterized brand inclination as one of the pointers of solidarity of a brand in the hearts and psyches of clients, it speaks to which brands are favored under the presumption of equity in cost and accessibility. The way toward shaping brand inclination includes - first, being presented to numerous brands, trailed by

* Assistant Professor, Department of Commerce, Ahmednagar College, Ahmednagar, Maharashtra, India.

an intricate buy choice procedure. Clients regularly expel a few brands from their memory, at that point, among outstanding brands of items, clients retain brands they would think about buying later on (**Murthi, 2003**). Shopper brand inclination speaks to three segments: subjective, full of feeling, and psychological or conduct. There is a high connection between discernment and buyer decision. In this way it is presumed that buy expectations can be improved with the expansion in the Brand mindfulness.

Therefore, this study investigated brand awareness towards various consumer goods which includes goods such as shampoo, toothpaste, facial cream, hair oil, etc. Toothpaste has been chosen as the quick-moving shopper merchandise. The brand familiarity was the clients alludes to the information on clients towards the quick-moving shopper products.

Review of Literature

Vijaykumar and Nijanthan, (2019) underlined that shoppers have more significance to the nature of quick-moving buyer products buying practices of clients on chose brands. This investigation additionally demonstrates that shoppers build up their conduct and mentalities of fast-moving consumer goods brands, despite the fact that they get flop in low inclusion in certain items. Despite the fact that inexperienced different purpose of reactions, it was effective in making a brand esteems for its items in the psyches of the purchasers.

Anbarsan and Kumar (2014) broke down that, the alteration in use setup was an immediate aftereffect of changes in food affinities. The urban purchaser's upheld for the most part checked things wandered from commonplace customers. **Chitra, (2014)** examined to conduct research on the elements influencing consumer loyalty based on advertising blend in the Hyperme chain store. Data was taken from the customers visiting the store. The customers of FMCG items are not quite the same as another, and the interest for an alternative set of relationship. Consequently, thinking about promoting standards and specifically the showcasing blend is basic in consumer loyalty. **Katiyar and Katiyar, (2014)** studied the factors impacting purchaser buying conduct towards FMCG things ultimately influencing their dynamic methodology. The paper reveals that client consumers influenced by place, thing, esteem, headway, physiological and mental components. At any rate effect of these segments' similarity differentiate from things to things.

Nair and Nair, (2013) led an investigation of elective idea usage to study shopper conduct with a variety of brands. It was recommended that purchasers arrange the brands of any item class into evoked set, latent set, and uncouth set. (2013) estimated the system influencing the inception of BAMUL milk. The assessment uncovered that the fragments. for example - entryway development, clean crushing, quality, sterile status, beneficial and unwavering quality, extraordinary inspiring power for cash, originality, and required flavor were essential in the sales in influencing the choice of purchasers for BAMUL milk.

Ali et al., (2012) investigated brand immovability in fast-moving consumer goods (FMGC) markets. Researching brand faithfulness thusly should help the assessment of and cognizance of brand relentlessness in FMCG grandstands and should subsequently achieve the progression of convincing elevating methods planned to fabricate brand commitment. **Sharma, (2012)** found in his assessment that, common displaying should not give the inclination that natural markets have not been mishandled using any and all means disregarding the way that the cost of dispersal and headway will without a doubt be high and creators even may bolster mishaps in the basic stages, this should not dampen them from entering the market the conceivable outcomes of the natural market are remarkable positively. **Singh and Aggarwal (2012)** investigated the elements which influence the achievement of fast-moving consumer goods. The outcomes are significant for the gathering of the shoppers in setting on their buy choice, organizations selling their items and the different gathering include publicist, speculators and so on.

Kim - Hyunah et al, (2005) studies the association among brand care, brand picture, brand inclination, and brand faithfulness and proposed a procedure for different associations. Brand faltering quality pushed more client visits, which was truly identified with the proficiency of understanding food association the board affiliations, the creators wrapped up.

Hoyer, (1984) analyzed purchasing decisions of fast-moving consumer goods. In any case, it is crude if socially alluring FMCG follows standard FMCG characteristics as low-consideration things. A high consideration buyer may have it in her culture to reliably or to a high degree buy socially appealing purchases, non-dependent upon cost and in-store appearance. What they buy and need to choose the correct choice. In any case, the clients may have either a high or low relationship in the purchase, depend upon the particular circumstance.

Methodology

Objectives of the Study

The objectives of the research paper are as under:

- To find out various factors affecting customer decision making.
- To study the brand awareness of selected FMCG products.

Sampling Unit

- The total sample size for the study was 200 respondents only.
- The sample was collected from the Ahmednagar district, Maharashtra state and it includes – housewife, businessman, private and governments' employee, and students.
- The detail of Sample size is given in below:

Sr. No.	Description	No of respondents	% of the respondents
1	Gender		
	Male	67	33.5
	Female	133	66.5
	Total	200	100%
2	Age		
	15-25 years	58	29
	26-35 years	89	44.5
	36-45 years	41	20.5
	45-55 years	12	6
	Total	200	100%
3	Income Per month		
	Below – 25 thousand	91	45.5
	26 - 50 thousand	62	31
	51- 75 thousand	24	12
	76- 100 thousand	16	8
	Above 100 thousands	7	3.5
	Total	200	100%
4	Educational Qualification		
	Under graduate	61	30.5
	Graduate	91	45.5
	Post Graduate	31	15.5
	Phd	4	2
	Other Professional qualification	13	6.5
	Total	200	100%
5	Profession		
	Housewife	27	13.5
	Businessman	21	10.5
	Private employees	77	38.5
	Government employees	33	16.5
	Students	42	21
	Others	0	0
	Total	200	100%
6	Nature of Family		
	Joint family	61	30.5
	Nuclear family	139	69.5
	Total	200	100%
7	Family size		
	1 - 3 members	23	11.5
	4 – 6 members	149	74.5
	Above 6 members	28	14
	Total	200	100%

Scope and Limitation of the Study

The scope and limitations of the study are as follows:

- Respondent was taken from Ahmednagar district, Maharashtra only. The behavior of respondents from one part to another may vary in India as India is multicultural and traditional country and might generate different findings. Further many research can be conduct in the same topic in other region.
- The researcher has selected only 200 respondents for collecting the data.

Method of Data Collection

A structured closed-ended questionnaire was prepared by the researcher. The researcher gets a questionnaire filled from all 200 respondents via Google form and also collects information through telephonic discussion/chat from the respondents.

Factors Affecting Customer Decision Making

Awareness of the product among consumers increases the volume of sales and also helps consumer to choose the perfect product as per their requirements. Brand awareness also promote healthy and transparent business environment among their competitor. Hence, before we proceed for the survey of brand awareness in fast moving consumer goods, it was necessary to take review of 200 respondents that what factors are responsible behind selecting any product. The responses of respondents are presented below.

Particulars	Frequent advertisement	Affordability & availability	Celebrity endorsement	Company name	Sales & promotion	Other reason	Total
Respondents	38	72	26	36	28	0	200
%	19	36	13	18	14	0	100

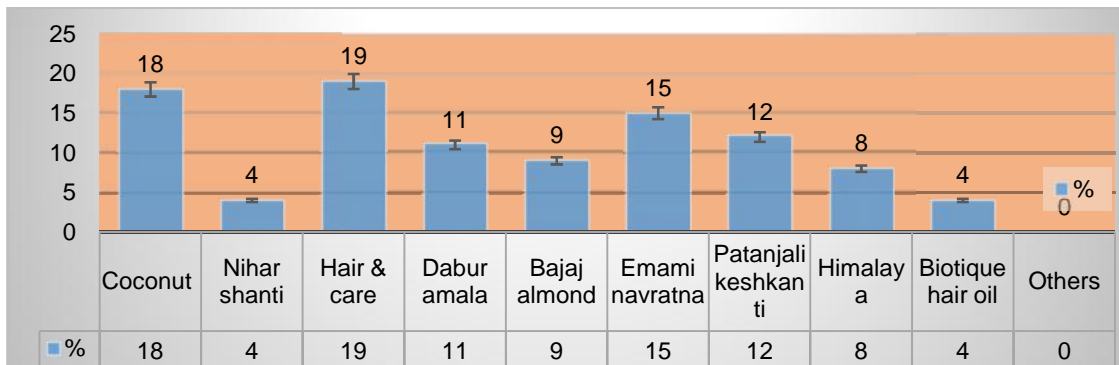
Out of 200 respondents, the above data clearly described that according to 36% of the respondents affordability and availability of products is the main reason behind buying of any product. 19 % of the respondents believed that frequent advertisement of products affects their buying decision. This advertisement could be a video, audio, animated video on social media or print media. 18% of the respondents believed that goodwill of company name has a great impact on purchasing decision of the consumer. 14% of the respondents believed that the sales and promotion activities also affect the customer decision making. 13% of the respondent agreed that product endorsing by their idle celebrity impact their buying behavior; that is the main reason behind the hiring top celebrities by corporate house to investing millions of dollars for single product to launch and promote in market.

Data Analysis

- **Study of Hair Oil Brand used by the Respondents**

The hair oil market is one of the most demanding in Indian economics. Due to increasing problem of hair at young age different hair oil products in market is always welcome by consumers. The hair oil market is growing 16.5% by 2020 as compared to last two years. In India, many hair oil products are available in the market. However, researcher had selected top 10 brands of hair oil prevailing in the market and surveyed. The data are presented as follow:

Graph 1: Study of Hair Oil Brand used by the Respondents



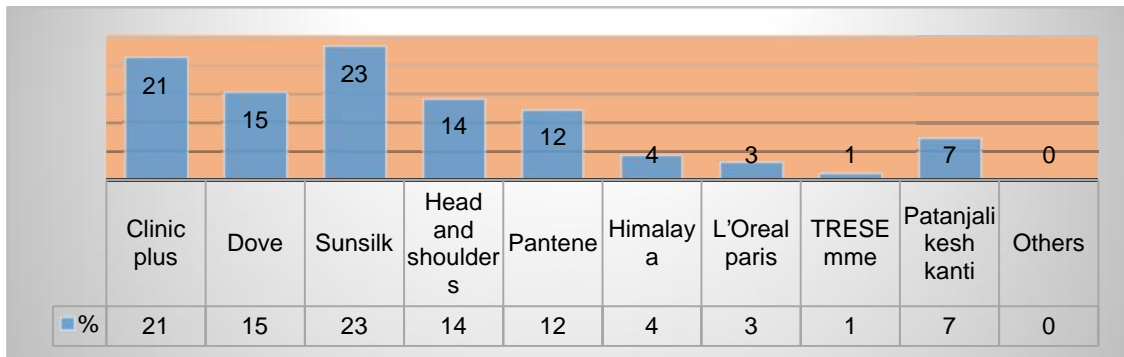
According to above table, Hair & care and Coconut hair oil is one of the most used brand products by consumers; 19% and 18% of the respondents are using these two brand of hair oil. 15% of the respondents were using Emami Navratna Hair Oil, 12% of the respondents were using Patanjali kesh kanti hair oil, 11% of the respondents were using Dabur amala hair oil, 9% of the respondents were using with Bajaj almond hair oil, 8% of respondents were using Himalaya hair oil and 4 % of the respondents were using Nihar shanti and Boutique hair oil brand.

It was found that Hair &care and Parachute Coconut Oil is the one of the leading brand in the hair oil market followed by Emami Navratna Hair Oil and Patanjali hair oil.

• **Study of Brand of Shampoo used by the Respondents**

Shampoo industry present their existence market in India with annual growth rate (CAGR) of 11.24% during the years 2015 to 2020. The sales value was 1300.52 Million dollar in India an increase of 5.44% over 2019. Hence, researcher has selected top 10 brands among many shampoo products available in the market and data are presented below in graph no. – 02.

Graph 2: Study of Brand of Shampoo used by the Respondents



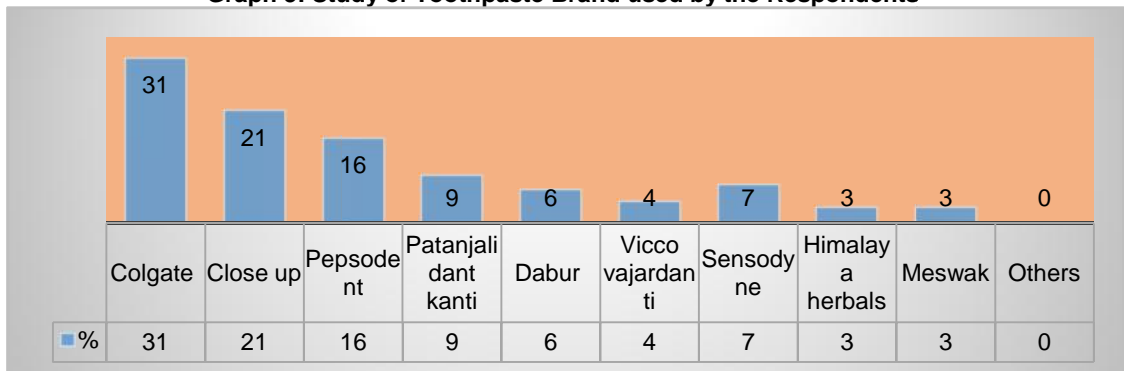
According to above table, Sun silk and Clinic plus shampoo is one of the most used brand product by the consumer; 23% and 21% of the respondents are using these two brand of shampoo.15% of the respondents were using Dove, 14% of the respondents were using Head and shoulder, 7% of the respondents were using Patanjali keshkanti, 12% of the respondents were using Himalaya shampoo, 3% and 1% respondents were using "L'Oreal" and "TRESEmme" shampoo brand respectively.

It was found that Sunsilk shampoo and Clinic plus shampoo are the one of the leading brand in shampoo followed by Dove and Head and shoulder shampoo.

• **Study of Toothpaste Brand used by the Respondents**

In India, toothpaste history found since 1975 with 1200 tons of production by toothpaste industry. Since the time toothpaste industry has growing rapidly. Present time toothpaste industry has ruling with 750cr sales volume and more than 57 toothpaste company presence in market by 2020. Researcher has selected top 10 brands of toothpaste products available in the market and data are presented below:

Graph 3: Study of Toothpaste Brand used by the Respondents



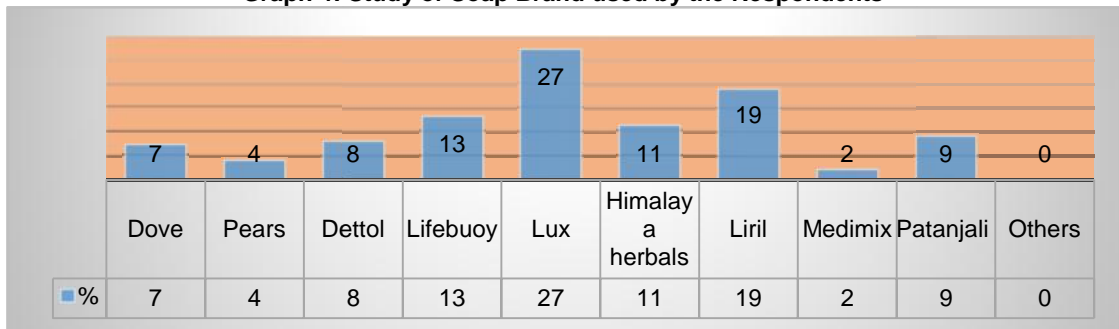
According to above table Colgate and Close up toothpaste is mostly used toothpaste brand product by the consumer; 31% and 21% of the respondents are using these two brand of toothpaste. 16% of the respondents were using Pepsodent, 9% of the respondents were using Patanjali, 7% of the respondents were using Sensodyne, 6% of the respondents were using Dabur toothpaste, 4% respondents were using Vicco-vajardanti and 3% respondents were using Himalaya herbal and Meswak tooth paste.

It was found that Colgate toothpaste is leading brand since 1873 and it is holding overall 42% of the share market in fast moving consumer goods sector in India.

• **Study of Soap Brand used by the Respondents**

The soap bath manufacturing industry is one of the oldest industries and fastest growing fast moving consumer goods sector in India. Bath soap can be categorized in three parts that is premium bath soap, popular bath soap and economical bath soap. Lifebuoy Hindustan unilever, Patanjali ayurved, Lux, Pears Hindustan uniliver ltd, Dove Hindustan unilever ltd and Godrej are the most dominant bath soap manufacturer in India. Researcher has selected most prevailing bath soap brand for survey and following responses are received by respondents:

Graph 4: Study of Soap Brand used by the Respondents



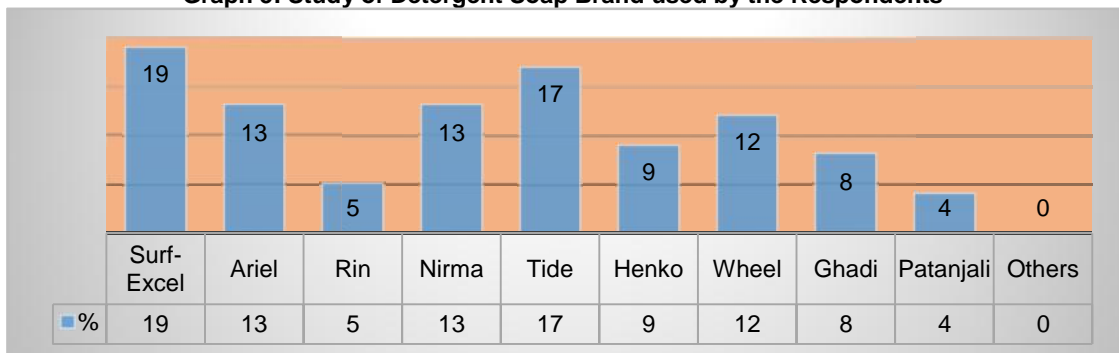
According to above table Lux and Liril is mostly used soap brand product by the consumer; 27% and 19% of the respondents are using these two brand of soap. 13% of the respondents were using Lifebuoy, 11% of the respondents were using Himalaya herbals brand 9% of the respondents were using Patanjali, 8% of the respondents were using Dettol bath soap, 7% of the respondents were using Dove bath soap whereas 4% and 2% respondents were using Pears and Medimix bath soap brand respectively.

It was found that Lux and Liril soap is the one of the leading brand in soap followed by lifebuoy and Himalaya herbal brand.

• **Study of Detergent Soap Brand used by the Respondents**

Manufacturing houses are introducing new detergent soap day by day in the market. Detergent soap has around 5 million retails outlets in India, out of that 3.75 million are operates in rural areas with Rs. 13000 crores business value. Researcher has selected most prevailing detergent soap brand for survey and following responses are received by respondents:

Graph 5: Study of Detergent Soap Brand used by the Respondents



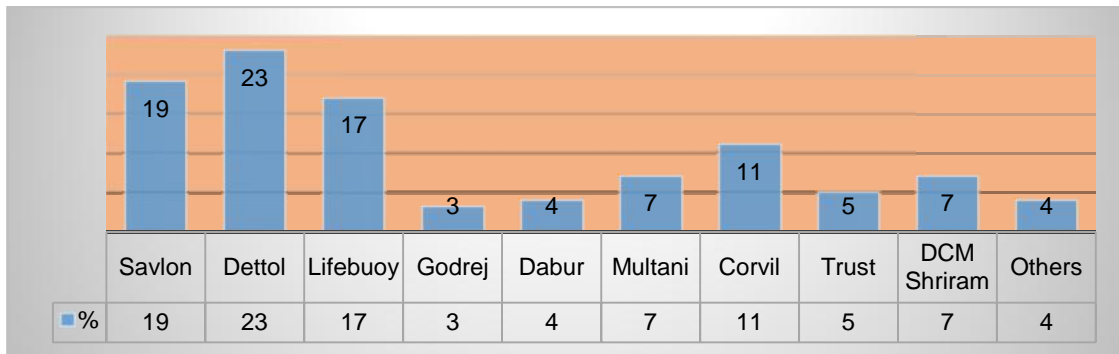
According to above table Surf-excel and tide is mostly used product by the respondents; 19% and 17% of the respondents were using these two brand of detergent soap. 13% respondents were using Nirma and Ariel detergent soap, 12% of the respondents were using wheel soap, 8% of the respondents were using “Ghadi” detergent soap and least 5 % and 4 % detergent soap were using Rin and Patanjali soap respectively by respondents.

It was found that Surf-excel and tide is the one of the leading brand in detergent soap followed by Nirma and Ariel detergent soap.

• **Study of Sanitizer Brand used by the Respondents**

The sanitizer market reached value of US \$ 123.5 million in 2020 and it is projected that this will goes US \$ 280.1 million by 2030 in India. Researcher has selected most prevailing sanitizer brand for survey and following responses are received by respondents:

Graph 6: Study of Sanitizer Brand used by the Respondents

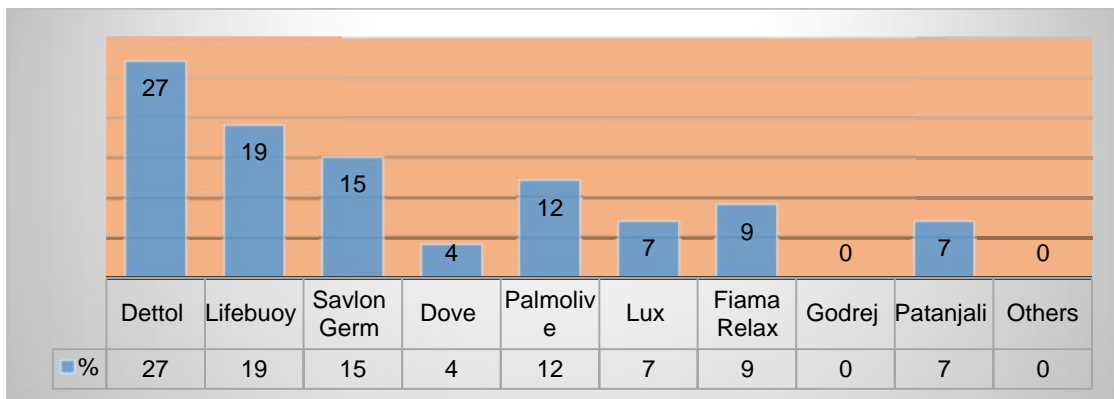


According to above table Dettol and Savlon is mostly used product by the consumer; 23% and 19% of the respondents were using these two brands of sanitizer. 17% of the respondents were using Lifebuoy sanitizer, 11% of the respondents were using Corvil sanitizer, 7% of the respondents were using Multani and DCM shriram sanitizer, 4% of the respondents were using Dabur and others company's sanitizer, 5% of the respondents were using Trust sanitizer and 3% respondents were using Godrej sanitizer. It was found that Dettol and salvonis the one of the leading brand in hand sanitizer followed by lifebuoy and corvil sanitizer.

• **Study of Hand Wash Brand used by the Respondents**

Hand wash is a liquid soap which is use for Hand washing throughout the day. After pandemic of covid – 19, consumption of hand wash liquid soap is growing with 15% with market value of 740 Crore having 8.5lakhs outlets throughout the country comparing last year i.e. 2019. The leading players of this product are Reckitt Benckiser, Hindustan Unilever, Godrej and Dabur India who collectively capture more than 70% of the overall market in India. Researcher has selected most prevailing hand wash brand for survey and following responses are received by respondents:

Graph 7: Study of Hand Wash Brand used by the Respondents

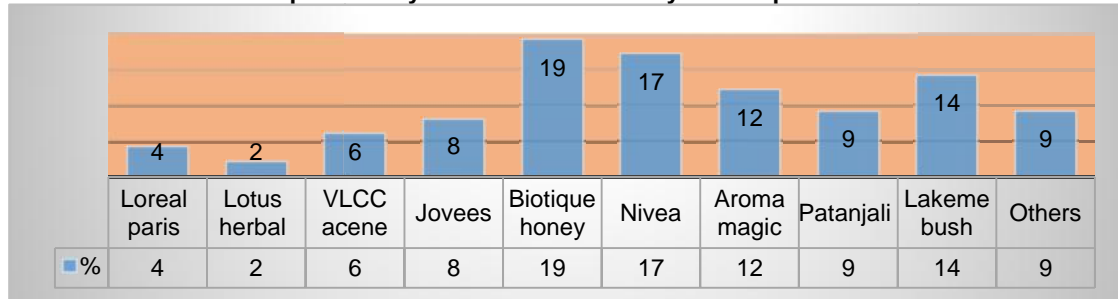


According to above table Dettol and lifebuoy is mostly used product by the consumer; 27% and 19% of the respondents are using these two brand of hand wash. 15% of the respondents were using Savlon Germ, 12% of the respondents were using Palmolive, 9% of the respondents were using Fiama Relax. 7% of the respondents were using Lux and Patanjali, 4% of the respondents were using Dove. It was found that Dettol and lifebuoy is the one of the leading brand in hand wash followed by savlon germ and Palmolive.

• **Study of Face Wash used by the Respondents**

Increasing more population in middle class family, income growth on family, effect of advertisements, conciseness towards personality are the some main factors that is responsible for growth of face wash products market in India. The face wash market was holding almost USD 1.06 billion in 2020 and expected to growth 15% by 2022-23. The leading manufacture business house in the face wash market of India are the Himalaya drug, Patanjali ayurved Ltd, Hindustan unilever Ltd, , L’Oreal India Pvt Ltd, Johnson & johnson Pvt. Ltd., Nivea India Pvt. Ltd, Emami Ltd, Dabur India Ltd, VLCC personal care Ltd, , Godrej Consumer Pvt Ltd. and ITC Limited.

Graph 8: Study of Face Wash used by the Respondents

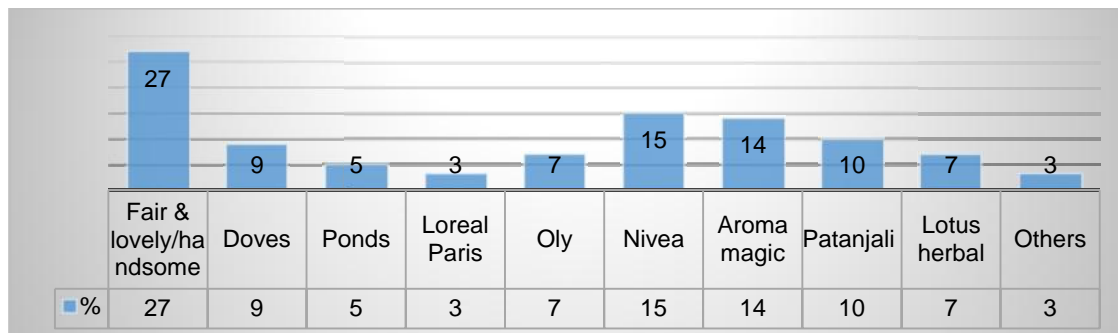


According to above table Biotique Honey and Nivea is mostly used product by the consumer; 19% and 17% of the respondents were using these two brand of face wash.14% of the respondents were using Lakeme bush, 12% of the respondents were using Aroma magic, 9% of the respondents were using Patanjali and 9% of the respondents using other facial wash cream like – fair and lovely face wash, clinic face wash, garnier face wash. 8% of the respondents were using Joveesface wash, 6% of the respondents were using VLCCacene face wash whereas least 4% and 2% respondents were using "Lorealparis" and "Lotus herbal" face wash respectively. It was found that biotique honey and nivea is the one of the leading brand in face wash followed by lakeme bush and aroma magic.

• **Study of Facial Cream used by the Respondents**

The stability of income resource, increasing pollution, availability of varieties of facial cream and awareness of skin health among people are the main factor to growth facial cream market in India. The market of skincare products was valued Rs. 129.76 Billion in 2020 & expected to raise 191.09 Billion’s market in India by 2025. Hindustan Unilever Limited, The Himalaya Drug Company, Emami Limited, and Nivea India Private Limited are the leading manufacture house for skincare products. Out of many facial cream available in the market, the researcher has selected some top prevailing brand in the market for survey and following are the details of the responses.

Graph 9: Study of Facial Cream used by the Respondents



According to above table Fair and lovely for women and Fair and handsome for man and Niveais mostly used product by the consumer; 27% and 15% of the respondents are using these two brand of facial cream.14% of the respondents were using Aroma magic, 10% of the respondents were using Patanjali facial cream, 9% of the respondents were using Doves facial cream. 7% of the respondents were using Oly and lotus herbal, 5% of the respondents were using Ponds while 3% of the respondents were using Loreal Paris and others facial cream.

It was found that Fair and lovely for women and Fair and handsome for man and Nivea is the one of the leading brand in facial cream followed by Aroma magic and Patanjali Facila cream.

Findings

- According to 36% of the respondent's affordability and availability of products is the main factor which influences the costumer buying decision.
- 19 % of the respondents believed that frequent advertisement of products affects their buying decision. 18% of the respondents believed that goodwill of company name has a great impact on purchasing decision of the costumer.
- 14% of the respondents believed that the sales and promotion activities affect the customer decision making.
- 13% of the respondent agreed that product endorsing by their idle celebrity impact their buying behavior.
- Hair & care and Parachute Coconut Oil is the one of the leading brand in the hair oil market.
- Sunsilk shampoo and Clinic plus shampoo is the one of the leading brand in shampoo.
- Hindustan Unilever limited, Ariel detergent and Patanjali are the most dominant brand name in the sector of detergent soap in Indian market.
- Fair and lovely for women and Fair and handsome for man and Nivea is the one of the leading brand in facial cream.
- Before Covid- 19 pandemic uses of the sanitizer was unknown to the Indian consumers. However, due to spread of Covid – 19, its demand has increases very remarkably and never seen before in the history of fast moving consumer goods markets.
- Colgate toothpaste is leading brand in toothpaste segment.
- Lux and Liril soap is the one of the leading brand in soap market.
- Surf-excel and Tide is the one of the leading brand in detergent soap.
- Dettol and Salvonis the one of the leading brand in hand sanitizer.
- Boutique honey and Niveais the one of the leading brand in face wash.

References

1. Aaker D, (1996), "*Brand relevance: Marketing competitors irrelevant*", San Francisco (1se ed) Jossery Bass PP. 10
2. Aaker D, (1991), "*Managing brand equity: Capitalizing on the value of a Brand Name*", The Free Press, New York.
3. Ahmed (June 2021), "*Shampoo (Haircare) Market in India - Outlook to 2025; Market Size, Growth and Forecast Analytics*", Report buyer, retrieved on 03/06/2021 from <https://www.reportbuyer.com/product/4831823/shampoo-haircare-market-in-india-outlook-to-2025-market-size-growth-and-forecast-analytics.html>
4. Ali M, Thumiki V, and Khan N, (2012), "*Factors influencing purchase of FMCG by rural Consumers in south India: An empirical study*", International journal of Business research and development, Vol-1(1) P. – 48-57.
5. Anbarsan N, and Kumar S., (2014), "*Aspects influencing purchase of fast moving consumer Goods by rural consumers in Tamilnadu*" International journal of advanced research in business management and administration, Vol- 1(1) PP-2348-2354.
6. Attri, R, Dev N, and Sharma V (2013), "*Interpretive structural modeling (ISM) approach: An overview*", Research journal of management science, Vol. 2(2) P – 38.
7. Chitra, (2014), "*An empirical study on customers purchase intervention branded apparels*", Indian Journal of research in management, Business and social science, (IJRMBSS), Vol-2, P – 46-49.

8. Eastern Daylight Time, (October 06, 2015), "Research and Markets: India Hair Care Market Outlook, 2021", Businesswire, Retrieved on 01/06/2021 from <https://www.businesswire.com/news/home/20151006005921/en/Research-and-Markets-India-Hair-Care-Market-Outlook-2021>
9. General Awareness, (July 01, 2020), "Toothpaste Industry in India", MBA Reddevous, Retrieved On 03/06/2021 from <https://www.mbarendezvous.com/general-awareness/toothpaste-industry-in-india/>
10. Gensch, D. (1987), "A two stage disaggregate attribute choice model", Marketing science, Vol-6(3), P-223-231.
11. Hoyer, W.D., (1984), "An examination of consumer decision making for a common report purchase Product". The journal of consumer research, Vol-11, No – 3, P-822-829.
12. Hoyer, W and Brown S. (1990), "Effect of brand awareness on choice for a common- Real Purchase Product "The journal of consumer research, Vol-17(2), P – 141-148.
13. Katiyar and Katiyar, (2014), "An Empirical study of Indian consumer buying behavior of FMCG Product. (With special reference of bathing soap." International journal of management and commerce innovations, Vol-2, P – 211-217.
14. Kotler, P., Keller K., Koshy, A Jha M, (2009), "Marketing management – A south Asian Perspective", Pearson's education, New Delhi, (13th ed.), P-15.
15. Kumar A., and Meenakshi N, (2006), "Marketing management", Vikash publishing house pvt.ltd New Delhi, 1st edition, P – 223.
16. Kundu S., (2013), "Consumers perception towards the fast moving consumer goods in rural market: An analysis", International journal of Techno-management research, Vol-1(2), P -22-28.
17. Laurent G., Kapferer, J. and Rousel F., (1995), "The underlying structure of brand awareness Scores" marketing science, Vol-14(3), P-14-32.
18. Mahaboobhasha, (2016), "An empirical study of Indian consumer behavior FMCG goods with Special reference to Nellore district of Andhra Pradesh", International journal of recent innovation in science, engineering and management, Vol-3(3) P – 1-10.
19. Mittal, K. C. Arorra, M. and Prashar, (2010), "An empirical study on factors affecting consumer Preference of shopping at organized retail stores in Punjab", RAI management journal, Vol-7(2), P-101-113.
20. Nair, D. G. and H. K., (2013), "An analysis on customer perception towards service quality Variables in selected organized in retail outlets", International journal of management and social science, Vol-1, P – 1-12.
21. PTI, (Aug 17, 2018), "GCPL expects 25%-40% sales growth from newly launched products", ET Brandequity.com, retrieved on 03/06/2021 from <https://brandequity.economictimes.indiatimes.com/news/business-of-brands/gcpl-expects-25-40-sales-growth-from-newly-launched-products/65433686>
22. Research and Market, (Feb 26, 2021), "India Skin Care Market Report 2021: Market Size is Expected to Reach a Value of INR 191.09 Billion by 2025", Intrado –globenewswire, Retrieved on 06/06/2021 from <https://www.globenewswire.com/en/news-release/2021/02/26/2183425/28124/en/India-Skin-Care-Market-Report-2021-Market-Size-is-Expected-to-Rreach-a-Value-of-INR-191-09-Billion-by-2025.html>.

