

A STUDY ON CONSUMERS' BEHAVIOUR TOWARDS BAKERY PRODUCTS IN DELHI/NCR REGION

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ABSTRACT

Bakery products in India are in common use and are very important for our society. In modern days bakery products are becoming one of the most essential food items in human diet due to readymade availability and high nutritive value. Current study aims to measure the consumer behaviour towards the bakery products. The study is based on the primary data collected from the 500 consumers. Researcher has developed a questionnaire to collect the primary data. It was found from the study that among all the four components of the marketing mix, pricing is the least affecting factor which causes problems in the marketing of the bakery products, as per the consumers' attitude towards marketing problems of bakery products. Bakery products are taking place of necessary products instead of luxury products, thus the price of the necessary products keep very less importance for the consumers now a days in comparison to the remaining three components of the marketing mix namely; place, promotion and product.

Keywords: *Consumer Behaviour, Bakery Products, Price, Brand awareness, and Product Quality.*

I. INTRODUCTION

Bakery industry is the rapidly growing industry in our country. This industry in India is the largest of the food industries with an annual turnover of about RS 3,000 crore. India is the second largest producer of biscuits in the world. The bakery industry is divided into two main types: Individual bakers in tiny sector catering to the requirements of their local markets and the Industrial bakers of the Fast Moving Consumer Goods (FMCG) in the category of major industrial units having market operations in many parts of the country.

The bakery industry today offers immense opportunities for bakers, decorators, trainers, process, managers, distributors and many has increased the jobs for the people. It provides vast employment opportunities for the youth also. Trained professionals are getting high salaried jobs in India as well as abroad. India's exports of the bakery products have also risen which is helping in the growth of the economy of the country.

Bakery products have also given some relief to the women. In the early days females had to prepare food all the time with no time to get relief. But now-a-days as women are also getting professionals, they have less time to give at home and family. The growth of the bakery products has reduced the responsibilities of kitchen. They can now easily prepare food with the readymade food items which need less labour and time. Increased awareness of the bakery products has reduced the burden of the females in the society. People going out of home can easily satisfy their food needs. Thus the bakery products have solved many problems of the people.

Bakery products also solve the problem of preservation. These products can be stored for few days and do not easily get spoiled. As other food items lose their taste when stored for some time but the bakery products

do not lose their taste. People living away from home can easily store these food items. The bakery products have reduced the dependence on females for satisfying their food requirements.

Increased demand for the bakery products has helped the primary sector of the country i.e. agriculture. Almost all the bakery products are made from the wheat and dairy products. There is a great demand of these agricultural items all over the world. Farming has become now more commercial. Farmers grow the crop and sell at competitive prices in the national as well as international market. These bakery products have brought prosperity to the farmers all over the country. Likewise, the demand for the dairy products has also experienced a hike all over the world. The cattle owners get attractive prices for their products. Milk and milk products are in great demand from the last few decades.

Increased earning has improved the standard of living of the people of rural areas which helped in the overall development of the country as more than half of the population of our country is living in rural areas.

The agricultural and dairy products have raised the quantity of exports of the country and thus contributed in balancing the trade of the country. Bakery products have globalized the market facilitating the producers to sell their products profitably.

Bakery products in India are in common use and are very important for our society. In modern days bakery products are becoming one of the most essential food items in human diet due to readymade availability and high nutritive value. These are the most consumable wheat based products. Wheat and other shortening agents are required as raw materials to manufacture these products easily available in India. The plant and machinery and the technology required to manufacturing these products are completely available in India. Since the consumption of bakery products is increasing rapidly day by day, the demand also is increasing enormously. So, though there are a lot of organized as well as private sectors existing, but the demand will not meet totally by them in near future. So far, new entrepreneurs, it may become very good sector for investment. Thus the bakery products have great importance for our society from all of these views.

II. REVIEW OF LITERATURE

Thanigachalam and Vijayarani (2014) conducted a study to measure the consumer behaviour towards the FMCG products. Researcher has defined consumer behaviour as a process for selecting the goods, buying and dispose of goods in order to satisfy their wants, needs or desires. It is basically a decision process which is affected by various factors such as; attributes of goods, and attributes of company as well. Researcher has found total ten variables for measuring the consumer behaviour namely; product, price, place, promotion, brand knowledge, brand loyalty, brand awareness and customer services (after sales, during sales and pre sales). It was found from the study that brand awareness and promotional offers are two main important factors which affect the consumer behaviour and decision making process of buying a particular good by the consumers. Katiyar and Katiyar (2014) have measured the behaviour of consumers towards the bathing soaps. It was found from the study that attributes of the product plays an important role in buying decision of consumers such as; fragrance, quantity, shape, colour, usage, and ingredients etc. Celebrity endorsement and advertisements are another factor which affects the consumer behaviour towards the FMCG products especially bathing soap. Chitra (2014) conducted a study to measure the buying behaviour of consumers towards the Apparels with specific brands. The study was based on the primary data. Researcher has divided the variables into two categories namely; brand specific and consumer specific, which affect the purchase intention of consumers. General or consumer

specific variables are those which are related to consumers such as; confidence, income level, life style and normative influence while brand specific variables are emotional value, brand equity, brand awareness, perceived quality etc.

Khudsen (2014) conducted a study to measure the attitude of customers towards the wholegrain bread. It was found from the study that consumers specially concern towards the taste and ingredients of the bread. Bread with healthy and nutritious ingredients attracts the consumers. The acceptability of food items by the consumers; affected by the tastefulness, healthy and natural ingredients. Food products with some logo which reflects the health are generally popular among the consumers. Nagyova et al. (2014) conducted a study to measure the behaviour of consumers towards the food items like pastry and bread. Researchers have stated that bakery products are an important part of our day to day life. They have always remained a part of our culture. Behaviour of consumers towards the bakery products are changing due to increase in consumer awareness and change in life style of the consumers. Earlier these products were consumed for need now people look for taste, varieties and perspective of health also. It was found from the study that three factors which affect the consumer behaviour towards the purchase of pastry and breads items are freshness, price and quality.

III. OBJECTIVE

Following are the main objectives of the study:

1. To measure the consumers' attitude towards the marketing problems of bakery products.
2. To study the consumer behaviour towards bakery products.

IV. RESEARCH METHODOLOGY

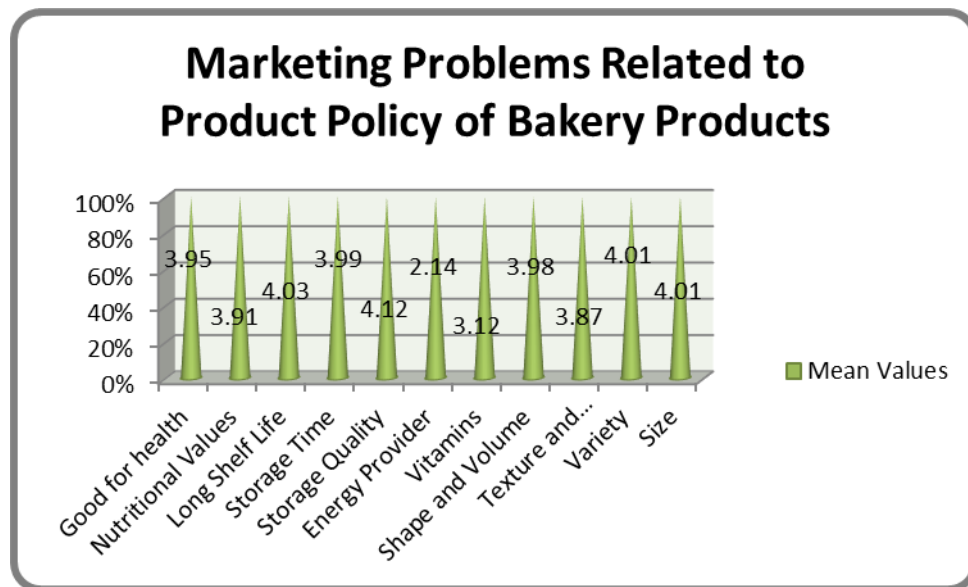
Both the secondary as well as the primary data have been used in the present study. Secondary data has been used to collect the information on the current scenario of bakery industry at global level, Indian bakery industry and bakery industry in Delhi NCR region. Secondary data have also been used to get the conceptual knowledge of the research area in detail, to study the various management policies and manuals of the selected organised bakery industry in detail. In order to measure the dimensions/factors which lead to marketing problems related to bakery products, consumers' attitude towards the marketing problems related to bakery products, shopping behaviour of consumers towards bakery products, and bakers' opinions towards the future prospects of bakery products; primary data has been collected from the consumers of bakery products in Delhi NCR region and from the bakers of the top ten bakeries of the Delhi NCR region. The sample size of the customers is 500 which are top ten bakeries of Delhi NCR region.

V. DATA ANALYSIS AND INTERPRETATION COMPARATIVE ANALYSIS OF CONSUMERS' ATTITUDE TOWARDS MARKETING PROBLEMS OF BAKERY PRODUCTS ON THE BASIS OF MARKETING MIX

This section deals with the comparative study of each of the items under four components of marketing mix namely; product, price, place and promotion. The mean value for each of the items used in the questionnaire has been measured and a comparison has been made through graphs to look for the item which is contributing

higher in the problems related to marketing of bakery products as per the consumers' attitude. The detailed analysis has been given below:

Graph 5.1 shows the mean values of the Consumers' attitude related to each item under product policy of the marketing mix. Higher mean value of consumers' attitude for an item reveals high level of problems faced by the consumers related to that item, while the lowest mean value of consumers' attitude towards the item shows that consumers are facing low or very low level of problems related to that item.



Graph: 5.1: Mean values of consumers' attitude towards Items under Product Policy

Interpretation: It can be seen from the graph 5.1 that there are total eleven items under product policy which shows the marketing problems related to bakery products according to the consumers' point of view. It can be interpreted from the graph 5.1 that storage quality and long shelf life are the most important items under product policy, as the mean values of consumers' attitude of these items are 4.12 and 4.03 respectively, which shows that the consumers are facing lots of problems related to these variables.

Graph 5.1 depicts that Vitamins and nutritional values are the two variables which are having moderate mean values of consumers' attitude i.e. 3.12 and 3.91 respectively, which shows that these are also important items under product policy. Consumers are also facing some marketing problems related to these variables. It can also be seen from the graph 5.1 that energy provider feature of bakery product is the least important item under product policy. This item is having lowest mean value of the consumers' attitude i.e. 2.14 which shows that consumers are facing very low level of marketing problems related to this variable.

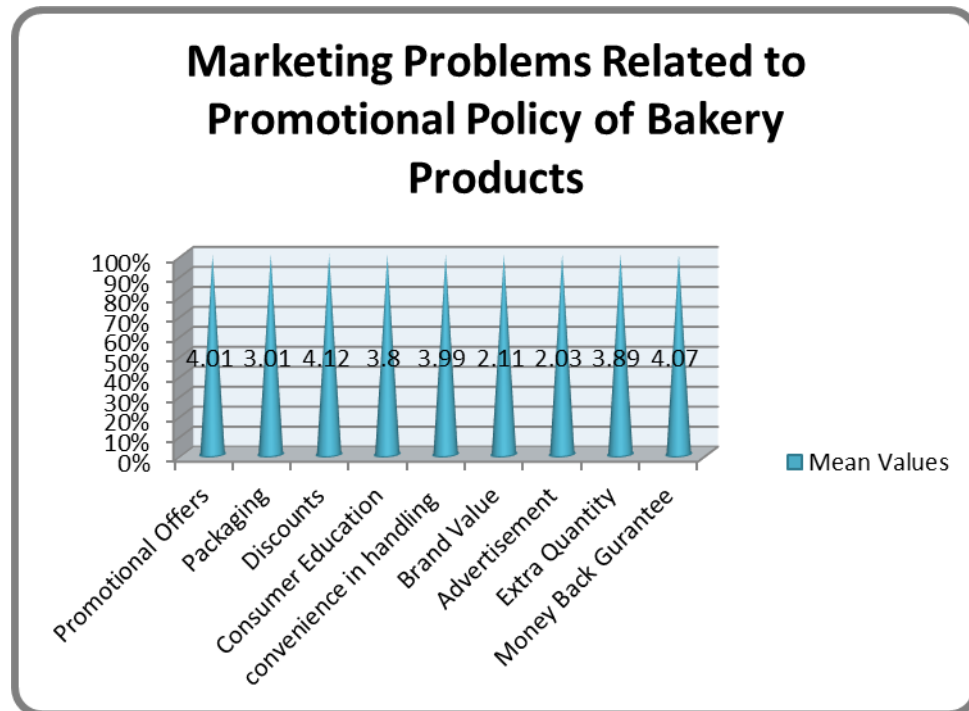
From the above analysis it can be concluded that consumers are facing problems related to the storage quality, shelf life, storage time, varieties, sizes, and shape and volume of bakery products. It means that bakery products which are available in the market have shorter shelf life and also have short span of time to store these bakery products. Shorter shelf life will increase the cost of the bakers as it shows that the bakery products are perishable in nature if these bakery products are not sold and consumed within short span of time will get perished, and can also be harmful for the health of the consumers. The shorter storage time of bakery products is a problem both for consumers and bakers as consumers will not be able to store these products for future use and from the point of view bakers, shorter storage time of bakery products will lead to huge losses as if the bakers not able to sale the bakery products with shorter storage time within the reasonable time period then they will get perish and

their sale value will be zero. Similarly, the storage quality will affect the consumers and bakers both. As per the consumers' attitude consumers of bakery products are facing huge problems related to the storage quality of the bakery products. The quality of the bakery products should be maintained as per the need and requirements of the consumers. It is not necessary that every consumer consumes the bakery products on the spot, or the whole portion of the bakery product at one time only. Some consumers always prefer to keep the remaining or unconsumed portion of bakery products for future consumption. In the current era, where the sizes of the family are shrinking, the number of family members in each family has reduced to three or four only because people prefer nuclear family. Therefore the consumption of bakery products are not possible at one time, these products are mainly stored by the consumers for future consumption and also the need of the more varieties and different sizes of the bakery products by the consumers are also increasing.

Bakers need to focus on all these problems of the consumers, the storage quality of the bakery products, shelf life of the bakery products, and storage time of the bakery products; in order to increase the consumer satisfaction towards bakery products. The bakers should also focus on providing different sizes of the bakery products, so that the need of the different consumers should be fulfilled by the bakers. The bakers should also think about adding more and more varieties to bakery products, as the choices of the consumers are changing continuously, so the changes should also be done accordingly. The bakery products are consumed almost by people from different age group, so need of the consumers also varies due to different age group of consumers. Young generation believes in attractive and eye appealing products, thus the shape and texture of the bakery products should also be attractive enough.

As per the consumers' attitude towards the various items under product policy, it can be seen from the analysis that consumers are facing very low problems related to the nutritional values, vitamins, energy provider, good for health etc. This shows that bakers are already giving attention to all these facts while manufacturing the bakery products. Bakers are selling those bakery products which are nutritious, good for the health of the consumers, providing enough energy to the consumers while consuming these bakery products, and also bakers are manufacturing bakery products in such way that the ingredients of bakery products can provide proper, vitamins, mineral to the consumers. In the current era, consumers are becoming more and more conscious towards their health, which gives pressure to the bakers to provide such bakery products to the consumers which have good nutritional values, energy, vitamins and good for the health. If a baker does not fulfil or fails to fulfil the needs of the consumers related to the above aspects of the bakery products, will never be able to survive in the market.

Graph 5.2 shows the mean values of the consumers' attitude towards the various items under promotion policy. Promotional policy is one of the important components of the marketing mix. Promotion factor includes total nine items related to promotional policy of the bakery products. Promotion policy are needed for the promotions of the bakery products, such as discounts, distributing the bakery products as free samples, giving quantity discounts, extra quantity in same price, selling two products in combination with other products.



Graph: 5.2: Mean values of consumers' attitude towards Items under Promotion Policy

Interpretation: It can be interpreted from the graph 5.2 that discounts on bakery products and money back guarantee on bakery products are the most important items under promotional policy, as the mean values of consumers' attitude of these items are 4.12 and 4.07 respectively, which shows that the consumers are facing lots of problems related to these variables.

Graph 5.2 depicts that packaging of bakery products and consumer education related to bakery products are the two variables which are having moderate mean values of consumers' attitude i.e. 3.01 and 3.8 respectively, which shows that these are also important items under promotional policy. Consumers are also facing some marketing problems related to these variables. It can also be seen from the graph 5.2 that advertisement of bakery products is the least important item under promotional policy. This item is having lowest mean value of the consumers' attitude i.e. 2.03 which shows that consumers are facing very low level of marketing problems related to this variable.

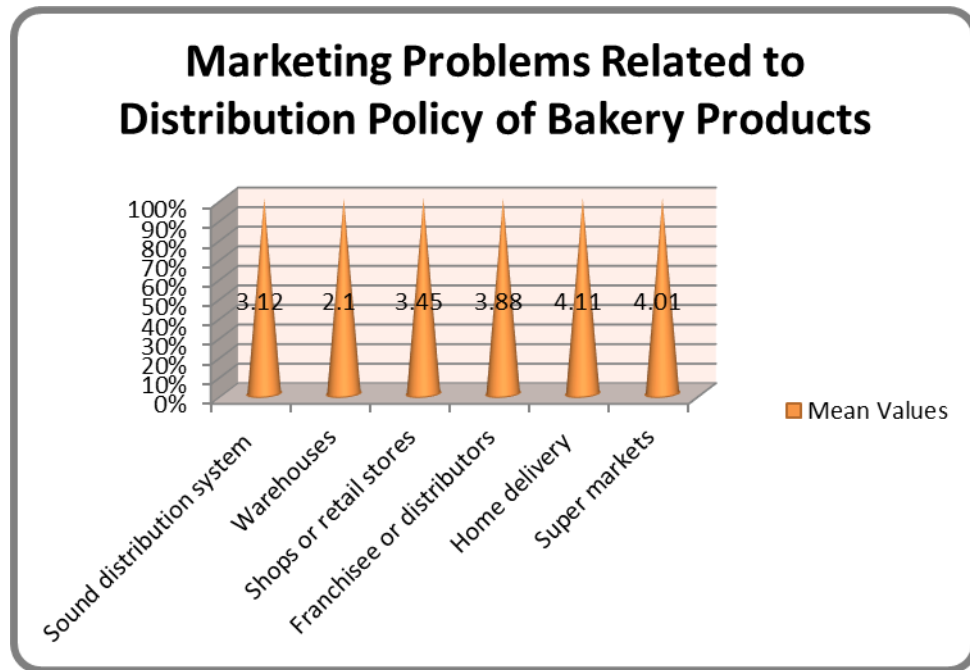
From the above analysis it can be concluded that consumers are facing problems related to the discounts on bakery products, money back guarantee on bakery products, extra quantity, and promotional offers on bakery products. Consumers expect from bakers to give an option of money back guarantee if any of the bakery products they purchase from the bakers will not satisfy their needs, or not as per the standard quality, or related to wholesomeness of bakery products. The bakers can assure the consumers by giving money back guarantee on bakery products in case the consumers find the bakery products cannot be consumed due to any of the above reason.

The consumers of bakery products are also facing marketing problems related to discounts and promotional offers on bakery products. Bakery products are becoming the necessary products instead of luxury products. Bakery products are consumed by the people in their daily life, thus consumers of bakery products also expect to have some discounts or special offers while purchasing these products. In case of bulk purchases of the bakery products by the consumers, bakers can provide the discounts to the consumers on bakery products. Bakers can

also provide discounts to their regular customers, in order to retain the existing customers. Extra quantity is also a form of promotional offer that can be provided to the customer at the same price of the bakery products. Other promotional offers such as; free coupons, free gifts, combo offers can also be provided to the customers to attract for more purchases and for increasing the satisfaction level of consumers. Promotional policy, being one of important element of the marketing mix needs special attention by the bakers to work out. Bakers should provide more and more promotional offers to attract the potential customers, and retain the existing customers as well.

As per the consumers' attitude towards promotional policy of the marketing mix, they are facing less marketing problems related to brand values and advertisement. It means that bakers are focusing on the branding of the bakery products, so that they can get advantage from brand image of the bakery products. Bakers are also doing enough advertisements of the bakery products, to make people updated about the new varieties of the bakery products, nutritional values or benefits of consuming the bakery products, which help the consumers while taking decision about purchasing particular bakery products. Thus bakers are educating the consumers about the benefits, ingredients of the bakery products. The bakers should also provide the easy to handle packaging for the bakery products. The products should be packed in such a manner which can provide easiness in carrying the product by the customer, easy to pull out the products from the outer packing wrapper, and less wastage of the product while taking it out from the wrapper. Thus overall the bakers should provide the convenience to consumers while handling the bakery products.

Graph 5.3 shows the mean values of the consumers' attitude towards the various items under distribution policy of bakery products. Distribution policy is one of the important components of the marketing mix. Place or distribution factor includes total six items related to distribution policy of the bakery products. Distribution policy explains the way and methods through which the bakers distribute the bakery products to the market. The main purpose of distribution policy is to provide the right product, to the right customer, at the right time, of the right quality and at the least cost. Thus distribution policy related to the bakery products is all about providing good quality bakery products to the consumers at place near to their area and at least price. The various channels or methods through which a baker may distribute its products in the market can be, directly from the bakery shops, through retailers, through franchisees, sale through super markets etc. The choice of a particular distribution method depends upon the resources available with the bakers. Bakers may adopt a single method for distribution or a combination of distribution methods. Whatever, method of distribution is followed by the bakers carry some cost and that cost should be reasonable enough to keep the cost the product as minimum as possible as well as to provide a reasonable profit margin to the bakers also.



Graph: 5.3: Mean values of consumers' attitude towards Items under Place Policy

Interpretation: It can be interpreted from the graph 5.3 that home delivery of bakery products and sale of bakery products through super markets are the most important items under distribution policy, as the mean values of consumers' attitude of these items are 4.11 and 4.01 respectively, which shows that the consumers are facing lots of problems related to these variables.

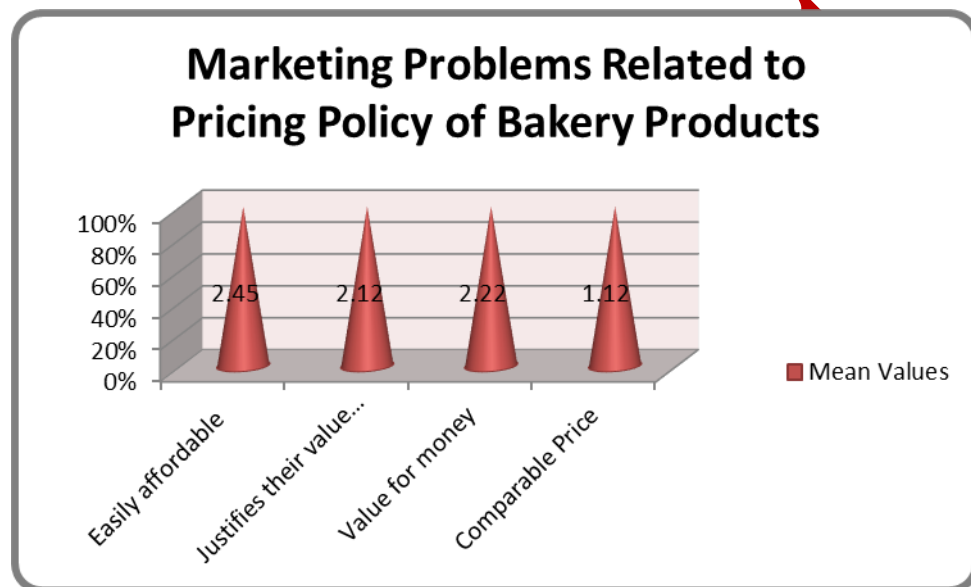
Graph 5.3 depicts that sale of bakery products through retail stores or traditional bakery shops and sale of bakery products through franchisees or distributors are the two variables which are having moderate mean values of consumers' attitude i.e. 3.45 and 3.88 respectively, which shows that these are also important items under distribution policy. Consumers are also facing some marketing problems related to these variables. It can also be seen from the graph 5.3 that warehousing of bakery products is the least important item under distribution policy. This item is having lowest mean value of the consumers' attitude i.e. 2.1 which shows that consumers are facing very low level of marketing problems related to this variable.

From the above analysis it can be concluded that consumers are facing problems related to the availability of the bakery products at their door step. In the current era, the life style of the consumers have changed, they are running short of time. In the busy life schedule, consumers want the products they need to be delivered to their homes by the seller. Thus bakers should provide the facility of free home delivery of the bakery products to increase the satisfaction level of the consumers, to save the time and money of the customers. Home delivery is one the customer service attributes which adds value to the products. The increased level of customer service will definitely increase the satisfaction level of the customers and that will lead to increased customer loyalty through repeated sale by the customers.

In the era of mall shopping by the people, customers expects the bakers to provide the same bakery products in super markets also, so that they can do the shopping of grocery and bakery products from the same place at same time. Thus bakers should make tie ups with the supermarkets for the sale of the bakery products, so that customers who are habitual of consuming the particular bakery products can easily get that bakery product in the

super markets also. It will also increase the sale of the bakery products as more and more people will notice those bakery products while doing shopping from the super markets.

Graph 5.4 shows the mean values of the consumers' attitude towards the various items under pricing policy. Pricing policy is one of the important components of the marketing mix. Price factor includes total four items related to promotional policy of the bakery products. Pricing policy includes the variables such as; easily affordability of the bakery product by the consumers, justifies the value of the bakery product, bakery products are value for money, the prices of the bakery products are comparable with other similar products. Price is the main factor which influence the sale of the bakery products. It keeps an important place in decision making process for purchase of bakery products by the consumers.



Graph: 5.4: Mean values of consumers' attitude towards Items under Price Policy

Interpretation: It can be interpreted from the graph 5.4 that bakery products are easily affordable by the consumers and bakery products are value for money products are the two most important items under pricing policy, as the mean values of consumers' attitude of these items are 2.45 and 2.22 respectively, which shows that the consumers are moderate level of problems related to these variables.

Graph 5.4 depicts that price of bakery products justifies their value and price of bakery products are comparable with other similar products, are the two variables which are having lowest mean values of consumers' attitude i.e. 2.12 and 1.12 respectively, which shows that these are not so important items under pricing policy.

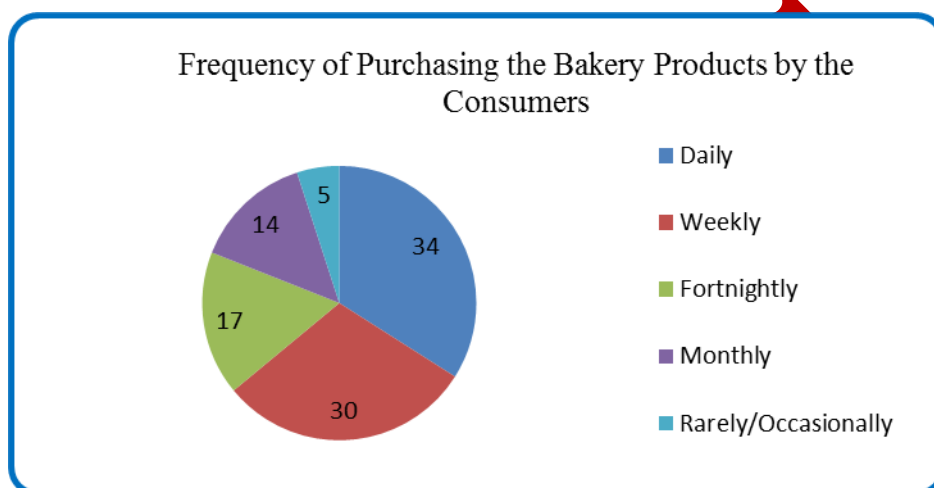
From the above analysis it can be concluded that consumers are not facing much problems related to the pricing policy of the bakery products. Price of the bakery products are easily affordable by the consumers, the price of the bakery products justifies their value, price of the bakery products are comparable with other similar products and purchase of the bakery products are value for money to the consumers. This shows that the bakers have given huge attention to this component of the marketing mix, because consumers are facing very low level of marketing problems related to the pricing policy of the bakery products. The price is the main factor which plays an important role in attracting the new consumers, retaining the existing consumers and for the repeated purchase of the bakery products.

Thus overall it can be concluded from the above analysis that among all the four components of the marketing mix, pricing is the least affecting factor which causes problems in the marketing of the bakery products, as per

the consumers' attitude towards marketing problems of bakery products. Bakery products are taking place of necessary products instead of luxury products, thus the price of the necessary products keep very less importance for the consumers now a days in comparison to the remaining three components of the marketing mix namely; place, promotion and product.

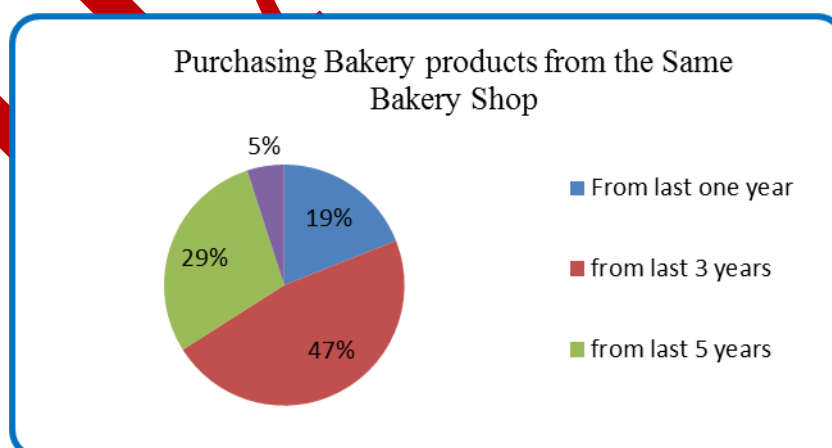
VI. SHOPPING BEHAVIOUR OF THE CONSUMERS TOWARDS BAKERY PRODUCTS

The second part of the Questionnaire was related to the shopping behaviour of the consumers towards the bakery products in Delhi NCR region. This section explains the shopping behaviour of the consumers towards the bakery products in detail with the help of graphs.



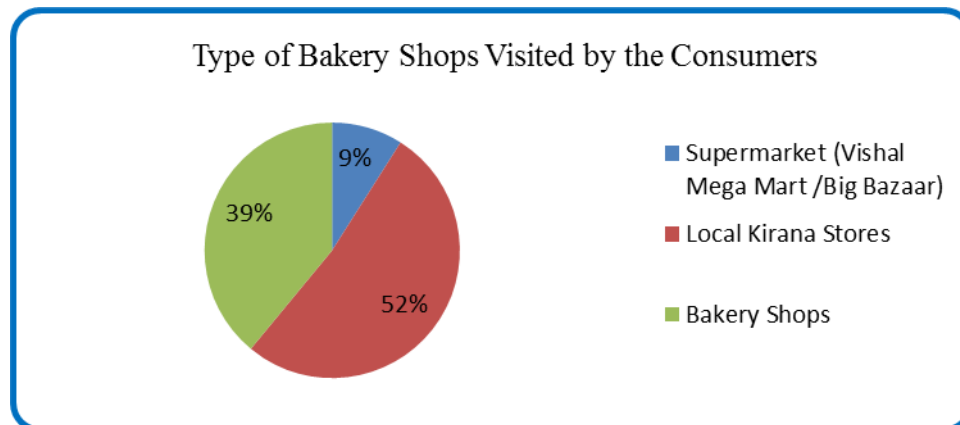
Graph 5.5: Percentage of Respondents Purchase the Bakery Products

Interpretation: Graph 5.5 shows the frequency of purchasing the bakery products by the consumers. It can be interpreted from the graph 5.5 that majority of the respondents i.e. 34 per cent of total respondents purchase the bakery products on daily basis, followed by the consumers who purchase the bakery products weekly and then fortnightly. Only 5 per cent respondents out of a total of 500 respondents are those who purchase the bakery products rarely or occasionally such as birthday, anniversary or party.



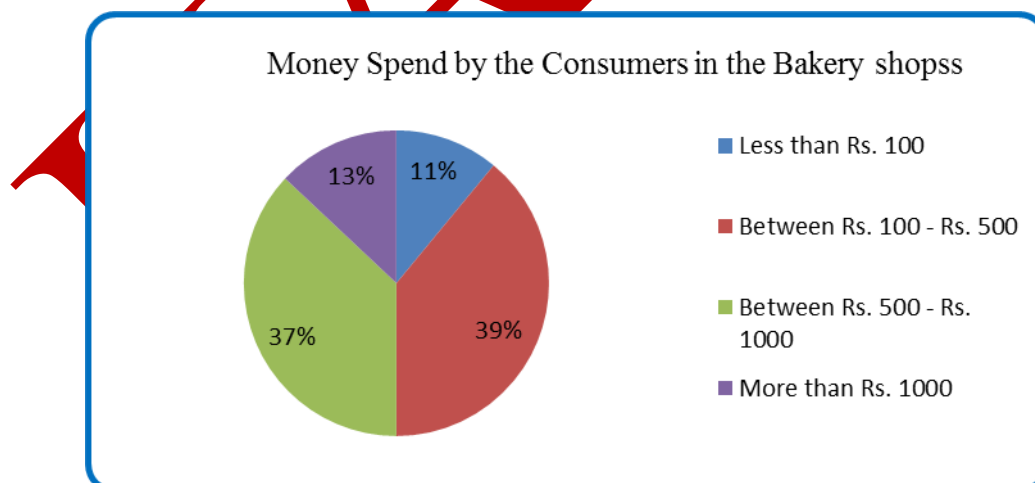
Graph 5.6: Percentage of Respondents Purchasing Bakery Products from the Same Bakery Shop

Interpretation: Graph 5.6 shows the period for which the consumers are purchasing bakery products from a particular bakery shops. It can be interpreted from the graph 5.6 that majority of the respondents i.e. 47 percent are purchasing the bakery products from the same bakery shops from last three years. 19 percent of the total respondents are purchasing the bakery products from the same bakery shops from last one year only. 29 percent of the total respondents are those who are purchasing the bakery products from the same bakery shops from last five years. While only 5 percent of total respondents are those who change the bakery shops as per the convenience.



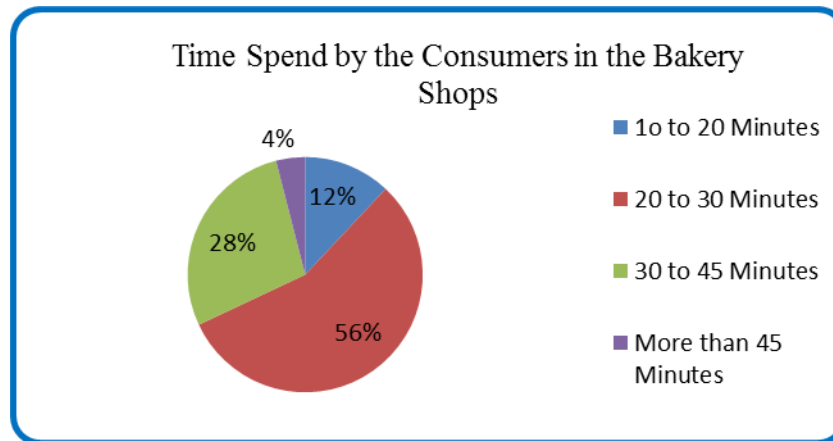
Graph 5.7: Percentage of Respondents Visiting different Types of Bakery Shops

Interpretation: Graph 5.7 shows the type of bakery shops visited by the consumers. It can be seen from the graph 5.7 that majority of the respondents i.e. 52 percent visit the Local Kirana stores or convenience stores for the purchase of bakery products. 39 percent of the total respondents visit the bakery shops while only 9 percent of the consumers visit the supermarkets (Vishal Mega Mart and Big Bazaar) for the purchase of bakery products. Graph 5.8 shows the average amount of money spends by the consumers for purchasing the bakery products from the bakery shops during their one visit to particular bakery shops.



Graph 5.8: Percentage of Respondents Spending Money in Bakery shops

Interpretation: It can be interpreted from the graph 5.8 that majority of the respondents which is 39 percent spend an average amount of money between 100 to 500 rupees on bakery products when they visit the bakery shops. 37 percent of the total respondents are those who buy the bakery products worth 500 to 1000 from the bakery shops in their single visit. While only 11 percent of the total respondents are those who spend less than 100 rupees for buying the bakery products from the bakery shops in one visit.



Graph 5.9: Percentage of Respondents Spending Time in Bakery shops

Interpretation: Graph 5.9 shows the average amount of time spends by the consumers in the bakery shops during their single visit. It can be interpreted from the graph 5.9 that majority of the respondents are those who spends an average time about 30 to 45 minutes in the bakery shops while purchasing bakery products from the bakery shops. While only 4 percent of the total respondents are those who spend more than 45 minutes in the bakery shops during their single visit to the particular bakery shops.

Thus overall it can be interpreted from the analysis of the shopping behaviour of the consumers in bakery shops that in the current study most of the respondents are those purchases the bakery products on daily basis, visit mostly Local Kirana stores or convenience stores, who spend 30 to 45 minutes in bakery shops, make purchases of bakery products of an amount between 100 to 500 rupees and purchasing the bakery products from the same bakery shops from last three years. Thus on the basis of the shopping behaviour of the respondents of the current study, we can predict the authenticity and reliability of the responses given by these respondents of the study, as they must give true and most reliable responses towards the marketing problems faced by them related to the bakery products.

VII. CONCLUSION

It can be concluded from the analysis of the shopping behaviour of the consumers in bakery shops that in the current study most of the respondents are those purchases the bakery products on daily basis, visit mostly Local Kirana stores or convenience stores, who spend 30 to 45 minutes in bakery shops, make purchases of bakery products of an amount between 100 to 500 rupees and purchasing the bakery products from the same bakery shops from last three years. The study reveals the fact that among all the four components of the marketing mix, pricing is the least affecting factor which causes problems in the marketing of the bakery products, as per the consumers' attitude towards marketing problems of bakery products. Bakery products are taking place of necessary products instead of luxury products, thus the price of the necessary products keep very less importance for the consumers now a days in comparison to the remaining three components of the marketing mix namely; place, promotion and product.

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