

An Exploratory Study to Analyze the Awareness and Proclivity towards the Direct Dealership of a Select Glue product.

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Abstract: In today's ever changing arena, the life style of an individual is changing, individuals are becoming more premier centric and becoming very selective in choosing and buying things for themselves and for family. Individuals are looking for superior quality and performance in less and better cost. In this context the premier, classy centrism is paving avenues for new and innovative products for satisfying the life complexities. Individuals feels that their surrounding should be good are giving importance to interior and exterior designing, to cater to this need, it calls for good and quality based ingredients and product a meet this demand. To make a better interior and exteriors need a good glue, which should be water based synthetic resin adhesive, which is used for bonding a wide variety of wood based substrates and is formulated with advanced technology to give exceptional bond strength and even under harsh weather conditions. These glues are made to make sure that there is no gaps between layers of plywood and laminate and provide, quick, permanent and strong adhesion solution, formulated to create glue joints stronger than wood itself. In this context present research is carried out for a company to study the awareness levels and dealers proclivity towards the direct dealership of their newly launched glue product. The researcher comprehensively collected the responses from 155 dealers in Hyderabad and concluded that the proper promotion and awareness is lacking in the promotion of selected glue product.

Key words: *Glue products, Adhesion, Plywood, Awareness, Cost leadership, differentiation, Promotion, Dealership.*

I. Introduction: Individuals are giving lot of importance to interior and exterior designing at home and at work place. Individuals want this ambience to last for a longtime, which no doubt need good quality ingredients at a competitive price, to make this happen there is a need for a glue product which is a water based synthetic resin adhesive and which is used for bonding a wide variety of wood based substrates and is formulated with advanced technology. The glue product should give exceptional bond strength even under harsh weather conditions. Apart from the following features like Water resistance, Heat resistance, unique pack, Super saver pack, High initial track, Precise application, Fast drying, User safe, Application ease and customized quantity etc, and the product should have a special feature of Product differentiation

II. Aim of the study: The main aim of the research is to find the awareness levels among the existing dealers of Hardware, Plywood, Glasses regarding the select new glue product and further to study the inclination of these dealers in taking up the direct dealership of select Glue product.

III. Purpose of the study: The basic purpose of this study is to analyze whether the target dealers are aware of the product or not and whether the target dealers are interested in direct dealership or not. Apart from these whether the existing dealers are interested in recommending the select glue product as an alternative to existing product in that category.

IV. Literature review:

D'Astous, and Jacob, (2002),^[1] in their research paper, stated that the results of a three research programme to get an in depth understanding of consumer reactions towards premium promotional offers. Consumer appreciation of premium promotional offers was more positive when the value of premium is mentioned, when the brand attitude is found to positive, when the premium was direct, than when it is delayed, and when there is a lesser quantity of product to purchase, when interest in the premium is great and when customers are featured by compulsive buying tendencies and deal proneness.

Kureshi, and Vyas, (2002),^[2] investigated the features and nature of sales promotion activities in Indian toilet soap category. The findings indicate that among all the schemes offered, premiums (i.e free gifts) were observed to be the regularly used, apart from price-offs. Retailers perception was that price-offs have fairly greater impact when compared with any other forms of promotions .Flanking with the retailers perceptions, the findings also state that even consumer perceptions indicated price-offs as the most preferred type of sales promotion .Retailers opined that the television advertising and word of mouth were found to be important while providing information regarding sales promotion offers to consumers .The retailers perception was strengthened by the consumer unaided recall of promotion schemes , which were extensively advertised .

Palazon, Vidal, and Delegado, Ballester, (2005), ^[3] said that “ the effectiveness of sales promotion depends on the nature of the promotion, monetary and non monetary and of the benefit level, This idea is supported by the fact that information processing, conducted by consumers, depends on the level of benefit and the nature of the promotional stimulus”.

Bridges, Briesch, and Yim, (2006), ^[4] proved how promotions affect consumer tendency to display loyalty by repurchasing the brand again, examined how various promotions affect consumer responses to subsequent marketing mix activities. Concluded that previous usage of brand and precedent promotional activities can both play major role in lashing consumer promotional sensitivities. The results specified that prior promotional purchases, influence choice, are found to be more than prior brand usage.

Nielson study, (2008), ^[5] revealed that consumers indicated price discounts as the largely preferred type of promotion next follows bonus packs, and buy one and get one free. People who are in sense of urgency will not bother to bargain, instead they just grab the usual brand. But usually when shopping at a supermarket or at hyper market, consumers look up for time to enjoy the shopping experience, and evaluate to spot a new product to try and promotion offers.

Rai, (2013), ^[6] Investigated the “Impact of Advertising on Consumer Behaviour and Attitude with reference to Consumer Durables”, and concluded that advertisement not only influence the behavior of consumer but also helps in attitudinal formation among the consumers. It is well known fact that consumer durable products have inbuilt motivational factors for advertisements which will persuade the consumers to buy. Further concluded that consumers are induced by advertisements when the focus is on quality and price. The purchase attitudes as well as the consumer behavior are influenced by the series of advertisements which cover product evaluation and brand recognition.

Lalitha, and Panchanatham, (2013), ^[7] studied the influence of socio-economic variables on impulsive buying behaviour of FMCGs in rural areas. A sample of 50 households from Arasur village, Sulur Taluk, Coimbatore district was selected and the study concluded that factors such as visual merchandising, sales promotion activities, festival offers, price discounts, emotional attachment with product, were influencing positively on impulsive buying behaviour.

Sunil, (2014), ^[8] carried out research to know the demand pattern, product image, and identify the critical success factors of FMCGs. The study concluded that knowing the consumer buying behaviour is vital for marketers to work effectively and efficiently.

R Krishna Vardhan Reddy (2015), ^[9] studied the relationship between emotional response and consumer

buying behaviour, and concluded that consumers purchase the product by emotional response. This attachment is generally created by promotion of product.

R Krishna Vardhan Reddy (2016), ^[10] carried a research on FMCG product and concluded that in order to improve the marketing strategies the organisations have to study the consumer behaviour by understanding the psychology of how consumer make decision between different alternatives, and how consumers are influenced by his/her environment and how the behaviour affect the marketing decision while purchasing.

R Krishna Vardhan Reddy (2015), ^[11] carried out research among the subscribers of telecommunication services to find out their satisfaction level with mobile value added services, he highlighted in the research that any business to prosper need to constantly do research and re-engineer their process on continues basis by adapting generic strategies of Micheal E. Porter cost leadership and differentiation.

Vyas, Pandya, and Shukla, (2015), ^[12] did a comparative experiential examination of media influence and media habits on buying decisions of rural versus urban consumers, They made attempt to highlight the print and electronic media habits and their influence on buying decisions of both urban and rural consumers.

V. Objectives of the study: The study comprehensively covers the following objectives.

- To study the existing dealers profile dealing Hardware, Plywood and Glasses in the select areas and further to study the sales of glues products.
- To study the awareness level and the interest level of exiting dealers in Hardware, Plywood and Glasses with reference to select Glue product.
- To study the existing dealers dealing Hardware, Plywood and Glasses interest in promoting/recommending the select glue product as an alternative to existing product.

VI. Research methodology:

- a) **Sampling technique:** Complete city was divided into Strata's and dealers in the area were targeted. Stratified Sampling method was used to collect the data from dealers in Hyderabad region.
- b) **Sample size:** A sample size 162 responses were targeted initially, and because of time constraints only 155 existing dealers of Plywood, Hardware and Glass in Hyderabad have responded positively to the survey.
- c) **Data collection:** The study is purely based on primary data, however the secondary data was also used for general awareness of products and to understand the sales process etc.

c.i).Primary data: Primary data was collected through well structured questionnaire and observation method.

c.ii).Secondary data: Secondary data was collected from company websites, magazines, journals, periodicals etc,

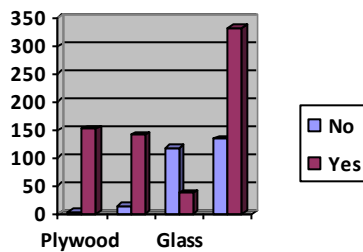
d) Statistical tools for data analysis and presentation: The data thus collected was analysed using Mean, Simple percentages, and chi squared test. The data is presented in the form of tables and graphs.

VII. Data analysis and interpretation:

Research Question No 1: To study the existing dealers profile dealing Hardware, Plywood and Glasses in the select areas and further to study the sales of glues products.

Frequency Table1, Profile of Existing Dealership in

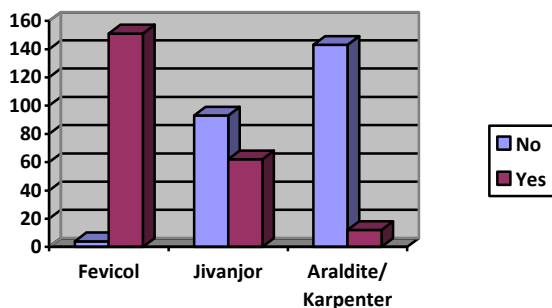
	Plywood	Hardware	Glass	Total Number	Valid Percentage
Valid No	3	14	117	134	28.9
Yes	152	141	38	331	71.1
Total	155	155	155	465	100.00



Graph 1, Profile of Existing Dealership

Frequency Table 2, Profile of Existing Dealers dealing with

	Fevicol	Jivanjor	Araldite/Karpenter	Total Number	Valid Percentage
Valid No	4	93	143	240	51.6
Yes	151	62	12	225	48.4
Total	155	155	155	465	100.00



Graph 2, Profile of Existing Dealers dealing with products

Frequency Table 3, Dealing in Other brands of Glues

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	137	88.4	88.4	88.4
Yes	2	1.3	1.3	89.7
Yes(Euro, Falcofix)	1	.6	.6	90.3
Yes(Euro, Vamicol)	1	.6	.6	91.0
Yes(Euro)	5	3.2	3.2	94.2
Yes(Euro)	1	.6	.6	94.8
Yes(Falco Fix)	1	.6	.6	95.5
Yes(Kariger)	1	.6	.6	96.1
Yes(Mahacol)	1	.6	.6	96.8
Yes(Select Product)	5	3.2	3.2	100.0
Total	155	100.0	100.0	

Interpretation for the above data : From the total sample size of 155 existing dealers, 137 are not dealers in any other product other than the above mentioned, which is 88.4 % of the total and 18 are dealers in different type of products as mentioned above, which is 11.6 % of the total. Where, Euro and Falcofix – 1 dealer, Euro and vamicol – 1 dealer, which are 0.6% each of the total brands, Euro – 6 dealers, which is 3.8% of the total, Falco fix – 1 dealer, Kariger – 1 dealer, Mahacol – 1 dealer, which are 0.6% each of the total brands, Select glue product – 5 dealers, which is 3.2% of the total, Others – 2 dealers, which is 1.3% of the total.

Frequency Table 4,White Glue potential per month (maximum in kgs)

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 50.0 kgs	1	.6	.8	.8
100.0	20	12.9	15.0	15.8
150.0	2	1.3	1.5	17.3
200.0	56	36.1	42.1	59.4
300.0	27	17.4	20.3	79.7
400.0	9	5.8	6.8	86.5
500.0	7	4.5	5.3	91.7
600.0	5	3.2	3.8	95.5
700.0	3	1.9	2.3	97.7
800.0	2	1.3	1.5	99.2
1000.0	1	.6	.8	100.0
Total	133	85.8	100.0	
Missing System	22	14.2		
Total	155	100.0		

Interpretation for the above data : Above mentioned data represents the maximum usage of glue per month of various products which ranges from 100-300 kgs on an average when compared with total sample size of 155 existing dealers.

Research Question No 2:To study the awareness level and the interest level of exiting dealers in Hardware, Plywood and Glasses with reference to select Glue product.

Frequency Table 5, Awareness about Select Glue Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid No	108	69.7	69.7	69.7
Yes	47	30.3	30.3	100.0
Total	155	100.0	100.0	

Interpretation for the above data: Among the total sample of 155 dealers 47 dealers are aware of the product select glue product, which is 30.3% of the total and 108 dealers are not aware of the product select glue product, which is 69.7 % of the total.

Frequency Table 6, Interest in Direct Dealership of select Glue Product

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid Either need sample or talk to company person	57	36.8	36.8	36.8
No	88	56.8	56.8	93.5
Yes	9	5.8	5.8	99.4
yes(already dealership is there)	1	.6	.6	100.0
Total	155	100.0	100.0	

Interpretation for the above data :Among the total sample of 155 dealers, 9 dealers are interested in direct dealership of the select glue product, which is 5.8 % of the total, 1 dealer is already in direct dealership of the select glue product, which is .6 % of the total, 57 dealers are partially interested i.e., they either need sample or need to talk to the company person, which is 36.8 % of the total and 88 dealers are not interested in direct dealership with the select glue product, which is 56.8 % of the total.

Research Question No 3:To study the existing dealers dealing Hardware, Plywood and Glasses interest in promoting/recommending the select glue product as an alternative to existing product.

Methodology used: Crosstabs were used to study the relationship between existing dealership and interest in direct dealership of select glue product.

Frequency Table 7, Existing Dealership in Plywood * Interest in Direct Dealership of select glue product cross tabulation

	Interest in Direct Dealership of select glue product				Total	
	Either need sample or talk to our company person	No	Yes	Yes(already dealership is there)		
Existing Dealership in Plywood	No	0	2	1	0	3
Yes	57	86	8	1		152
Total	57	88	9	1		155

Interpretation for the above data: From the above table we can see that 152 respondents are existing dealers in plywood. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in plywood” and “interest in direct dealership of select glue product”.

Table 8: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.190 ^a	3	.158
Likelihood Ratio	4.241	3	.237
N of Valid Cases	155		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .02.

Interpretation for the above data: Pearson’s Chi-Square test static is 5.190 with a p-value of 0.158. Since the p-value is more than the significance level ($\alpha = 0.05$), null hypothesis is accepted. There is no statistical significant association between “existing dealership in plywood” and “interest in direct dealership of select glue product” with $X^2 = 5.190$ and $p = 0.158$.

Frequency Table 9, Existing Dealership in Hardware * Interest in Direct Dealership of select glue product Cross tabulation

	Interest in Direct Dealership of select glue product				Total	
	either need sample or talk to our company person	No	Yes	yes(already dealership is there)		
Existing Dealership in Hardware	No	5	8	1	0	14
Yes	52	80	8	1		141
Total	57	88	9	1		155

Interpretation for the above data: From the above table we can see that 141 respondents are existing dealers in hardware. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in hardware” and “interest in direct dealership of select glue product”.

Table 10: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	.152 ^a	3	.985
Likelihood Ratio	.239	3	.971
N of Valid Cases	155		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .09.

Interpretation for the above data: Pearson’s Chi-Square test static is 0.152 with a p-value of 0.985. Since the p-value is more than the significance level ($\alpha = 0.05$), null hypothesis is accepted. There is no statistical significant association between “existing dealership in hardware” and “interest in direct dealership of select glue product” with $X^2 = 0.152$ and $p = 0.985$.

Existing Dealership in Glass * Interest in Direct Dealership of select glue product
Frequency Table 11, Crosstab

		Interest in Direct Dealership of select glue product				Total
		either need sample or talk to our company person	No	Yes	yes(already dealership is there)	
Existing Dealership in Glass	No	41	69	7	0	117
	Yes	16	19	2	1	38
Total		57	88	9	1	155

Interpretation for the above data: From the above table we can see that 38 respondents are existing dealers in glass. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in glass” and “interest in direct dealership of select glue product”.

Table 12: Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.901 ^a	3	.272
Likelihood Ratio	3.634	3	.304
N of Valid Cases	155		

a. 3 cells (37.5%) have expected count less than 5. The minimum expected count is .25.

Interpretation for the above data: Pearson’s Chi-Square test static is 3.901 with a p-value of 0.272. Since the p-value is more than the significance level ($\alpha = 0.05$), null hypothesis is accepted. There is no statistical significant association between “existing dealership in glass” and “interest in direct dealership of select glue product with $X^2 = 3.901$ and $p = 0.272$.”

Dealing in Fevicol * Interest in Direct Dealership of select glue product

Frequency Table 13, Crosstab

		Interest in Direct Dealership of select glue product				Total
		either need sample or talk to our company person	No	Yes	Yes(already dealership is there)	
Dealing in Fevicol	No	1	2	1	0	4
	Yes	56	86	8	1	151
Total		57	88	9	1	155

Interpretation for the above data: From the above table we can see that 151 respondents are existing dealers in Fevicol. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in Fevicol” and “interest in direct dealership of select glue product”.

Table 14, Chi-Square Tests

	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	2.820 ^a	3	.420
Likelihood Ratio	1.715	3	.634
N of Valid Cases	155		

a. 5 cells (62.5%) have expected count less than 5. The minimum expected count is .03.

Interpretation for the above data: Pearson’s Chi-Square test static is 2.820 with a p-value of 0.420. Since the p-value is more than the significance level ($\alpha = 0.05$), null hypothesis is accepted. There is no statistical significant association between “existing dealership in fevicol” and “interest in direct dealership of select glue product” with $X^2 = 2.820$ and $p = 0.420$.

Dealing in Jivanjor * Interest in Direct Dealership of select glue product

Frequency Table 15, Crosstab

		Interest in Direct Dealership of select glue product				Total
		either need sample or talk to our company person	No	Yes	Yes(already dealership is there)	
Dealing in Jivanjor	No	0	1	0	0	1
	Yes	31	54	7	0	92
Total		26	33	2	1	62
		57	88	9	1	155

Interpretation for the above data: From the above table we can see that 62 respondents are existing dealers in jivanjor. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product Ultra, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in jivanjor” and “interest in direct dealership of select glue product”.

Table 16, Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	4.364 ^a	6	.628
Likelihood Ratio	5.142	6	.526
N of Valid Cases	155		

a. 7 cells (58.3%) have expected count less than 5. The minimum expected count is .01.

Interpretation for the above data: Pearson’s Chi-Square test static is 4.364 with a p-value of 0.628. Since the p-value is more than the significance level ($\alpha = 0.05$), null hypothesis is accepted. There is no statistical significant association between “existing dealership in jivanjor” and “interest in direct dealership of select glue product” with $X^2 = 4.364$ and $p = 0.628$.

Dealing Araldite(Karpenter) * Interest in Direct Dealership of select glue product

Frequency Table 17, Crosstab

		Interest in Direct Dealership of Trugrip Ultra				Total
		Either need sample or talk to our company person	No	Yes	yes(already dealership is there)	
Dealing Araldite(Karpenter)	No	48	86	8	1	143
	Yes	9	2	1	0	12
Total		57	88	9	1	155

Interpretation for the above data: From the above table we can see that 12 respondents are existing dealers in Araldite. Out of the total existing dealers, 9 have shown interest in direct dealership of select glue product, 88 have shown no interest in direct dealership of select glue product and 57 have asked for sample or discussion with company official. Chi Square test was administered to examine if there was any statistical significant association between “existing dealership in Araldite” and “interest in direct dealership of select glue product”.

Table 18, Chi-Square Tests

	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	9.081 ^a	3	.028
Likelihood Ratio	9.358	3	.025
N of Valid Cases	155		

a. 4 cells (50.0%) have expected count less than 5. The minimum expected count is .08.

Interpretation for the above data: Pearson’s Chi-Square test static is 9.081 with a p-value of 0.028. Since the p-value is less than the significance level ($\alpha = 0.05$), H1 hypothesis is accepted. There is statistical significant association between “existing dealership in Araldite” and “interest in direct dealership of select glue product” with $X^2 = 9.081$ and $p=0.028$

VIII. FINDINGS OF THE STUDY: The following are few findings from the study:

- The company should take efforts to increase the product awareness levels to the target customers along with the dealers and intermediaries. Promotion strategies were found to be ineffective with this select glue product.
- Cost is the other important aspect which is a concern for every segment of customer, be it internal, intermediaries or external customers. It was found that because of high cost and cost centrism the products like fevicol, jivanjor, carpenter were in high demand when compared with other brands.
- Significant number of the dealers have not showing interest in the new products that are in the market.
- It was observed in the study that carpenter and builders plays a major role in deciding in the quality of the glue product and do decide whether to use the product or not.

IX. SUGGESTIONS OF THE STUDY:

- It’s suggested that company should increase the awareness about the product and its feature to customer.
- Free samples of the product need to be distributed to all the target customers to create an awareness about the product and its feature.
- Company need to increase quality of the product, simultaneously should strive for cost leadership and differentiation.
- A regular meeting has to be held with the carpenters to asses the product features and performance and with dealers to asses the customer preferences and criteria’s while choosing the product.
- Since the dealer are the channel partners, their performance and motivation also need be monitored and taken care of on regular basis and should provide them with needed support.

X. LIMITATIONS OF THE STUDY:

- Time and cost was the major limitation in the study, as it was not a funded project and time allotted was also less.
- Because of technical reasons product name was not highlighted
- There are many dealers in Hyderabad in each area, research was confined to few selected areas and consulting all the dealers and areas was a difficult task.

XI. CONCLUSIONS OF THE STUDY: There is nothing permanent on this earth except change, change drives every individual and business, insists them by constant opportunities and educates them either to perish or flourish. It for the business to consider the importance and act accordingly. From the survey from the 155 dealers, it found that not many dealers are adapting and catering to the change in the product. They are sticking with the same product irrespective of the quality and brand of the product. Though there is product differentiation, dealers are not showing interest and lack of proper promotion also is the one of the reasons for this. Finally all market research is after all diagnostic like pathology and radiology and not curative, to be able to eliminate or reduce risk will not be a significant contribution.

XII. SCOPE FOR FURTHER RESEARCH: The fate of success or a failure of any product depends on how effective and efficient the product is. The product should be able to create a niche in the market by satisfying the needs and wants of customer on continuous basis. Market research will definitely satisfy these requirement by constantly upgrading and updating about the ever changing requirements of not only the customer but also the other stakeholder. This research was a small initiative to study in depth about different aspect of product promotion, dealership, awareness etc, which is just a drop in the ocean of venturing / diving into successful business. There is lot to study in this area to cover the untouched areas like features of healthy competition, effective dealership relations, cost leadership, differentiation and positioning dimensions to name few.

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