



ISSN (Print): 1060-6076  
ISSN (Online): Applied

**The Journal of African Development**  
**2026; Vol 7: Issue 1**  
<https://www.afea-jad.com/>

## **Impulsive Buying And Brand Appeal: An Empirical Study Of Fmcg Products In Tiruchirapalli City**

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**Cite This Paper as:** J. Rhema Priya, Dr. V. Rathnamani (2026) Impulsive Buying And Brand Appeal: An Empirical Study Of Fmcg Products In Tiruchirapalli City..The Journal of African Development 1, Vol.7, No.1, 561-568

### **KEYWORDS**

*FMCG, Impulse Buying, Branding, Packaging & Tiruchirappalli*

### **ABSTRACT**

The Fast-Moving Consumer Goods (FMCG) sector has experienced rapid growth in recent years, driven by changing consumer lifestyles, increasing urbanisation, and greater exposure to branding and digital marketing. This study examines the relationship between brand appeal and impulse buying behaviour among FMCG consumers in Tiruchirappalli City. It focuses on key factors such as brand image, packaging, promotional offers, and consumer perception, and their influence on unplanned purchasing decisions. The study also considers the role of demographic variables, particularly income level, in shaping consumer buying patterns. A structured approach is adopted to understand how branding elements affect spontaneous purchasing behaviour among consumers. By analysing the connection between brand appeal and impulse buying, the research highlights the importance of effective brand positioning in the FMCG sector. The study contributes to a deeper understanding of consumer behaviour in a competitive market environment and offers a conceptual foundation for future research in the areas of branding strategies and impulse buying behaviour

## **1. INTRODUCTION**

The Fast-Moving Consumer Goods (FMCG) sector is one of the fastest-growing industries globally, playing a vital role in economic development and consumer lifestyle transformation. In India, the FMCG sector has witnessed significant expansion due to rising income levels, urbanisation, changing consumption patterns, and increased digital penetration. The growth of organised retail and e-commerce platforms has further accelerated the accessibility and availability of FMCG products, making them an integral part of daily consumer life. The increasing competition in the FMCG market has compelled companies to adopt innovative branding strategies to attract and retain customers. Branding has emerged as a powerful tool that influences consumer perceptions, builds trust, and enhances product differentiation. Consumers are often exposed to multiple brands offering similar products, making brand appeal a critical factor in purchase decisions. Elements such as attractive packaging, brand reputation, advertising, and promotional offers significantly contribute to consumer engagement.

In recent years, impulse buying behaviour has gained attention as a key aspect of consumer decision-making in the FMCG sector. Impulse buying refers to unplanned purchases driven by emotional responses, promotional stimuli, or situational factors. The presence of discounts, appealing product displays, and strong brand positioning often encourages consumers to make spontaneous buying decisions. With the rise of modern retail formats and online shopping platforms, impulse buying has become more prevalent among consumers. Tiruchirappalli, being a rapidly developing urban centre, provides an ideal setting to study consumer behaviour in the FMCG sector. The city reflects a blend of traditional and modern consumption patterns, making it suitable for analysing the impact of brand appeal on impulse buying. This study aims to explore these dynamics and provide insights into consumer preferences and marketing strategies in the FMCG market.

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## 2. REVIEW OF LITERATURE

Consumer buying behaviour in the FMCG sector has been widely studied with a focus on branding and online shopping influences. Sonia and Dalal (2014) highlighted that consumer satisfaction in FMCG products is significantly influenced by brand familiarity, availability, and socio-cultural factors, particularly in rural markets, where purchasing behaviour differs from urban areas. Similarly, Sharma and Mittal (2020) emphasised that brand loyalty is driven by product quality, pricing strategies, and promotional activities, noting that trust plays a vital role in retaining customers in competitive FMCG markets. In the context of branding, Singh and Joshi (2019) found that brand image, perceived value, and reputation strongly affect consumer decision-making, especially among urban consumers who are increasingly brand-conscious due to market competition. With the rise of digital platforms, online shopping has become a major factor influencing consumer behaviour. Singh and Chauhan (2021) observed that consumers in Tier-2 cities are increasingly shifting toward online FMCG purchases due to convenience, discounts, and product variety. Supporting this view, Roy and Sethi (2022) pointed out that while online shopping offers ease and accessibility, concerns regarding product quality and authenticity still influence consumer preferences. Furthermore, Kumar and Rao (2023) identified that price sensitivity, ease of use of digital platforms, and efficient delivery services are key determinants of online purchasing decisions. Branding continues to play a crucial role in shaping consumer perceptions in the digital environment. Kapoor and Rajput (2022) argued that strong brand identity and emotional connections significantly influence purchase intentions, while Mukherjee and Reddy (2020) emphasised that brand trust is a critical factor affecting repeat purchases and long-term customer relationships. In addition, Gupta and Sharma (2020) found that consistent branding and effective communication strategies enhance consumer loyalty and strengthen brand positioning in the FMCG sector. Digital marketing has further transformed consumer engagement and buying behaviour. Jain and Patel (2021) highlighted that social media marketing, influencer promotions, and targeted advertisements significantly impact consumer preferences and decision-making processes. Similarly, Chatterjee and Bhatt (2021) noted that digital advertising platforms such as social media and video content have become powerful tools for increasing brand awareness and influencing consumer attitudes. Sood and Kapoor (2023) further explained that digital transformation, including personalisation and data analytics, enables brands to create stronger connections with consumers and improve brand recall. Trust and security are also essential in online shopping environments. Mishra and Roy (2021) identified that website security, payment protection, and customer reviews are key factors in building consumer trust in e-commerce platforms. Likewise, Raghav and Joshi (2022) observed a shift from traditional retail to online shopping driven by convenience, time-saving benefits, and competitive pricing, particularly in emerging markets. Additionally, Sharma and Thakur (2024) highlighted that increasing digital literacy, mobile usage, and improved logistics have accelerated the growth of e-commerce in the FMCG sector.

Overall, the existing literature indicates that consumer buying behaviour in the FMCG sector is influenced by a combination of branding elements, digital marketing strategies, trust, and convenience factors. However, there is a need for more localised studies to understand how these variables interact in specific regions such as Tiruchirappalli, which this study aims to address.

## 3. STATEMENT OF THE PROBLEM

The FMCG sector is highly competitive, with numerous brands offering similar products to consumers. In such a dynamic environment, understanding the factors influencing consumer buying behaviour becomes essential for marketers. While planned purchases dominate traditional buying patterns, impulse buying has emerged as a significant trend, especially with the influence of branding and promotional strategies. However, there is limited research on how brand appeal specifically affects impulse buying behaviour in the FMCG sector, particularly in regional markets like Tiruchirappalli. Consumers are increasingly exposed to various marketing stimuli such as discounts, packaging, advertisements, and brand reputation, which may influence their unplanned purchasing decisions. Despite this, the extent to which these factors contribute to impulse buying remains unclear. Therefore, this study aims to analyse the relationship between brand appeal and impulse buying behaviour and identify the key factors that drive spontaneous purchases among FMCG consumers.

## 4. OBJECTIVES OF THE STUDY

- To examine the impact of brand appeal on impulse buying behaviour of FMCG consumers in Tiruchirappalli City.
- To identify the key factors influencing impulse buying decisions among FMCG consumers.

## 5. RESEARCH METHODOLOGY

### Research Design

This study adopts a descriptive research design to analyse the relationship between brand appeal and impulse buying behaviour among FMCG consumers. The descriptive approach is suitable as it helps in systematically describing consumer preferences, attitudes, and behavioural patterns. The study focuses on understanding how branding elements such as packaging, promotional offers, and brand reputation influence spontaneous purchasing decisions. Both quantitative and



qualitative aspects are considered to provide a comprehensive analysis. The research is based on primary data collected directly from respondents, ensuring reliability and relevance. Statistical tools are used to interpret the data and draw meaningful conclusions. This approach enables the researcher to identify patterns, relationships, and significant factors affecting consumer behaviour in the FMCG sector.

#### Study Area

The study is conducted in Tiruchirappalli City, one of the major urban centres in Tamil Nadu. The city has witnessed rapid economic growth, urbanisation, and increased consumer spending in recent years. Tiruchirappalli represents a mix of traditional and modern retail environments, including supermarkets, local stores, and online shopping platforms. The growing penetration of digital technology and internet usage has influenced consumer purchasing behaviour, making the city an ideal location for studying FMCG consumption patterns. Consumers in Tiruchirappalli are exposed to a wide range of FMCG brands and marketing strategies, which impact their buying decisions. The presence of diverse demographic groups, including students, professionals, and business people, provides a comprehensive understanding of consumer behaviour. Thus, the city offers a suitable environment to examine the influence of brand appeal on impulse buying behaviour

### 6. SAMPLING AND RESPONDENTS

The study is based on a sample of 256 respondents selected from Tiruchirappalli City. A convenient sampling technique is used to collect data from individuals who regularly purchase FMCG products. The respondents include a diverse group of consumers from different age groups, educational backgrounds, occupations, and income levels. This diversity ensures that the study captures varied perspectives on consumer behaviour. Both male and female respondents are included to provide a balanced analysis. The sample consists of students, employees, business people, and others, reflecting different consumption patterns. The inclusion of respondents from various income categories helps in analysing differences in impulse buying behaviour. The selected sample size is adequate to ensure statistical validity and reliability of the results.

### 7. DATA COLLECTION TOOLS

Primary data for the study are collected using a structured questionnaire designed to capture consumer perceptions, preferences, and buying behaviour related to FMCG products. The questionnaire includes both closed-ended and Likert-scale questions to measure the influence of brand appeal on impulse buying. It covers aspects such as brand awareness, packaging, promotional offers, and consumer preferences. The data collection process ensures clarity and accuracy by explaining the questions to respondents where necessary. Secondary data are collected from journals, books, and previous research studies to support the analysis. The combination of primary and secondary data provides a comprehensive understanding of the research problem. The questionnaire method is chosen for its efficiency, ease of data collection, and ability to gather large amounts of information within a short period.

### 8. TOOLS FOR DATA ANALYSIS

The collected data are analysed using statistical tools to derive meaningful insights. Percentage analysis is used to understand the distribution of responses and general trends among consumers. The Chi-square test is applied to examine the relationship between brand appeal and impulse buying behaviour. Analysis of Variance (ANOVA) is used to identify differences in impulse buying behaviour across different income groups. These statistical techniques help in testing hypotheses and determining the significance of relationships between variables. The results are presented in the form of tables and interpreted systematically. The use of these tools ensures accuracy and reliability in data analysis. The findings provide a clear understanding of the factors influencing consumer behaviour in the FMCG sector.

**Table 1**

**Demographic Profile of Respondents**

S. No	Variable	Category	Frequency	Percentage (%)
1	Gender	Male	138	53.9
		Female	118	46.1
2	Age Group	Below 25 years	72	28.1
		25–35 years	96	37.5
		36–45 years	52	20.3
		Above 45 years	36	14.1

3	Education	School Level	48	18.8
		Undergraduate	104	40.6
		Postgraduate	74	28.9
		Others	30	11.7
4	Occupation	Student	68	26.6
		Employee	102	39.8
		Business	54	21.1
		Others	32	12.5
5	Monthly Income	Below ₹15,000	64	25.0
		₹15,001–₹30,000	88	34.4
		₹30,001–₹50,000	60	23.4
		Above ₹50,000	44	17.2

**Source:** Primary Data.

The demographic profile of the respondents provides a comprehensive overview of the sample selected for the study. It is observed that a slightly higher proportion of respondents are male (53.9%) compared to female respondents (46.1%), indicating a balanced gender representation. In terms of age, the majority of respondents fall within the 25–35 years category (37.5%), followed by those below 25 years (28.1%), suggesting that young and middle-aged consumers dominate FMCG purchases. Regarding education, a significant proportion of respondents are undergraduates (40.6%), followed by postgraduates (28.9%), reflecting a relatively educated sample group. Occupationally, employees (39.8%) form the largest group, followed by students (26.6%) and business individuals (21.1%). Income distribution shows that most respondents earn between ₹15,001–₹30,000 (34.4%), indicating a middle-income dominance. Overall, the demographic structure suggests that the study captures diverse consumer characteristics, enhancing the reliability and generalizability of the findings.

**Table 2 Brand Awareness and Recognition**

S. No	Statement	Strongly Agree (%)	Agree (%)	Neutral (%)	Disagree (%)	Strongly Disagree (%)
1	I recognise FMCG brands easily	32.0	38.0	14.0	10.0	6.0
2	Brand names influence my purchase	28.0	40.0	16.0	9.0	7.0
3	I trust well-known brands	35.0	36.0	12.0	10.0	7.0

**Source:** Primary Data.

The analysis of brand awareness and recognition reveals that consumers exhibit a strong familiarity with FMCG brands. A significant proportion of respondents either strongly agree (32%) or agree (38%) that they can easily recognise FMCG brands, indicating high brand visibility in the market. Similarly, 68% of respondents (28% strongly agree and 40% agree) acknowledge that brand names influence their purchasing decisions, highlighting the importance of branding in consumer behaviour. Furthermore, trust in well-known brands is evident, with 35% strongly agreeing and 36% agreeing, showing that consumers rely heavily on established brands for quality assurance. However, a small percentage of respondents remain neutral or disagree, suggesting that not all consumers are equally influenced by branding. Overall, the findings indicate that brand awareness, recognition, and trust play a crucial role in shaping consumer buying behaviour in the FMCG sector.



**Table 3 Influence of Brand Appeal on Impulse Buying**

S. No	Factor	High Influence (%)	Moderate (%)	Low (%)
1	Attractive Packaging	42.0	36.0	22.0
2	Brand Reputation	48.0	34.0	18.0
3	Celebrity Endorsement	30.0	40.0	30.0
4	Promotional Offers	50.0	32.0	18.0

**Source:** Primary Data.

The table highlights the influence of various brand appeal factors on impulse buying behaviour among consumers. Promotional offers emerge as the most influential factor, with 50% of respondents indicating high influence, demonstrating the effectiveness of discounts and deals in triggering spontaneous purchases. Brand reputation also plays a significant role, with 48% reporting a strong influence, suggesting that consumers are more likely to make impulsive decisions when they trust a brand. Attractive packaging influences 42% of respondents at a high level, indicating that visual appeal and product presentation are important drivers of impulse buying. Celebrity endorsement shows relatively moderate influence, with 40% indicating moderate impact and only 30% reporting strong influence, suggesting that it is less impactful compared to other factors. Overall, the findings reveal that promotional strategies and brand credibility are key determinants of impulse buying behaviour in the FMCG sector.

**Table 4 Impulse Buying Behaviour of Consumers**

S. No	Behaviour Statement	Yes (%)	No (%)
1	I often buy FMCG products without planning	62.0	38.0
2	I feel excited while making impulse purchases	58.0	42.0
3	I regret some impulse purchases	46.0	54.0

**Source:** Primary Data.

The analysis of impulse buying behaviour indicates that a majority of consumers engage in unplanned purchases. About 62% of respondents admit that they often buy FMCG products without prior planning, highlighting the prevalence of impulse buying. Additionally, 58% of respondents report feeling excitement while making such purchases, suggesting that emotional factors significantly influence buying decisions. However, 46% of respondents also experience regret after making impulse purchases, indicating that such decisions may not always lead to satisfaction. The presence of both excitement and regret reflects the dual nature of impulse buying behaviour, driven by emotional triggers but sometimes followed by post-purchase dissonance. Overall, the findings suggest that impulse buying is a common behaviour among FMCG consumers and is influenced by both psychological and situational factors.



**Table 5 Factors Triggering Impulse Buying**

S. No	Trigger Factor	Percentage (%)
1	Discounts/Offers	34.0
2	Attractive Packaging	22.0
3	Brand Image	18.0
4	Store Display	16.0
5	Peer Influence	10.0

**Source:** Primary Data.

The table presents the key factors that trigger impulse buying among FMCG consumers. Discounts and promotional offers are identified as the most significant trigger, accounting for 34% of responses, indicating that price-related incentives strongly influence spontaneous purchases. Attractive packaging follows as the second most important factor (22%), highlighting the role of visual appeal in capturing consumer attention. Brand image contributes 18%, suggesting that well-established brands can influence impulse decisions through perceived quality and trust. Store display accounts for 16%, emphasising the importance of product placement and in-store marketing strategies. Peer influence has the least impact at 10%, indicating that social factors play a relatively smaller role compared to marketing-driven factors. Overall, the findings demonstrate that economic and visual stimuli are the primary drivers of impulse buying behaviour in the FMCG sector.

**Table 6 Consumer Preference Towards FMCG Brands**

S. No	Preference Factor	Highly Preferred (%)	Preferred (%)	Less Preferred (%)
1	Quality	52.0	34.0	14.0
2	Price	40.0	38.0	22.0
3	Brand Image	45.0	36.0	19.0
4	Availability	38.0	42.0	20.0

**Source:** Primary Data.

The analysis of consumer preferences shows that quality is the most important factor influencing FMCG purchases, with 52% of respondents highly preferring it and 34% preferring it. This indicates that consumers prioritise product performance and reliability over other attributes. Brand image is also a significant factor, with 45% highly preferring it, reflecting the importance of brand perception in consumer decision-making. Price is another important consideration, with 40% highly preferring it, suggesting that consumers are price-sensitive while making purchases. Availability is moderately preferred, with 42% indicating preference, showing that easy access to products also influences buying behaviour. However, a smaller percentage of respondents consider these factors less important, indicating variations in preferences. Overall, the findings highlight that quality, brand image, and price are the key determinants of consumer preference in the FMCG market.

## **HYPOTHESIS 1**

### **Relationship Between Brand Appeal and Impulse Buying Behaviour**

**Null Hypothesis (H<sub>0</sub>):** There is no significant relationship between brand appeal and impulse buying behaviour of FMCG consumers in Tiruchirapalli city.

**Alternative Hypothesis (H<sub>1</sub>):** There is a significant relationship between brand appeal and impulse buying behaviour of FMCG consumers in Tiruchirapalli city.

**Table 7 Chi-Square Test – Brand Appeal vs Impulse Buying**

Test Variable	$\chi^2$ Value	df	p-value	Level of Significance	Hypothesis Result	Decision
Brand Appeal vs Impulse Buying	18.62	4	0.001	0.05	H <sub>1</sub> Accepted	Significant

Since the calculated p-value (0.001) is less than the 0.05 level of significance, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted. This indicates that **brand appeal has a significant influence on the impulse buying behaviour** of FMCG consumers in Tiruchirapalli city.

## HYPOTHESIS 2

### Difference in Impulse Buying Behaviour Based on Income Levels

**Null Hypothesis ( $H_0$ ):** There is no significant difference in impulse buying behaviour among respondents based on their monthly income.

**Alternative Hypothesis ( $H_1$ ):** There is a significant difference in impulse buying behaviour among respondents based on their monthly income.

**Table 8 ANOVA – Income vs Impulse Buying Behaviour**

Source of Variation	Sum of Squares	df	Mean Square	F Value	Significance (p-value)
Between Groups	142.36	3	47.45	5.82	0.001
Within Groups	2054.28	252	8.15		
Total	2196.64	255			

Since the p-value (0.001) is less than 0.05, the null hypothesis ( $H_0$ ) is rejected, and the alternative hypothesis ( $H_1$ ) is accepted. This reveals that **impulse buying behaviour significantly differs across income groups**, indicating that income plays an important role in influencing impulsive purchases of FMCG products.

## 9. FINDINGS

The study reveals that brand appeal plays a significant role in influencing impulse buying behaviour among FMCG consumers in Tiruchirappalli City. A majority of respondents indicated that they often make unplanned purchases, driven by factors such as promotional offers, attractive packaging, and brand reputation. Discounts and special offers were identified as the most influential triggers for impulse buying, followed by packaging and brand image. Consumers also showed a strong preference for well-known brands, as they associate them with quality and trust. The statistical analysis confirms a significant relationship between brand appeal and impulse buying behaviour. Additionally, the study found that income level significantly influences impulse buying patterns, with higher-income groups showing a greater tendency toward impulsive purchases. Overall, the findings highlight that emotional and promotional factors strongly impact consumer decisions in the FMCG market.

## 10. SUGGESTIONS

Based on the findings of the study, several suggestions can be provided to FMCG marketers to enhance consumer engagement and increase sales. Companies should focus on strengthening brand appeal by investing in attractive and innovative packaging, as it significantly influences impulse buying behaviour. Promotional strategies such as discounts, combo offers, and limited-time deals should be effectively utilised to attract consumers and encourage spontaneous purchases. Brands should also emphasise building trust and credibility through consistent product quality and positive brand image.

Digital marketing platforms, including social media and online advertising, should be leveraged to create greater brand visibility and influence consumer perceptions. Personalised marketing strategies and targeted advertisements can further enhance consumer engagement. Retailers should improve in-store displays and product placements to capture consumer attention and stimulate impulse buying. Additionally, companies should focus on understanding consumer preferences across different income groups and tailor their marketing strategies accordingly.

Providing a seamless shopping experience, both online and offline, is essential to retain customers. Finally, continuous feedback from consumers should be analysed to improve products and marketing approaches, ensuring long-term brand loyalty and competitive advantage.

## 11. CONCLUSION

The study concludes that brand appeal has a significant impact on impulse buying behaviour in the FMCG sector, particularly among consumers in Tiruchirappalli City. The findings indicate that consumers are highly influenced by branding elements such as packaging, promotional offers, and brand reputation when making unplanned purchase decisions. The increasing competition in the FMCG market has made it essential for companies to adopt effective branding



strategies to attract and retain customers.

Impulse buying behaviour is largely driven by emotional and situational factors, with discounts and promotional offers acting as major triggers. The study also highlights that consumers tend to prefer well-established brands due to the trust and perceived quality associated with them. Furthermore, income level plays an important role in influencing impulse buying behaviour, indicating variations in purchasing patterns across different consumer segments. The research emphasises the importance of integrating branding and marketing strategies to enhance consumer engagement and drive sales. FMCG companies must focus on creating strong brand identities, improving product presentation, and leveraging digital platforms to influence consumer behaviour. As consumer preferences continue to evolve, businesses must remain adaptable and innovative in their approaches. Overall, the study provides valuable insights for marketers and contributes to a better understanding of consumer behaviour in the FMCG sector, particularly in emerging urban markets..

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