

# A Study of Innovation and Marketing Strategies in Personal Care FMCG Sector

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## Abstract

**Purpose:** The study provides valuable insights into the relationship between marketing strategies, innovative technologies, and consumer behaviour in the FMCG sector for personal care products. This study aims to analyze the marketing strategies and innovative technologies employed by the Fast-Moving Consumer Goods (FMCG) sector, specifically focusing on personal care products. It investigates the influence of male and female buying behaviour on factors affecting consumer behaviour and how these factors shape a company's marketing strategies.

**Methodology:** Utilizing a descriptive research design, the study involved a non-probability convenience sampling method with a sample size of 51 participants from Mumbai City. Data collection was achieved through a structured Google form questionnaire, supported by secondary data sourced from various literature and research papers. Analytical methods included frequency distributions and chi-square tests using SPSS software to identify relationships between variables.

**Findings:** The study found a significant correlation between consumer preference for innovative personal care products and perceived marketing benefits. However, gender did not significantly influence buying behaviour. The majority (86.3%) preferred innovative products and 66.7% acknowledged the positive impact of marketing strategies. The findings suggest personal care companies should prioritize innovation and effective marketing strategies.

**Keywords:** FMCG, Personal Care Products, Marketing Strategies, Innovation, Gender Influence.

## 1. Introduction

Fast-moving consumer goods (FMCG) are products that have a quick turnover and are sold at a relatively low cost. These goods are typically non-durable, meaning they are used up or have a lifespan of less than three years. Examples of FMCG include food and beverages, personal care products, cleaning products, and over-the-counter drugs. Customers frequently use, causing them to disappear from store shelves quickly. These products, also known as consumer packaged goods (CPG), are widely available and have relatively low prices. They include packaged foods, drinks, body care items, toiletries, and other household necessities. The industry employs over 3 million people in India and is expected to grow 7-9% in terms of revenues in the years 2022 to 2023. This growth is due to factors such as government initiatives, expanding rural markets, a young population, new branded items, and the growth of e-commerce platforms.

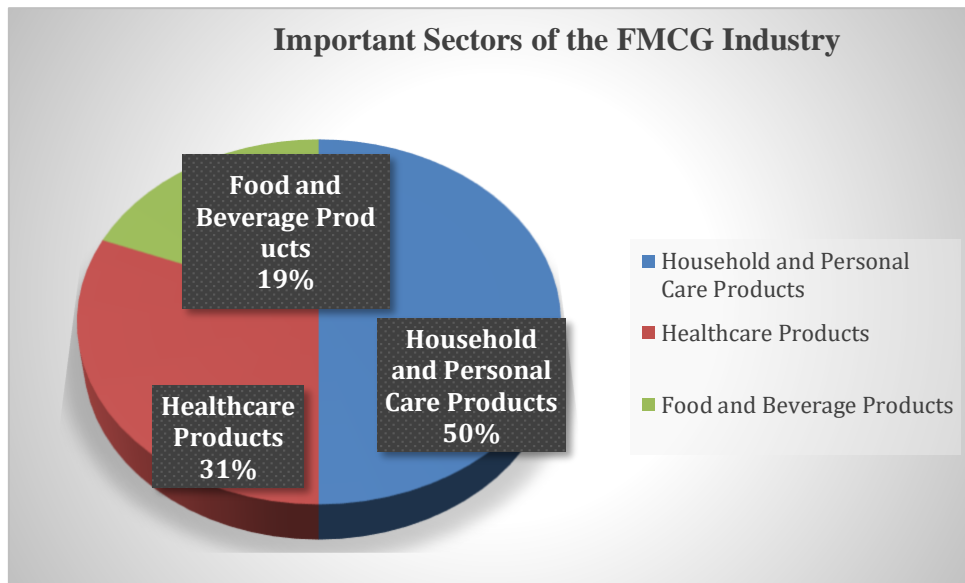
The FMCG industry in India is the world's largest, employing over 10 million people and contributing about 15% to the country's GDP. Rapid urbanization, a rising middle-class population, shifting consumer

lifestyles, and increased disposable incomes have all contributed to the industry's rapid growth. Hindustan Unilever Ltd., Dabur, and Nestle are key players in this industry.

In India, household and personal care products contribute to 50% of FMCG revenues., healthcare contributes 31-32%, and food and beverage accounts for the remaining 18-19%. This industry significantly contributes to the country's GDP, with household and personal care products accounting for a major portion of sales.

**Important Sectors of the FMCG Industry**

Household and Personal Care Products	50%
Healthcare Products	31%
Food and Beverage Products	19%



**2. Review of Literature**

- **Sonam Kulkarni Jaiswal (2021)** The researcher gathered primary data by using a well-structured questionnaire in the Indore region of Madhya Pradesh and analysed the data using SPSS. The conclusion is that annual family income does not have a significant effect on consumer innovativeness regarding body care products in the Indore region. This suggests that people of all income levels are equally open to trying out new types of body care products.
- **R. Gopiseti and G. Linganna (2017)** The research aimed to understand the impact of different factors on customer purchasing behaviour for personal care products. The study found that consumers believed that television commercials, quality, and brand loyalty were significant factors influencing their buying behaviour, even if they were from middle and lower-income groups. The research also showed that consumers younger than 40 and with higher education were more likely to use personal care products. Additionally, the study suggested using print media and incentive systems to connect with consumers who prefer branded items.

- **Anantha Kumar S (2017)** The study's findings highlighted the importance of a company's ability to attract and retain customers in the personal care products industry. A strong brand image equips companies with effective competitive advantages against rivals in the market. Before devising and implementing their marketing strategies, organizations should consider factors such as product quality, promotional offers, competitive pricing, social status, and after-sales service. Companies should focus on factors that drive consumer purchases, such as low prices, warranty periods, festival offers, discounts, product variety, and product availability. The FMCG industry is very active in the Erode district, where a primary focus is on improving effectiveness and efficiency in meeting consumer and target market demands and preferences.
- **Natasha Saqib (2017)** The research findings suggest that the Indian market is quickly becoming a "dream market" for the FMCG industry, with increasing demand for all product categories. The household care, personal care, healthcare, and food and beverage sectors have grown rapidly since 2007 and are expected to reach a market value of 110-125 billion by 2020. Factors such as economic power shifts, demographic changes, urbanization, growing consumption, evolving lifestyles, accessibility, low market saturation, and increased consumer technology usage are propelling the growth of the FMCG sector in India. Government policies, low labour costs, and the availability of raw materials are also contributing to the sector's rapid expansion and appeal.

### 3. Objective of the Study

1. To analyse the marketing strategies and innovative technologies adopted by the FMCG sector for personal care products.
2. To examine the significant effect of male and female buying behaviour on the various factors that influence consumer behaviour and how these factors impact a company's marketing strategies.

### 4. Hypotheses of the Study

1. **(H<sub>0</sub>):** There is no relationship between marketing strategies and innovation adopted by personal care industries.  
**(H<sub>1</sub>):** There is a relationship between marketing strategies and innovation adopted by personal care industries.
2. **(H<sub>0</sub>):** There is no significant effect of male and female buying behaviour on various factors that influence consumer buying behaviour on a company's marketing strategies.  
**(H<sub>2</sub>):** There is a significant effect of male and female buying behaviour on various factors that influence consumer buying behaviour on a company's marketing strategies.

### 5. Research Methodology

1. **Research Design:** - Descriptive Research
2. **Sampling Method** – Non-Probability Convenience Sampling
3. **Sampling Area** – Mumbai City
4. **Sample Size:** - 51
5. **Methods of Data collection** -

**Primary Data** - Primary Data was crucial to know the consumer buying behaviour towards cosmetics products. Primary data was collected using a Google form questionnaire.

**Secondary Data** - All relevant secondary data is collected from various sources like the Internet, Books, Magazines, and Articles, Previous research papers, etc.

**Method of analysis and statistical tools** - A structured questionnaire is used to collect the data. The questionnaire is sought to be the best tool for the collection of reliable data. The questionnaire consists of multiple-choice questions to achieve the objective of the research.

**Statistical Tool:** In this research paper researcher uses Frequencies and Chi-Square Test Using SPSS Software. Combining frequencies and the chi-square test allows for a comprehensive analysis of data, providing an understanding of data distribution and relationships between categorical variables. Ultimately, this strengthens research findings and conclusions.

**Limitations of the study**

The current study is limited to FMCG personal care products and is restricted to Mumbai city. The study's findings are based primarily on primary data. The precision of the data may vary with place and time. The findings and results are solely based on the respondents' opinions.

**6. Data Analysis and Interpretation**

**Table no. 1:  
Demographic details of the respondents**

<b>Demographic factors</b>	<b>Classifications</b>	<b>No. of respondents</b>	<b>Percentage</b>
<b>Age</b>	18-25	32	62.7
	26-35	12	23.5
	35-50	7	13.7
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>Gender</b>	Male	14	27.5
	Female	37	72.5
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>Qualification</b>	10 <sup>th</sup>	-	-
	12 <sup>th</sup>	-	-
	Bachelors	26	51
	Masters	24	47.1
	Other	01	01.9
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>Family Income level</b>	Up to Rs. 10000	12	23.5

	Rs.10001-20000	11	21.6
	Rs.20000-30000	10	19.6
	Above Rs. 30000	18	35.3
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>No. of members in family</b>	Up to 2	2	03.9
	2 to 4	22	43.1
	4 to 6	20	39.2
	Above 6	7	13.7
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>Marital Status</b>	Married	12	23.5
	Unmarried	39	76.5
	<b>TOTAL</b>	<b>51</b>	<b>100</b>

**Source: Primary Data**

The table above shows that data were collected from 51 respondents. The majority (62.7%) of the respondents are in the 18 to 25 age group. Around 72.5% of the respondents are female. In the monthly income category, the majority (35.3%) of the respondents have an income above Rs. 30,000. Among the respondents, the majority (76.5%) are married. Additionally, most of the respondents (51%) are graduates.

**Table no. 2:**  
**Respondent's opinion on buying personal care products**

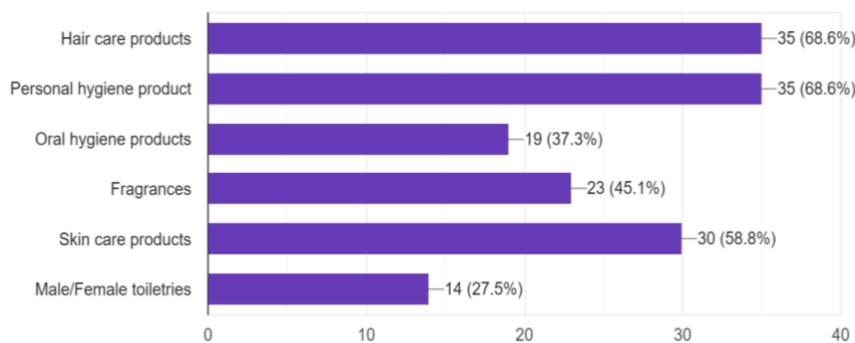
<b>Particulars</b>	<b>Classification</b>	<b>No of Responses</b>	<b>Percentage</b>
<b>Favourite Personal care Brand</b>	National	17	33.3
	International	07	13.7
	Mix (National/International)	21	41.2
	No Brand	06	11.8
	<b>TOTAL</b>	<b>51</b>	<b>100</b>
<b>Preferred Type of Cosmetic</b>	Herbal	24	47.1
	Non Herbal	03	05.9

	Ayurvedic	20	39.2
	Chemical	03	05.9
	Other	01	02
	<b>Total</b>	<b>51</b>	<b>100</b>
<b>Comparison of Different Brand</b>	Very frequently	15	29.4
	Frequently	20	39.2
	Occasionally	10	19.6
	Rarely	05	09.8
	Very Rarely	01	02
	<b>TOTAL</b>	<b>51</b>	<b>100</b>

**Source: Primary Data**

- As per the analysis, 41.2% of the respondents have a combination of national and international favourite personal care brands.
- According to the analysis, 47.1% of the respondents prefer to buy herbal cosmetics.
- The analysis revealed that 39.2% of the respondents frequently compare different brands before purchasing personal care products.

**Respondents' opinion on familiarity of personal care products**



**Source: Primary Data**

The analysis revealed that 68.6% of respondents are familiar with hair care and personal care products, 58.8% with skin care products, 45.1% with fragrances, 37.3% with oral hygiene products, and 27.5% with male/female toiletries. The majority (68.6%) stated familiarity with hair care and personal care products.

Statements range from strongly disagree to strongly agree based on respondents' gender and their agreement with key aspects influencing consumer buying behaviour on a company's marketing strategies.

**Table no. 3: Crosstabulation**

**If the quality is the same, I would rather purchase store brands than more expensive national brands.**

		Gender		Total		
		Female	Male			
<b>If the quality is the same, I would rather purchase store brands than more expensive national brands.</b>	Agree	Count	13	7	20	
		% within	65.0%	35.0%	100.0%	
	Disagree	Count	5	1	6	
		% within	83.3%	16.7%	100.0%	
	Neutral	Count	4	0	4	
		% within	100.0%	0.0%	100.0%	
	Strongly agree	Count	11	4	15	
		% within	73.3%	26.7%	100.0%	
	Strongly disagree	Count	4	2	6	
		% within	66.7%	33.3%	100.0%	
	<b>Total</b>		<b>Count</b>	<b>37</b>	<b>14</b>	<b>51</b>
			<b>% within</b>	<b>72.5%</b>	<b>27.5%</b>	<b>100.0%</b>

**Table no. 4**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
<b>Pearson Chi-Square</b>	2.545	4	.637
<b>Likelihood Ratio</b>	3.604	4	.462
<b>N of Valid Cases</b>	51		

Based on the Chi-Square tests, the results show that there is no statistically significant relationship between gender and the preference for purchasing store brands over national brands. The Pearson Chi-Square value is 2.545 with a significance level of 0.637, which is greater than the common alpha level of 0.05. The likelihood ratio test also yields a non-significant result (p = 0.462).

This means that we fail to reject the null hypothesis (H<sub>0</sub>), indicating that there is no significant effect of male and female buying behaviour on the preference for purchasing store brands over more expensive national brands, assuming the quality is the same.

**Table no. 5: Crosstabulation**

**1) My decision to purchase them is primarily influenced by the retail brand's price.**

	Gender		Total
	Female	Male	

My decision to purchase them is primarily influenced by the retail brand's price.	Agree	Count	15	9	24
		% within	62.5%	37.5%	100.0%
	Disagree	Count	5	3	8
		% within	62.5%	37.5%	100.0%
	Neutral	Count	7	0	7
		% within	100.0%	0.0%	100.0%
	Strongly agree	Count	6	1	7
		% within	85.7%	14.3%	100.0%
	Strongly disagree	Count	4	1	5
		% within	80.0%	20.0%	100.0%
Total	Count	37	14	51	
	% within	72.5%	27.5%	100.0%	

Table no. 6

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	5.020	4	.285
Likelihood Ratio	6.859	4	.144
N of Valid Cases	51		

The Chi-Square tests showed that the Pearson Chi-Square value is 5.020 with a significance level of 0.285, which is greater than the common alpha level of 0.05. This means that there is no statistically significant relationship between gender and the influence of retail brand price on the decision to purchase. The likelihood ratio test also resulted in a non-significant finding ( $p = 0.144$ ).

In conclusion, based on the Chi-Square tests, we fail to reject the null hypothesis ( $H_0$ ). This indicates that there is no significant effect of male and female buying behaviour on the influence of retail brand price on their decision to purchase products.

Table no. 7: Crosstabulation

2) I rely on advertisements to inform me of new FMCG brands of personal care products that are available.

			Gender		Total
			Female	Male	
I rely on advertisements to inform me of new FMCG brands of personal care products that are available.	Agree	Count	10	7	17
		% within	58.8%	41.2%	100.0%
	Disagree	Count	6	1	7
		% within	85.7%	14.3%	100.0%
	Neutral	Count	9	2	11
		% within	81.8%	18.2%	100.0%
	Strongly agree	Count	9	2	11
		% within	81.8%	18.2%	100.0%
		Count	3	2	5



	Strongly disagree	% within	60.0%	40.0%	100.0%
<b>Total</b>		<b>Count</b>	<b>37</b>	<b>14</b>	<b>51</b>
		<b>% within</b>	<b>72.5%</b>	<b>27.5%</b>	<b>100.0%</b>

**Table no. 8**

<b>Chi-Square Tests</b>			
	<b>Value</b>	<b>df</b>	<b>Asymptotic Significance (2-sided)</b>
<b>Pearson Chi-Square</b>	3.562	4	.469
<b>Likelihood Ratio</b>	3.576	4	.466
<b>N of Valid Cases</b>	51		

The p-value (0.469) is greater than 0.05, indicating that we failed to reject the null hypothesis. This means we do not have enough evidence to conclude that there is a significant association between gender and reliance on advertisements for new FMCG brands of personal care products. In simpler terms, the data does not provide sufficient evidence to suggest that there is a difference in how males and females rely on advertisements for personal care products. Both genders appear to have similar tendencies towards relying on advertisements, as indicated by their response distributions.

Based on the chi-square test results and the cross-tabulation, there is no statistically significant difference between males and females in their reliance on advertisements for discovering new FMCG brands of personal care products. Therefore, gender does not appear to significantly influence this particular consumer behaviour in the given sample.

**Table no. 9: Crosstabulation**

**3) The personal care product undergoes changes in response to market and consumer demands.**

			<b>Gender</b>		<b>Total</b>
			<b>Female</b>	<b>Male</b>	
<b>The personal care product undergoes changes in response to market and consumer demands.</b>	Agree	Count	9	6	15
		% within	60.0%	40.0%	100.0%
	Disagree	Count	5	1	6
		% within	83.3%	16.7%	100.0%
	Neutral	Count	9	1	10
		% within	90.0%	10.0%	100.0%
	Strongly agree	Count	10	4	14
		% within	71.4%	28.6%	100.0%
	Strongly disagree	Count	4	2	6
		% within	66.7%	33.3%	100.0%
	<b>Total</b>	<b>Count</b>	<b>37</b>	<b>14</b>	<b>51</b>
		<b>% within</b>	<b>72.5%</b>	<b>27.5%</b>	<b>100.0%</b>

**Table no. 10**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	3.179	4	.528
Likelihood Ratio	3.456	4	.485
N of Valid Cases	51		

The p-values (0.528 and 0.485) are both greater than 0.05, so we cannot reject the null hypothesis. This means there isn't enough evidence to conclude that there is a significant connection between gender and the belief that personal care products change in response to market and consumer demands. Based on the results, it seems that gender does not significantly influence the perception of whether personal care products change based on market and consumer demands. Both males and females have similar perceptions regardless of gender.

Based on the analysis of the provided data across different factors influencing consumer buying behaviour and gender, here's the conclusion and justification regarding the hypotheses:

**Conclusion:**

**Hypothesis (H<sub>0</sub>): There is no significant effect of male and female buying behaviour on various factors that influence consumer buying behaviour on a company's marketing strategies.**

Based on the chi-square tests conducted for each factor:

1. **Preference for Store Brands vs. National Brands:**
  - There is no significant association between gender and the preference for purchasing store brands over more expensive national brands when quality is the same.
  - Both the Pearson and Likelihood Ratio tests yielded non-significant p-values (Pearson: 0.637, Likelihood Ratio: 0.462).
2. **Influence of Retail Brand Price on Purchase Decision:**
  - There is no significant relationship between gender and the influence of retail brand price on the decision to purchase products.
  - The Pearson and Likelihood Ratio tests resulted in non-significant p-values (Pearson: 0.285, Likelihood Ratio: 0.144).
3. **Rely on Advertisements for New FMCG Brands:**
  - Gender does not significantly influence the rely on advertisements for discovering new FMCG brands of personal care products.
  - The chi-square test showed a non-significant p-value (0.469).
4. **Belief that Personal Care Products Respond to Market Demands:**
  - There is no significant connection between gender and the perception that personal care products change in response to market and consumer demands.
  - The chi-square tests yielded non-significant p-values (Pearson: 0.528, Likelihood Ratio: 0.485).

**Justification:**

- **Consistency Across Factors:** In each analysis, the p-values were above the conventional significance level of 0.05. This indicates that there is insufficient evidence to reject the null hypothesis (H<sub>0</sub>) for each factor.

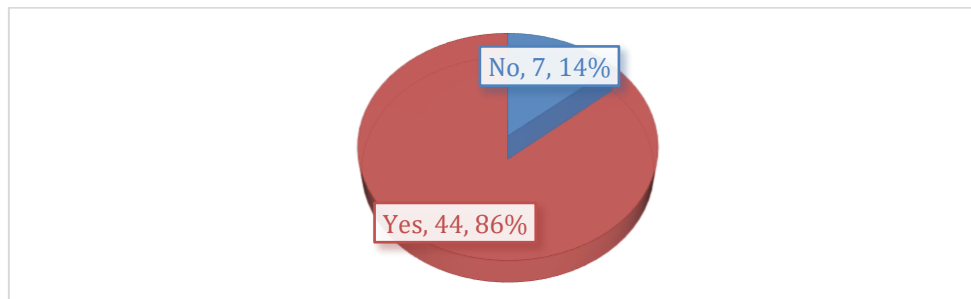
- Similar Response Distributions:** Both males and females tended to have similar distributions across response categories for each factor. This suggests that gender does not play a significant role in influencing these aspects of consumer buying behaviour within the context of the company's marketing strategies.

Based on chi-square tests, there is no significant effect of male and female buying behaviour on various factors influencing consumer buying behaviour within the company's marketing strategies. The analysis shows no significant association between gender and preferences for store brands, influence of retail brand price, reliance on advertisements for new FMCG brands, or belief in product responsiveness to market demands. The data supports the null hypothesis ( $H_0$ ) for each factor, indicating that gender does not play a significant role in these aspects of consumer buying behaviour.

Therefore, based on the chi-square tests and the analysis of response patterns, we conclude that there is no significant effect of male and female buying behaviour on various factors influencing consumer buying behaviour within the company's marketing strategies. Thus, the null hypothesis ( $H_0$ ) is supported across all examined factors.

**Table no. 11 Opinion of the respondents towards favour of new innovative personal care products.**

Do you favour new, innovative personal care products?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	No	7	13.7	13.7	13.7
	Yes	44	86.3	86.3	100.0
	<b>Total</b>	<b>51</b>	<b>100.0</b>	<b>100.0</b>	



**Source: Primary Data**

It is found from the analysis that the majority (86.3%) of the respondents opined that they favour new innovative products.

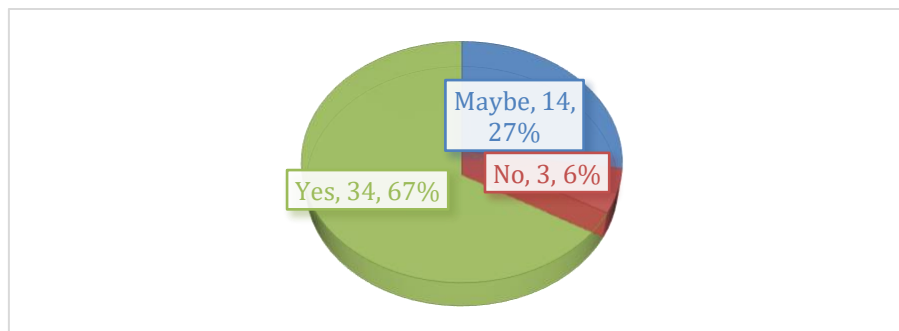
**Table no. 12 Opinion of the respondents towards benefits of marketing strategies for personal care industries**

Do you believe that the marketing strategies are beneficial to the personal care industry?					
		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Maybe	14	27.5	27.5	27.5
	No	3	5.9	5.9	33.3
	Yes	34	66.7	66.7	100.0
	<b>Total</b>	<b>51</b>	<b>100.0</b>	<b>100.0</b>	

It is found from the analysis that the majority (67%) of the respondents opined that marketing strategies are beneficial for the personal care industry.

**Table no. 13**  
**RESULT OF CHI-SQUARE TEST**

			Do you favour new, innovative personal care products?		Total
			No	Yes	
Do you believe that the marketing strategies are beneficial to the personal care industry?	Maybe	Count	5	9	14
		% within	35.7%	64.3%	100.0%
	No	Count	0	3	3
		% within	0.0%	100.0%	100.0%
	Yes	Count	2	32	34
		% within	5.9%	94.1%	100.0%
<b>Total</b>		<b>Count</b>	<b>7</b>	<b>44</b>	<b>51</b>
		<b>% within</b>	<b>13.7%</b>	<b>86.3%</b>	<b>100.0%</b>



Source: Primary Data

**Table no. 14**

Chi-Square Tests			
	Value	df	Asymptotic Significance (2-sided)
Pearson Chi-Square	7.960 <sup>a</sup>	2	.019
Likelihood Ratio	7.333	2	.026
N of Valid Cases	51		

**Interpretation of Chi-Square Test Results:**

**Hypothesis Testing:**

- **Null Hypothesis (H<sub>0</sub>):** There is no relationship between marketing strategies and innovation adopted by personal care industries.

- **Alternative Hypothesis (H<sub>1</sub>):** There is a relationship between marketing strategies and innovation adopted by personal care industries.

### Statistical Significance:

The p-value for the Pearson Chi-Square test is 0.019, which is less than the common significance level of 0.05. This suggests that we can reject the null hypothesis and conclude that there is a statistically significant relationship between marketing strategies and innovation adopted by personal care industries.

**Conclusion:** Since the p-value is less than the significance level of 0.05, we **reject the null hypothesis (H<sub>0</sub>) and accept the alternative hypothesis (H<sub>1</sub>)**.

**This means there is a significant relationship between whether people favour new, innovative personal care products and their belief in the effectiveness of marketing strategies in the personal care industry.**

## 7. Findings

The chi-square test results indicated a statistically significant relationship between the preference for new, innovative personal care products and the belief that marketing strategies are beneficial to the personal care industry. The Pearson Chi-Square value of 7.960 with a significance level of 0.019 led to the rejection of the null hypothesis (H<sub>0</sub>) and acceptance of the alternative hypothesis (H<sub>1</sub>). This signifies that the perception of marketing strategies' benefits is significantly associated with the adoption of innovative products in the personal care industry.

On the other hand, the chi-square tests for various factors influencing consumer buying behaviour (preference for store brands, the influence of retail brand price, rely on advertisements, and belief in product responsiveness to market demands) showed no statistically significant effect of gender on these factors. The p-values for these tests were all greater than the alpha level of 0.05, indicating that we failed to reject the null hypothesis (H<sub>0</sub>). Thus, gender does not significantly influence these aspects of consumer buying behaviour within the context of the company's marketing strategies.

Further findings revealed that a significant majority (86.3%) of respondents favour new, innovative personal care products, and most respondents (66.7%) believe that marketing strategies are beneficial for the personal care industry. These insights suggest that the personal care industry should focus on innovation and effective marketing strategies to cater to consumer demands, as these elements are strongly interconnected and supported by the majority of respondents.

## 8. Conclusion

The study concluded that there is a significant relationship between marketing strategies and innovation in the personal care industry. However, gender does not significantly influence various factors of consumer buying behaviour within the context of the company's marketing strategies. This information can guide personal care companies in developing targeted marketing strategies and innovative products that align with consumer preferences, ensuring better market engagement and competitive advantage.

## 9. Suggestions

Based on the study's findings, personal care companies should prioritize innovation, as 86.3% of respondents favour new and unique products. Investing in comprehensive and dynamic marketing strategies is essential, given that 66.7% believe these strategies benefit the industry. Since gender does not

significantly influence consumer buying behaviour, companies should adopt gender-neutral marketing approaches that emphasize universal values like quality and price. Utilizing consumer insights to tailor products and marketing based on lifestyle and preferences rather than gender can also be beneficial. Highlighting the quality and value of products can attract cost-conscious consumers without compromising on quality. Maintaining strong, informative, and engaging advertising campaigns can effectively reach a broad audience. Finally, staying responsive to market and consumer demands is crucial for maintaining relevance and competitiveness. These strategies can help personal care companies better meet consumer expectations and achieve sustained growth.

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