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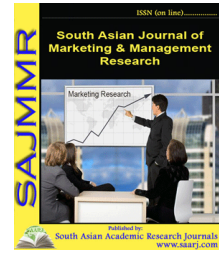
## **VISION**

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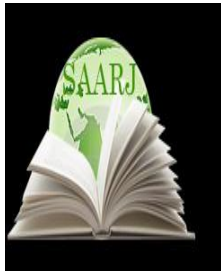


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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## SALES PROMOTION EFFECTS ON CONSUMER: A STUDY IN FMCG SECTOR

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### ABSTRACT

*Retail sector is the most important and fast growing sector in India. It's contributing much more for Indian economy. Retailing Company introduces many sales promotion in the market either customer oriented which is attracts and motivates to purchase the products. The sales promotion programs very frequently changes because the competition among the companies. This paper tries to identify the consumer is expecting sales promotions by developing effects consumer sales promotion a major development in FMCG sector. The price cut immediate hit the sales as well as create demand in food products. The researcher said that manufactures and retailers are may have power relationships. This paper maximum highlighted promotions are coupons, price discount and 20 percentage price offers. The quantity offer is fulfilling to consumers' expectations. Attractive package was stimulated to purchase the products. Many consumers are expecting 10 to 20 percentages of free offers were manufacturer. The product quality is creating brand images and repeatedly purchases those products. The top three effective & consumers are expecting sales promotions are quantity offers, price offer and store displays.*

**KEYWORDS:** Consumer, FMCG, Sales promotion, Retail.

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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## A STUDY ON ATTITUDE OF CONSUMERS TOWARDS ECO-FRIENDLY PRODUCTS

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### ABSTRACT

*The present environmental awful conditions are ever more threatening consumer health and wellbeing at both globally and nationally. Therefore, consumers are becoming more sensitive in their environmental attitudes, perceptions, preferences and purchases. The attitude of consumers is a mixture of her or his beliefs, feelings and buying plans towards eco-friendly products within the setting of marketing. The results reveal that 56.40 per cent of consumers viewed that the level of attitude towards eco-friendly products at moderate level followed by high level (26.68 per cent) and low level (17.02 per cent). There is significant difference between socio-economic profile of consumers and their attitude towards eco-friendly products except gender of consumers and attitude towards eco-friendly products. The producers should improve the design of eco-friendly products in order to attract consumers effectively. The marketers or retailers must place eco-friendly products in their shops in such a way, consumers are able to locate easily while buying.*

**KEYWORDS:** *Attitude, Consumes, Eco-Friendly Products*

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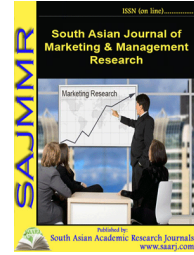
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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## UZBEKISTAN EXPORT-ORIENTED FRUIT AND VEGETABLE AND WINE PRODUCTION AND MANAGEMENT OF ORGANIZATIONAL AND LEGAL ISSUES

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### ABSTRACT

*The article states the potential export of the country to the full and effective use of marketing on the basis of deep research on the world market demand in foreign markets and competitive supply of fresh and processed fruit and vegetable products for export as well as increasing the volume and range of modern export production in accordance with the requirements provided for the development of trade and logistics infrastructure. To mitigate the adverse impacts of such policies in the agricultural sector of the market, the sector's competitiveness and long-term economic growth and to ensure the country's food security. In order to do this during the 2012-2015 food industry modernization and technical re-equipment for the purpose of implementation of the projects worth US \$ 74.1 million. These projects will be financed with \$ 36.5 million for foreign investments. Expanding the volume of processed agricultural products eksport and local manufacturers to export their products in order to create more favorable conditions for the Fund in cooperation with the National Bank for Foreign Economic Activity of the farmers in the horticulture and fruit-and-vegetable specializing in all areas of agribusiness .*

**KEYWORDS:** *Food Security, The Fruit And Vegetable Processing, Expansion Of Production And Export Capacity, Infrastructure, Project Financing, Foreign Trade Company O'zagroeksport.*

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3. The President of the Republic of Uzbekistan "exports of fresh and processed fruit and vegetable products, the establishment of a foreign trade company specialized O'zagroeksport the resolution". 07.04.2016. PP-2515.



# South Asian Journal of Marketing & Management Research (SAJMMR)

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## MEASURING CONSUMER AWARENESS AND MARKETING'S IMPACT ON BRAND SELECTION

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### ABSTRACT

*Life and values are changed; the work is not only the basic questions of life. The underlying assumption is that a particular form of advertising can encourage or discourage, this view is not going to change for the brand. Brand is the prosperity of any business, productivity, and efficiency is crucial. In our country it is seen that mostly marketing efforts are intense and give way to people selecting new brands and impulse buying in bigger shopping settings. The effect was seen on the performance of the brand as well the brand in totality. Subliminal advertising was considered to be a key breakthrough of the 21<sup>st</sup> century where the customers subconsciously was targeted in order to incite a sale or purchase. In doing so it provided a foundation based on clear concepts and guidelines of a rather broad manner. This was also done to develop and evaluate new techniques for interactive communication. In particular, it has been found to support the theory, inventory is a function of the square root of sales. Additionally, a greater variety of products lead to an increase of stocks and inventory service level is an exponential function. Finally, the uncertainties of demand and inventory levels are not found to*

**KEYWORDS:** consumers, concerned, effectiveness, underlying, assumption

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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## THE BURDEN OF FOOD SUBSIDY AND MOUNTING STOCKS OF FOOD GRAINS IN INDIA: EMPIRICAL ANALYSIS

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### ABSTRACT

*The distribution of food grains through Public Distribution System (PDS) to the consumers to the targeted sections, at affordable prices has been an important objective of food management policy in India. The current food stocks in the country are far more than the needs. The problem of plenty is not going vanish away soon and it is a main concern of the policy makers. Along with this, the quantum of food subsidy has been increasing in India and has increased more rapidly during the recent years. This is basically because of the hike in Minimum Support Prices (MSPs), increase in procurement incidentals and distribution costs and expansion in the scale of PDS. The study intends to compute the rising trend in food subsidy and its determinants. It also intends to analyze the impact of rising MSPs on procurement and off take of food grains and finally to compare the role of MSP on rising food subsidies and rise in food grain stock. The study is based on the time series data on PDS off take, MSPs, PDS stocks, Central Issue Prices of food grains, food subsidy and production of food grains compiled from RBI hand book of statistics on Indian Economy economic survey, FCI reports and from ministry of food and public distribution. As the study finds that a two way relation between MSP and food subsidy and MSP and increasing stocks of food grains the role of MSP in the procurement operations of the government have to be taken into the account. Further, the study suggests that the food subsidy reforms have to be initiated to rationalize the burden of exchequer. The plan to computerize the TPDS databases along with the introduction of the Aadhaar/UID and NPR systems is the important stride to move forward.*

**KEYWORDS:** *Public Distribution System, Minimum Support Prices, Food subsidy, Food stocks, Regression Analysis*

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# South Asian Journal of Marketing & Management Research (SAJMMR)

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## IMPACT OF ONLINE AFFORDABILITY & ONLINE CONVENIENCE ON ONLINE TRUST IN YOUNG INDIAN ONLINE BUYERS

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### ABSTRACT

*Indian consumers have emerged as one of the fastest growing online shopping community and internet user base in the world. In this context it is very important to know how the online shopping behavior is driven and by which factors. Author has attempted to explore three major areas of online shopping i.e. online trust, online convenience and online affordability and their relationship in the context of young Indian online shoppers. The data was administered through a structured questionnaire. The relationships were analyzed in two phases with the help of SPSS software. In the first phase factor analysis was conducted and in the second phase the confirmatory factor analysis and structural equation modeling was used to explore the relationships between the above mentioned factors.*

**KEYWORDS:** *Online Trust, Online affordability, online convenience, Online buying behavior.*

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## **ROLE OF NAAC IN HIGHER EDUCATION SYSTEM**

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### **ABSTRACT**

*The core mission of higher education is to educate, train, undertake, research and provide service to the community. The Higher Education in India is the Second largest system in the world. It has witnessed many fold increase in its institutional capacity since independence- from 1950 to 2017, the number of universities from 20 to about 496, colleges from 500 to 23,677 and teachers from 15, to 7.05 Lakhs with student enrollment from 1.00 lakh to over 120.12 Lakhs. Then to protect the quality of the higher education institutions, the National Policy Mission propose the Accreditation unit. Based on this, University Grants Commission (UGC), under section 12 CCC of the UGC Act (Act 3 of 1956), established the National Assessment and Accreditation Council (NAAC) as an Autonomous Institution on 16 September 1994 with Registered Office at Bangalore.*

**KEYWORDS:** *Educate, Train, Undertake, Accreditation, Tribulations,*

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