

CREDIBILITY OF CELEBRITY ENDORSEMENT ON CONSUMER BUYING BEHAVIOR TOWARDS HOUSEHOLD CARE & PERSONAL CARE: A STUDY OF PUNJAB

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ABSTRACT

In India, companies increasingly used celebrities as their brand endorsers. This exploratory and quantitative research aimed to assess the impact of celebrity endorsement in consumers 'purchasing intentions for Household care and personal care segments of FMCG. The data was collected through a structured questionnaire by using structured scales. Primarily, it was asked demographic questions and then objective of the study addressed to them in detail, by using the Likert scale. Three hypothesis were created to analyse the impact of celebrities factors (Trustworthiness, Attractiveness and Expertise) on consumer purchase intentions towards FMCG(Household care and personal care).

Keywords: Celebrity endorsement, consumer behaviour, purchase intention

1. INTRODUCTION

“Celebrity endorser as an individual who is known to the public such as actors, sports personalities, entertainers and others for their achievement for their respective areas other than the products endorsed by them.” [1]

Celebrity endorsement is the most popularized strategy and admired by big companies across many countries. Companies use various celebrities i.e. movie stars, TV stars, sports personalities, Artist etc. to promulgate the sales of physical products and services [2]. Celebrities can increase the product visibility and their impact on consumers.

The use of celebrities as product endorsers is widespread nowadays. This practice has been followed from more than hundred years to promote products. Previous studies [3] have shown that of all the advertisements which are marketing products 25% of them are using celebrities for endorsement. In India, the situation is also same. Products ranging from toothbrush to cola drinks are being endorsed by many celebrities from sports personalities to movie actor/actresses. Their attractive personality strongly influences the brand power. Celebrity endorsement is used as a strategic tool that enhances sales, increases profits, and builds a brand. There is one foremost question why marketers require celebrities to promote their brands?

The primary purpose of endorsements is to differentiate the brand from others. Products related with celebrities seem to affect the consumers more than products that have never recently been related with the celebrities.

Actually, consumers are continually looking for some support to reduce disharmony and risk towards products/services. A little gesture of approval provides support or confirmation to the consumer. Celebrities increase the brand awareness. This approach is being used by the companies to capture the consumer's mind. The primary rationale for using celebrities in the advertisement is to enhance the market space. Choosing a celebrity for brand endorsement requires a lot of effort and calculations. Celebrity is a famous face, and attractive personalities can give a Midas touch to any brand.

A celebrity can be chosen by his/her credibility. More dependable endorsers can initiate much more behavioural changes in consumer buying pattern as compared to non-credible endorsers.

People feel that the products that are endorsed by a celebrity have more value and credible. Hence companies nowadays employ cricketers, Bollywood stars and other sports personalities to endorse their products. A huge amount of money is paid to these celebrities to bring them on board for the advertisements. The results of having a celebrity endorser have also been positive as they increase not only the visibility of the brand but also the increase the number of sales of the products to a large extent. For example, when Cadbury was going through a rough patch in India, it used Amitabh Bachchan as an endorser for its brand, and soon the sales increased, and the love for this brand was reinstalled among the people of India.

Celebrities act as trendsetter. Many past studies stated that celebrity endorsed advertisement can get easily noticed and it becomes easy to remember the brand. Also, celebrity can positively influence the consumer attitudes and buying intention too.

The purpose of this study is to find the most prominent factors among Trustworthiness, expertise and Attractiveness which influenced the buying intentions of the consumers.

2. LITERATURE REVIEW

Ohnian [4] adopted two components from “source of credibility” model and one component from “source of valence” model then proposed three components of scale i.e. Trustworthiness, Expertise and Attractiveness. They found that efficacious of message depends on the credibility of sources (Trustworthiness, Expertise and Attractiveness). In past few studies used only two dimensions with contradictory results. [5,6] stated that Trustworthiness is the most important credible source. Few Other studies emphasized on expertise [4,7] and some other studies supported attractiveness [8,9,10,11].

Friedman & Friedman [1] conducted two studies on different populations and different personalities. He concluded that celebrity endorsement was more admired and useful source of information and helps the marketer to promote their products. Study results depicted that only three characteristics were most appreciated by the respondents in the celebrity's, i.e., trustworthiness, attractiveness, and likeability.

Kahle & Homer [11] selected two variables for his study i.e. Independent variable (attractiveness, involvement, and likeability) and Dependent variable (each consumer was asked to reconsidered about the brand and product that they had seen on the booklet provided to them, after that they attempted to recognize the brands from among seven brands). Study results depicted that most likable and attractive celebrities have a significant effect on the respondents. Charming celebrity influences the attitude positively and purchases intention of the participants.

Dzisah and Ocloo [12] explored the factors which consumer think utmost essential to make a purchase. The main aim was to study the influence of celebrity endorsements on consumer buying behaviour, to measure the impact of any other variables on consumer and do celebrity endorsement really impact the real purchase and promotion. A hybrid approach was used to conduct the study where both qualitative and quantitative aspects were considered. The study showed that celebrity

usage did not influence some of the employees. Credibility of the celebrities significantly influenced consumers' buying behaviour.

Katiyar and Katiyar [13] conducted an empirical study with reference to bathingsoap to study Indian consumer's buying behaviour. The objective of the study was to identify the demographic factors, psychographic factors and behavioural factors at the time of purchasing of bath soap. No significant difference was observed between rural and urban consumers. It was observed that consumer prefers celebrity endorsed products the most but they also prefer the source of advertisement should be credible.

Huck and Wallace [14] conducted a laboratory simulation to study the impactof the change in price on consumer decision making. Specific price benchmarks were established, and six frames were analysed against these benchmarks. The study revealed that those frames which deviated from the fixed criterion had a negative impact on the customer's decision making.

Ahmed, Seedani, Ahuja, and Paryani[15] focused on studying the difference in the perception of the consumer towards celebrity endorsed product and non-celebrity advertised products. The research aimed at examining the student and professional's perception towards celebrity supported products and study the relationship between consumer buying pattern and celebrity endorsement.

Chauhan and Singh [16] conducted descriptive research to study consumer buying behaviour in context to bathing soap.The objectives of the study divided into three sub-categories i.e. Demographic factors, psychographic factors and Behavioural factors. Demographic factors significantly affected the consumer's preferences. Behaviour factors related to the habitual buying nature of the consumer and consumer attitude also affected consumers buying pattern towards the product. The present study is empirical in nature. A questionnaire was used to collect responses from the consumers. The findings of the study mentioned that females are the prominent users of bathing soaps.Extensive awareness, product quality, positive image of the product and suitable information about the product led to make a positive purchase decisions.

Abdussalam and Johnson [17] attempted to measure the extent to which celebrities are used in television advertisement based on productCategories. Five product categories like medicine and toiletries, drinks and confectionery, personal appearances, home appliances and miscellaneous items were created to categorise the products. A celebrity endorser used in the advertisement can be interpreted as an opinion leader or reference group.

Koththagoda and Dissanayake[18] investigates the relationship between celebrity endorsement practices about behavioural and cognitive perspectives across the markets and product scopes by taking Sri Lanka in context. This study examined brand trust, brand love and brand attitude of consumers towards celebrity endorsed products. The paper source-based factors and multiplicity to determine the impact of celebrity endorsement on brand trust, brand love, and brand attitude.

Ravindra and Yadav [19] in their study attempted to measure consumer perception towards celebrity endorsement concerning two-wheeler segment. Descriptive research design has been used to analyse the opinion of respondents towards celebrity endorsement. They believe that celebrity endorsement helps to increase the brand awareness, brand recognition, value of the product/brand, useful in decision making and improve the brand image. But customers are cost conscious and not ready to pay higher prices for the products. Marketers should carefully select the celebrities according to essential attributes that are required to influence the target population.

Gauns, Pillai, Kamat, Chen, and Chang [20] conducted their study on the consumers in Goa to check the impact played by celebrity endorsements on their buying behaviour. The objective was to test the effect of demographic variables like education, gender, location, age, etc. on consumer purchase intention. They also measured the effect of trustworthiness, expertise, similarity, familiarity, likeability, match up and meaning transfer attributes of a celebrity on purchase intention of the consumer. The results of the multi-logit indicated that, in Goa, the probability of opposes decreased. The customers were also rational in their approach by choosing products endorsed by a celebrity.

3. OBJECTIVE

To study the impact of trustworthiness, expertise, and attractiveness of celebrity

3.1 Hypothesis

H01: There is no significant impact of trustworthiness of celebrity endorsers on the consumer purchase intentions.

H02: There is no significant impact of expertise of celebrity endorsers on the Consumer's purchase intentions.

H03: There is no significant impact of attractiveness of celebrity endorsers on the Consumer purchase intentions.

4. RESEARCH METHODOLOGY

The Ohanian (1990) scale as shown in Figure 1 was used to the above said Hypothesis. Responses were measured by using ANOVA and multipleregressions. The research design of the study is exploratory and descriptive because exploratory research helps to explore the topic and descriptive research helped to analysis the topic towards the celebrity endorsement. present study focussed on state Punjab. The researcher chose three regions of the Punjab, i.e., Majha (Amritsar), Malwa (Bathinda) and Doaba (Jalandhar). The population were selected from Urban, Sub-urban and Rural respondents from the above said regions. The scope of the study will be limited to two particular sectors only: household care and personal care. Products in household care segments like fabric wash, kitchen cleaner, bathroom cleaner, floor cleaner and air freshener and personal care like skincare, deodorants, perfumes, face cream, etc. are selected for this research. Sample will consist of respondents from rural and urban population. Care would be taken to ensure that all of set populations are adequately represented in the sample. The study will be restricted to electronic media (TV, Internet and radio). The celebrities can be an artist, Bollywood star or a sports personality. The sampling method used is Judgemental sampling because it decreases the cost and time to conduct the study. The selected regions were broken into strata and judgemental sampling was used to select units within each strata. The total sample size was 900 respondents, 300 respondents from each district were selected by judgemental sampling.

Attractiveness	Trustworthiness	Expertise
Attractive- Unattractive	Dependable – Undependable	Expert – Not an Expert
Classy-Not Classy	Honest – Dishonest	Experienced – Inexperienced
Beautiful-Ugly	Reliable– Unreliable	Knowledgeable- Unknowledgeable
Elegant-Plain	Sincere-Insincere	Qualified – Unqualified
Sexy-Not Sexy	Trustworthy - Untrustworthy	Skilled - Unskilled

Figure 1. Ohanian Scale [4]

5. DATA ANALYSIS AND INTERPRETATION

Ohanian, Roobina. (1990) developed a scale to study the three dimensions as a course of celebrity credibility. The items for Trustworthiness had a Cronbach’s alpha coefficient of 0.83, indicating

good reliability. The items for Physical Attractiveness had a Cronbach’s alpha coefficient of 0.79, indicating acceptable reliability. The items for Expertise had a Cronbach’s alpha coefficient of 0.86, indicating good reliability (refer Table 1).

Table1: Reliability Table for Trustworthiness,Physical-Attractiveness and Expertise

Scale	No. of items	Cronbach’s alpha
Trustworthiness	5	0.83
Physical attractiveness	5	0.79
Expertise	5	0.86

The ‘Trustworthiness’ of celebrities was examined using five items measured on seven-point semantic differential scale. The scale was designed in way that, the lower the score, higher the rating on the item.

As shown in Table 2, the observations for ‘Dependable – Undependable’ ranged from 1.00 to 7.00, with an average of 2.43 (SD = 1.84), suggesting moderate level of dependability on celebrities. The scores for ‘Honest-Dishonest’ ranged from 1.00 to 7.00, with an average of 2.63 (SD = 1.50), suggesting moderate level of honesty of celebrities. The scores for ‘Reliable-unreliable’ ranged from 1.00 to 7.00, with an average of 2.86 (SD = 1.43), suggesting moderate level of reliability of celebrities.

The scores for ‘Sincere-insincere’ ranged from 1.00 to 7.00, with an average of 2.90 (SD = 1.54), suggesting moderate level of sincerity of celebrities.

Table 2. Descriptive statistics of dimension Trustworthiness

	Mini-mum	Maxi-mum	Mean	SD
Dependable – Undependability	1	7	2.43	1.84
Honest – Dishonest	1	7	2.63	1.50

Reliable – Unreliable	1	7	2.86	1.43
Sincere – Insincere	1	7	2.90	1.54
Trustworthy – Untrustworthy	1	7	2.01	1.64

The scores for ‘Trustworthy – Not-trustworthy ranged from 1.00 to 7.00, with an average of 2.01 (SD= 1.64), suggesting high level of trustworthiness of celebrities. The standard deviation of the items of trustworthiness suggested that there was sufficient variation in the data(see Table 2). From the above discussion, it may be concluded that, overall the different aspects of trustworthiness were positively perceived by the consumers to the moderate extent.

The ‘Attractiveness’ of celebrities was examined using five items measured on seven-point semantic differential scale. The scale was designed in way that, the lower the score, higher the rating on the item. The mean score of ‘Attractive – Unattractive’ ranged from 1 to 7 with an average of 1.74 (SD = 1.32), suggesting fair level of attractiveness of celebrities perceived by the consumers. The mean scores for ‘Beautiful – Ugly’ ranged from 1.00 to 7.00, with an average of 2.12 (SD = 1.54), suggesting moderate level of beauty of celebrities. Also, the mean scores for ‘Classy - Not Classy’ ranged from 1.00 to 7.00, with an average of 2.42 (SD = 1.49), suggesting moderate level of classic look of celebrities.

Table 3. Descriptive statistics of dimension Attractiveness

	Mini-mum	Maxi-mum	Mean	SD
Attractive - Unattractive	1	7	1.74	1.32
Beautiful – Ugly	1	7	2.12	1.54
Classy - Not Classy	1	7	2.42	1.49
Sexy - Not Sexy	1	7	2.90	1.86
Elegant - Plain	1	7	2.58	1.62

The mean scores for ‘Sexy – Not-sexy’ ranged from 1.00 to 7.00, with an average of 2.90 (SD = 1.86), suggesting almost neutral of sexy look of celebrities. The mean scores for ‘Elegant - Plain’ ranged from 1.00 to 7.00, with an average of 2.58 (SD= 1.62), suggesting moderate level of elegance of celebrities. The standard deviation of attributes of attractiveness suggested sufficient variation in the data (see Table 3).

The ‘Expertise’ of celebrities was examined using five items measured on seven-point semantic differential scale. The scale was designed in way that, the lower the score, higher the rating on the item. The mean scores for ‘Expert – Not an expert’ ranged from 1.00 to 7.00, with an average of 2.32 (SD = 1.54), suggesting moderate level of expertness of celebrities. Also, ‘Experience-notexperience’ obtained the average score of 2.45 (SD = 1.49) exhibiting moderate level of experience of celebrities. Also, the celebrities exhibited the moderate score on knowledgeable (2.59, SD = 1.57) and skill level (2.49, SD = 1.47) respectively but a high score on Qualified (1.66, SD = 1.57). (seeTable4)

Table 4. Descriptive statistics of dimension Expertness

	Mini-mum	Maxi-mum	Mean	SD
Expert - Not an Expert	1	7	2.32	1.69
Experienced - Not Experienced	1	7	2.45	1.49
Knowledgeable - Un-knowledgeable	1	7	2.59	1.59
Qualified – Unqualified	1	7	1.66	1.57
Skilled - Unskilled	1	7	2.49	1.47

For each of the dimensions of credibility of celebrity, a unified or composite mean score was obtained through summing the response score and then dividing it by the number of items in the dimension (refer Table 5).

Table 5. Descriptive statistics of dimensions of celebrity credibility

	Mean	SD	Skewness	Kurtosis
Trustworthiness	2.77	1.22	0.79	-0.10
Attractiveness	2.50	1.33	1.29	1.44
Expertise	2.51	1.31	1.00	0.26

‘Trustworthiness’ score of 2.77 (SD = 1.22) suggested that the celebrities can be trusted to moderate level only. Celebrities work for money, therefore not highly trustworthy. Also, the average score of Attractiveness (2.50, SD = 1.33) and Expertise (2.51, SD= 1.31) suggested that the celebrities are expert and attractive to the moderate level only.

The “Buying Behaviour” of the consumers was examined by asking the consumers their intentions to buy a set of FMCG products (household and personal care products) endorsed by celebrities. The respondents were asked to rate their intention to buy the set of FMCG products on four points likert scale from ‘Will definitely buy = 1’ to ‘Will definitely not buy = 2’. The mean score between 1-2 suggested the positive intention to buy whereas 2-2.5 suggested a weak intention to buy, mean score between 2.5-3 suggested weak intentions towards not to buy and mean score between 3-4 suggested intentions not to buy a product endorsed by celebrity.

The average score of Fabric wash products (1.93, SD = 0.79) suggested the positive intentions towards buying a product endorsed by the celebrity. The average score of Kitchen/washroom cleaning products (2.15, SD = 0.78) suggested the weak intentions to buy such products if endorsed by the celebrity. The average score of Air freshener products (2.18, SD = 0.91) suggested the weak intentions to buy such products if endorsed by the celebrity. The average score of Deodorants products (2.01, SD = 0.89) suggested the positive intentions to buy such products if endorsed by the celebrity as the score is very close to 2. The average score of Skin care products (2.04, SD = 0.92), Hair care products (2.07, SD= 0.88) and Oral care products (2.07, SD=0.99), and Oral care products (2.19, SD=0.94) also suggested the weak intentions to buy such products if endorsed by the celebrity. The overall buying behaviour was also weak (2.08, SD =0.58) (refer Table 6).

Table 6. Descriptive statistics of buying behaviour

	Mini-mum	Maxi-mum	Mean	SD
Fabric wash product (Detergent powered/soap)	1	4	1.93	0.7
Kitchen/washroom cleaner/floor cleaner	1	4	2.15	0.7
Air Freshener	1	4	2.18	0.9
Deodorants/perfumes	1	4	2.01	0.8
Skincare (face cream, body lotion etc.)	1	4	2.04	0.9
Hair care (Hair oil, shampoo etc.)	1	4	2.07	0.8
Oral care (Toothpaste, mouth wash etc.)	1	4	2.19	0.9
Overall buying behavior	1	4	2.08	0.5

The impact of Trustworthiness, attractiveness, and Expertise on the buying behaviour was examined using the multiple regression technique. The buying behaviour was the dependent variable and three dimensions of celebrity credibility were used as independent variables. The results of multiple regressions are exhibited in Table 7.

The results of the linear regression were significant, $F(3,898) = 65.314$, $p = .000$, $R^2 = 0.18$, suggesting that Trustworthiness, Attractiveness, and Expertise jointly accounted for 18% of the variance in the buying behaviour of consumers. The individual predictors were examined further. Trustworthiness was a significant predictor of buying behaviour, $B = 0.077$, $t = 3.794$, $p < 0.01$ suggesting that for everyone unit increase in the trustworthiness of celebrity, the buying behaviour increased by .077 units. Attractiveness was also a significant predictor of buying behaviour, $B = 0.074$, $t = 4.211$, $p < 0.01$ suggesting that for everyone unit increase in the attractiveness of celebrity,

the buying behaviour increased by .074 units. Expertise was also a significant predictor of the buying behaviour, $B=.068$, $t = 3.644$, $p<.01$, suggesting that for every unit increase in the expertise of celebrity, the buying intention increased by .068 units. Standardized beta score revealed that out of three predictors, Attractiveness was the most significant or important one, followed by Trustworthiness and Expertise. The collinearity statistics suggested that the independent variables were not correlated.

Table 7. Results of multiple regression

	Unstand. Coefficient		Stand. Coefficient	t	Sign.	Collinearity Statistics		F	Sign	R Square
	B	Std. Error	Beta			Tolerance	VIF			
(Constant)	1.510	.045		23.59	000			65.31	000	.18
Trustworthiness	.077	.020	.162	3.794	000	.500	2.00			
Attractiveness	.074	.018	.171	4.211	000	.502	1.81			
Expertise	.068	.019	.155	3.644	000	.503	1.99			

6. CONCLUSION

This study concludes that celebrities in advertisement are positively perceived by consumers. The proper fit between product and endorser are rare characteristics influencing the PI of the buyers. The strong bond between endorser and the product gives a strong outcome. But if, endorser and product doesn't fit properly with each other, it could negatively affect the consumers as well it could damage the image of the brand. Companies need to select appropriate strategies for advertising appeal. They

have to carefully monitor the needs and interests of the buyers for a specific product. There must be a proper-fit between celebrity and product image, which ultimately leads to consumer satisfaction. The consumer looks for a variety of aspects from the endorsement like Trustworthiness, attractiveness and expertise of the endorser. The consumers are most likely to buy the product if the celebrity endorsing it is trustworthy.

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