

EVALUATING THE EFFECTIVENESS OF SKA DAIRY FOODS PROMOTIONAL STRATEGIES: A STUDY ON CUSTOMER PERCEPTIONS AND ADVERTISEMENTS

1. Dr. Ganesan D 2. Dr. Jothi Francina V 3. Dr. Jaiganesh G 4. Keerthirajan S 5. Nishta B 6. Vetry M 7. Aishwarya S

1. Assistant Professor, Department of Management Studies, Sona College of Technology, Salem, Tamilnadu 636005 mob. 9842683886
2. Assistant Professor, Department of Management Studies, Sona College of Technology, Salem, Tamilnadu 636005
3. Scientist F – Excel Instruments, Dias Industrial Estate, Sativali Naka, Maharashtra – 401208
4. I year MBA, Sona College of Technology, Salem -636005 5. I year MBA, Sona College of Technology, Salem -636005
6. I year MBA, Sona College of Technology Salem -636005
7. I year MBA, Sona College of Technology Salem -636005

Abstract

This research study conducted at SKA Dairy Foods in Salem aimed to evaluate the effectiveness of the company's promotional strategies towards its customers by identifying the most effective promotional tactics for dairy products in the Salem region. A descriptive research design was used with a convenience sampling technique to select a sample size of 150 respondents. Data was collected through a survey method and analyzed through percentage analysis. The study highlights the importance of marketing in directing the flow of goods and services from the producer to the customer and its role in satisfying human needs through the exchange process. The findings showed that effective promotion is crucial for success and growth in the highly competitive dairy market, as respondents considered the effectiveness of promotional strategies, the efficacy of advertisements, and their perceptions of promotional practices when selecting a dairy product brand. The results of the survey can serve as valuable input for the organization's continuous improvement planning.

Keywords: Promotional strategies, SKA Dairy Foods, Salem region, Descriptive research design, Survey method, and Customer perception

1. Introduction

In today's fast-paced market, customers are constantly being exposed to an immense amount of promotional messages, causing many marketers to recognize that advertising alone is not sufficient to convince target market members to take action. To achieve their goals, marketers are utilizing additional promotional methods alongside advertising. Some marketers have found that certain attributes of their target market or product make advertising a less favourable option and prefer to allocate their promotional spending to non-advertising promotions for better results. Meanwhile, the high cost of advertising is driving many to look for alternative, lower-cost promotional techniques.

Sales promotions are widely used in various industries and especially by marketers targeting consumers. They differ from advertising in terms of their objectives, which are specifically designed to encourage customer response. Sales promotions involve short-term techniques to persuade target market members to respond or undertake a specific action. Marketers offer a reward, such as a lower cost of ownership or value-added material, to those who respond. Sales promotions can take various forms such as advertising campaigns, PR activities, free samples, competitions, temporary price reductions, telemarketing, personal letters and more. The key factors that distinguish sales promotions from advertising are the short-term value proposition and the requirement of customer activity to

receive the value. Sales promotions are used by organizations in both consumer and business markets, with consumer product marketers using and spending on them more frequently. The Promotion Marketing Association estimates that spending on sales promotions exceeds that of advertising.

Sales promotion is a marketing technique aimed at boosting sales of a product within a defined period of time. It is one of the five components of the promotional mix, alongside advertising, personal selling, direct marketing, and publicity/public relations. Sales promotions employ both media and non-media marketing communications for a limited time to increase consumer demand, stimulate market demand, or improve product availability. Examples of sales promotions include contests, coupons, rebates, freebies, product samples, and loss leaders, point of purchase displays, premiums, and prizes. These promotions can be directed at the consumer, sales staff, or distribution channel members such as retailers.

Consumer sales promotions are short-term promotional tactics aimed at encouraging customers to respond in some way, typically through product purchasing. They come in many forms, including reducing the cost of the product, adding more benefits to the regular purchase price, building brand loyalty, or creating product awareness. While tying a promotion to an immediate purchase is a common use of consumer sales promotion, it is not the only one. Marketers have a wide range of consumer promotions at their disposal, but they must also be mindful of the potential negative effects of discounting on a brand's reputation.

Inside sales promotion activities, such as window displays, product and promotional material displays, and promotional programs like premium awards and contests, aim to enhance company sales. Outside sales promotion activities, like advertising, publicity, and public relations events, also help drive sales. Sales promotion is used to attract new customers, retain existing ones, counteract competition, and take advantage of market research opportunities. It is important for businesses to carefully plan and execute their sales promotion strategies to achieve the desired results and maintain a positive image.

India is the largest producer and consumer of dairy products in the world, with the dairy industry contributing to 17% of the country's total food expenditure. The industry is estimated to be worth INR 130 million tons and is expected to grow at 4-5% per annum. The organized sector processes 30% of the total milk output, with 20% accounted for by the private sector and 10% by cooperatives and government dairies. Nearly all of the dairy produce in India is consumed domestically, with fluid milk being the majority of it. The government has introduced various schemes and initiatives to develop the dairy sector, while the private sector is also increasing its participation with a focus on value-added products. Uttar Pradesh is the highest milk producing state in India, and India and Pakistan are expected to contribute more than half of the growth in global milk production by 2028. Quality, product development, infrastructural support, and worldwide marketing are challenges facing the Indian dairy industry.

Statement of the problem:

The role of promotion is crucial for both businesses and consumers. Business organizations use promotions, such as discounts and special offers, to attract customers and increase sales. These promotions are designed and implemented based on the company's plans and market conditions. The goal of promotion is to convince buyers to purchase products and maintain their loyalty. A company reaches its customers through the products or services it provides.

Concept and Review:

Sales promotion is a key component of the promotion mix, used to encourage customers to buy a product by offering short-term incentives, such as discounts, coupons, samples, gifts, and point-of-

purchase materials. The goal is to increase sales and build long-term customer relationships by providing extra value to the customer.

Literature review was conducted in three parts for the present study. The first part covered the concept of sales promotion, the second part reviewed previous research, and the third part identified research gaps.

Sales promotions can be divided into two categories: non-price promotions and price promotions. Non-price promotions include supportive non-price promotions, such as point-of-sale advertising and display, and true non-price promotions, such as samples, premiums, sweepstakes/contests, and events. Price promotions include temporary price reductions, coupons, rebates, promotional packs, and loyalty discounts. In conclusion, sales promotion is a critical tool for marketers to acquire and retain customers in today's highly competitive business environment. However, it can be a complex process, and poorly designed sales promotion strategies can harm the company's image in the long term.

Several studies have been conducted over the years to understand the impact of sales promotions on different aspects of marketing. Sam and Buabeng (2011) highlight the essential focuses of sales marketing, which include presenting the latest products, attracting new customers, encouraging repeat purchases, remaining competitive, and increasing sales during off-seasons. They suggest that sales promotions offer an immediate incentive to act by providing additional value over what is included in the product at its regular price.

Prajapati&Thakor (2012) focus on the innovative and aggressive promotional strategies used by toothpaste companies in the rural market. They found that rural consumers place great importance on quality and brand name, and that promotional schemes such as discounts and special offers have a significant impact on their decision to purchase toothpaste. Similarly, SoniNeha (2013) studied the various sales promotion tools and their impact on the purchase decision of white goods (refrigerators). The results showed that offers, premiums, and contests are the most influential variables in consumer purchase decisions. Other studies also discuss the impact of promotions on compulsive buying (Wang and Jing, 2015), the dynamic variation in sales through time series analysis (Kumar and Mukherjee, 2016), the correlation between sales promotions and consumer involvement and purchase intention (Angela YaPing Chang, 2017), the influence of demographic, product involvement, and sales promotion characteristics on customer attitudes (Kim Fam et. al, 2018), and the role of sales promotions on planned buying behavior (Kandra and Singh, 2019). Finally, Gedenk (2022) presents data and models that can be used to measure the effectiveness of sales promotions, highlighting the importance of both aggregate and disaggregate data in this analysis.

The literature review reveals that there has been limited research conducted on effective sales promotional strategies, their influence on consumer behavior towards dairy products, and the opportunities and challenges in the dairy market. This study aims to fill this gap by exploring the perception of consumers regarding various sales promotion strategies used in the dairy industry, and to examine the impact of these strategies on business performance. Additionally, the research will uncover the key factors that contribute to the success of sales promotion strategies in the dairy market in the study area. The primary goal of this work is to assess the effectiveness of S K A Dairy Foods India (P) Ltd.'s promotional strategies, analyze the key factors contributing to their success, understand customers' expectations towards various promotional tools, and provide recommendations for more effective promotions.

2. Methodology

The research design for this study is a carefully planned arrangement for the collection and analysis of data, with the goal of achieving both relevance to the research purpose and efficiency in procedure. It serves as the foundational structure for conducting the research and encompasses the blueprint for

collecting, measuring, and analyzing data. This study utilizes a descriptive research design, which focuses on describing the characteristics of individuals or groups.

2.1 Descriptive research

The study is inherently descriptive in nature, going beyond mere data collection to encompass measurements, classifications, analysis, comparisons, and interpretation. It provides an in-depth examination of existing conditions, determining their nature and extent. The purpose of this descriptive research is to examine a pre-existing phenomenon, and the researcher employs a descriptive research technique to plan the sample design, achieve research objectives, and gather valuable demographic and objective information for data analysis.

Sampling techniques

The selection of a representative subset of the population is referred to as sampling. This study employs a sampling technique to determine the parameters and characteristics of the entire population.
Sample size

The sample size for this study is 150 individuals or units.

Sampling techniques

The study utilizes the convenience sampling technique, a type of non-probability sampling in which individuals or units are selected based on ease of volunteering or availability. This method is quick and convenient, with the advantages of being readily accessible and readily obtainable.

2.2 Type of data collected

Primary Data

The primary data for this research was collected from customers of S K A Dairy Foods India (P) Ltd. through the distribution of a questionnaire. The collected information from the respondents provides the essential primary data for the study.

Secondary Data

Supplementary information was collected from various sources such as publications, office records, company profiles, and websites, which were necessary for the study.

Research Tool

The researcher utilized structured questionnaires containing predominantly multiple-choice questions to gather the opinions of the respondents regarding the research problem. The primary data was collected using a structured questionnaire schedule, a well-defined tool for collecting data.

2.3 Tools for analysis

The research plan for studying the customers of S K A Dairy Foods India (P) Ltd involves both Primary and Secondary Data as the data sources. The research approach adopted is Descriptive Research with a focus on the Survey Method. A comprehensive questionnaire incorporating multiple-choice and Likert's 5-point rating questions will be administered to the customers of S K A Dairy Foods India (P) Ltd to gather relevant information. The survey area is Salem and a sample size of 150 customers will be selected through Non-probability Convenient Sampling techniques, collecting only Primary Data through the Direct Contact Method. The data will be analyzed using Percentage Method, ANOVA Analysis, Henry Garrett Ranking Analysis, and Weighted Average Analysis to draw meaningful conclusions.

DATA CODIFICATION: The collected responses from the customers of S K A Dairy Foods India (P) Ltd. will be translated into appropriate codes and exported to an MS Excel spreadsheet or SPSS data sheet.

DATA ANALYSIS: The codified data will be represented in the form of tables and visuals such as graphs, diagrams, histograms, pie-charts, etc. to arrive at conclusions and insights. Percentage analysis, ANOVA analysis, and correlation co-analysis will be used to address the formulated hypothesis. Additional statistical tests will be employed if necessary. The study has limitations such as dependence on accurate respondent info, limited applicability to other regions, potential impact on reliability, possibility of changing results over time, limitations of convenient sampling method, and potential reluctance of respondents to provide responses.

3. RESULTS

FIGURE 1.1

RESIDENTIAL AREA OF RESPONDENTS

Residentialplace	NoofRespondents	Percentage of Respondents(%)
Rural	36	24
Urban	64	42.7
SemiUrban	50	33.3
Total	150	100.0

FIGURE 1.2

SHOW IN GAGEWISE COMPARISON

Age	NoofRespondents	Percentageof Respondents(%)
Below20Years	6	4.0
21-30Years	31	20.7
31-40Years	49	32.7
41-50Years	32	21.3
Above50 Years	32	21.3
Total	150	100

FIGURE 1.3
SHOWING NUMBER OF FAMILYMEMBERS WISE COMPARISON

Numberof Family Members	NoofRespondents	Percentageof Respondents(%)
Upto2Members	41	27.3
2-4Members	61	40.7
4-6Members	39	26.0
6-8Members	9	6.0
Total	150	100

FIGURE 1.4
SHOWING MONTHLY IN COMEWISE COMPARISON

MonthlyIncome	NoofRespondents	Percentageof Respondents(%)
UptoRs 15,000	48	32.0
Rs15,001-Rs 25,000	62	41.3
Rs25,001-Rs 35,000	19	12.7
Rs35,001-Rs 45,000	16	10.7
Morethan Rs 45,000	5	3.3
Total	150	100

FIGURE 1.5
SHOWING OPINION ON MILK PRODUCTS CONSUMED ON ADAILY BASIS

Opinion	NoofRespondents	Percentageof Respondents(%)
MilkPowder	51	34
Panner	22	14.7
Curd	57	38
Butter	14	9.3
Ghee	6	4
Total	150	100

FIGURE 1.6
SHOWING OPINION ON SKA DAIRY ADVERTISEMENT FOCUS ON BRAND AWARENESS

Opinion	Noof Respondents	Percentage of Respondents(%)
Very High	58	38.7
High	39	26.0
Medium	20	13.3
Low	22	14.7
Very Low	11	7.3
Total	150	100

FIGURE 1.7
GARRETT RANKING ANALYSIS

Media	Description of Rank (Noof respondents)					Total
	Rank 1	Rank 2	Rank 3	Rank 4	Rank 5	
Outdoor	54	40	22	12	22	150
Television	24	26	33	44	23	150
Social media	28	27	41	23	31	150
Radio	9	39	32	37	33	150
Print Media (Newspaper, Magazines)	35	18	22	34	41	150

Media	Garret Ranking					Total	%	Rank
	1	2	3	4	5			
Outdoor	4050	2400	1100	468	528	8546	53.41	I
Television	1800	1560	1650	1716	552	7278	45.48	III
Social media	2100	1620	2050	897	744	7411	46.31	II
Radio	675	2340	1600	1443	792	6850	42.81	V

Print Media (Newspapers, Magazines)	2625	1080	1100	1326	984	7115	44.46	IV
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FIGURE 1.8

Rank the level of agreement towards the effectiveness of promotional strategies

Statements	Noofrespondents	Weightedaverage/Mean	Std.Deviation	Rank
Frequent price discount will tend to repeated purchase	150	2.1533	1.15123	V
Effective promotions will acquire more new customers	150	2.2933	1.41206	IV
Promotional strategies of SKA dairy foods are enabling customer retention	150	2.4533	1.25632	III
Effective promotions will enhance the brand awareness of SKA dairy foods	150	2.5000	1.37450	III
Promotional strategies are good enough to influence customer's buying decision	150	2.7400	1.30785	I

FIGURE 1.9

Rank the level of agreement towards the efficacy of advertisements of SKA dairy products

Statements	Noofrespondents	Weightedaverage/Mean	Std. Deviation	Rank
SKA dairy Advertisement focus on brand awareness	150	2.2600	1.30785	II
Advertisements are impacted customer to buy the SKA dairy products	150	2.0667	1.22429	IV
Promotional schemes brought change in customers perception on SKA dairy products	150	2.3800	1.21329	I

SKA dairy provides excellent personal selling	150	1.9000	0.86506	V
Engage samples of products for product line extension	150	2.1867	1.38247	III

The table and chart above present the residential classification of the respondents. The majority, 64 (42.7%) respondents, live in urban areas, while 50 (33.3%) live in semi-urban areas, and 36 (24%) in rural areas.

The data in the table also indicates that the age group of 31-40 years old respondents prefer the dairy products of S K A Dairy Foods India (P) Ltd the most, with 32.7% of the respondents in that age group. About 4% of the respondents are below 20 years of age, 20.7% are between 21-30 years of age, 21.3% are between 41-50 years of age, and 21.3% are above 50 years of age. Table 4.5 displays that 27.3% of the 150 respondents live in a family with up to 2 members, 40.7% in a family with 2-4 members, 26% in a family with 4-6 members, and 6% in a family with more than 6 members. This suggests that families with 2-4 members prefer the products of S K A Dairy Foods India (P) Ltd. The table about the monthly income of the selected respondents shows that the largest group, 41.3% (62 out of 150 respondents), earns between Rs 15,001-Rs 25,000 per month, followed by 32% (48 respondents) with an income of up to Rs 15,000 per month, 12.7% (19 respondents) with an income of between Rs 25,001-Rs 35,000 per month, 10.7% (16 respondents) with an income of between Rs 35,001-Rs 45,000, and 3.3% (5 respondents) with an income exceeding Rs 45,000 per month.

. The table about the daily milk product consumption of the selected respondents shows that 38% (57 out of 150 respondents) consume curd daily, followed by 34% (51 respondents) who consume milk powder, 14.7% (22 respondents) who consume paneer, 9.3% (14 respondents) who consume butter, and 4% (6 respondents) who consume ghee. The table about the brand preference for milk shows that 41.3% (62 out of 150 respondents) prefer Aavin, 14.7% (22 respondents) prefer Arokya, 3.3% (5 respondents) choose Aroma, 7.3% (11 respondents) prefer Cavins, and 33.3% (50 respondents) prefer Arjuna Milk

According to the survey of 150 selected respondents, the level of agreement towards various aspects of SKA dairy products was assessed.

Advertising: Out of 150 respondents, 64 (42.7%) considered the advertisements to have a very high impact on their decision to buy SKA dairy products, 46 (30.7%) considered it high, 15 (10%) considered it medium, 16 (10.7%) considered it low, and 9 (6%) considered it very low.

Garrett ranking analysis

The results of the Garrett ranking analysis indicate that among the 5 media options, customers expect more advertisements and promotions of SKA dairy foods to be done through "Outdoor" media. This media channel has the highest Garrett score of 53.41 and is ranked first. The second most favoured media channel is "Social media," followed by "Television" which is ranked third.

Weighted average analysis

The results of the survey show the customers' level of agreement towards the effectiveness of promotional strategies, efficacy of advertisements, and perception about promotional practices of SKA dairy foods. The weighted average method was used to calculate the scores for each factor, and the results were compiled in tables 1.8, and 1.9 respectively. In the first table, it was found that the promotional strategies were good enough to influence customer's buying decision and had the highest rank. In the second table, the promotional schemes brought change in customer's perception on SKA dairy products and had the highest rank

4. Discussion

The findings of the research were obtained through simple percentage analysis and statistical analysis. The research results showed that the majority (42.7%) of the respondents are located in urban areas, with 32.7% of them being in the 31 to 40-year-old age category.

The most common family size among the respondents was 24 members (40.7%), with 41.3% of them having a monthly income of between Rs 15,001-Rs 25,000. The majority (38%) of the respondents consumed curd daily and 41.3% preferred the brand Aavin. A significant number of respondents (75.3%) always buy the same brand of milk. Around 40% of the respondents were frequently influenced by promotional activities of SKA Dairy foods. The majority (36%) of the respondents agreed that frequent price discounts would lead to repeated purchases, while 39.3% agreed that effective promotions would acquire more new customers. Additionally, 42.7% of the respondents agreed that promotional strategies of SKA dairy foods were enabling customer retention. There was a significant agreement (29.3%) that effective promotions would enhance the brand awareness of SKA dairy foods, and 33.3% of respondents agreed that promotional strategies were good enough to influence customers' buying decisions. A significant number of respondents (38.7%) said that the focus of SKA dairy advertisements had a very high impact on brand awareness, and 42.7% said advertisements had a very high impact on customers' purchasing decisions. 32% of respondents said that promotional schemes had a high impact on changing customer perception of SKA dairy products. A large number of respondents (44%) said that personal selling by SKA dairy had a very high impact, while 38.7% agreed that point-of-purchase displays increased product sales. 28% of respondents agreed that SKA dairy had good public relations for market segmentation. Word of mouth communication had a neutral impact (29.3%) on customer purchasing decisions. A large number of respondents (32.7%) agreed that value addition to the brand had accelerated sales volume, and 26% agreed that SKA dairy products had sufficient retail outlets for brand building. 33.3% of respondents agreed that promotional strategies of SKA dairy products were competitive with their competitors, and 73.3% of respondents would recommend SKA dairy products to friends and relatives.

The results of the statistical analysis reveal that there is no association between the daily consumption of milk products and demographic variables, except for age and number of family members. The Garrett ranking method showed that outdoor advertising had the highest primary media with a score of 53.41 and ranked first, followed by social media and television. The weighted average analysis showed that customers had a high level of agreement regarding the effectiveness of promotional strategies, with the factor "promotional strategies are good enough to influence customer's buying decision" ranking first. The same analysis showed that customers also had a high level of agreement towards the efficacy of advertisements for SKA dairy products, with the factor "promotional schemes brought change in your perception of SKA dairy products" ranking first. The level of perception about the promotional practices of SKA dairy foods among consumers was also analyzed, with the factor "word of mouth communication of SKA products impacting consumers' purchase intention" ranking first.

5. Conclusion

In this study, we have thoroughly examined the efficacy of the promotional strategies employed by SKA dairy foods towards customers. The research was conducted to gain an in-depth understanding of the consumers of SKA dairy foods, using 150 respondents as participants. The data was analyzed using appropriate statistical tools, leading to numerous findings regarding the efficacy of the promotional strategies towards customers. The results provide a clear insight into the buying behavior of consumers, based on demographic factors, effectiveness of advertisements, and customer perception towards promotional practices.

Our research concludes that effective promotion strategies play a crucial role in the growth and sustainability of the dairy market, particularly for the SKA dairy brand. The findings suggest the following recommendations:

1. To attract more sales, SKA should frame promotional strategies that appeal to the elderly members of the family, as they play a significant role in deciding the brand of dairy products.
2. Conducting proper market surveys to ensure the availability of dairy products in the market.
3. Advertisements for dairy products in urban areas should emphasize the health benefits, while advertisements in rural and semi-urban areas should focus on product quality.
4. To increase sales, SKA should concentrate on promoting their curd products, emphasizing quality, health benefits, and taste.
5. To target female customers, SKA should devise effective promotional strategies.
6. To increase sales, SKA must ensure the availability of their curd and milk products in provisional stores.

The study emphasizes the importance of strong promotional strategies in the success of the dairy market, particularly for SKA dairy foods.

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