

A CONCEPTUAL STUDY ON CONSUMER PREFERENCE ON BRANDED FMCG GOODS IN THE RETAIL MARKET

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ABSTRACT

This research paper aims to explore consumer preference on Branded of FMCG goods; As FMCG is a prospective market at present and future. For this purpose the researcher sourced data through review of literature from various journals in the selected area of research. It is found that the consumers prefer branded FMCG products because of quality, trust and sellers advice about the products and other factors.

KEYWORDS: *Rural Market, Modern Marketing begins with the Consumer*