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Descriptive analysis of consumer perception and attitude about sales of personal care products in India

Kaniksha Udernani

Pandit Deendayal Petroleum University, India

The information technology revolution has changed the structure of many industries. Now the global markets are open and fairly providing opportunities to consumers. The organized retail businesses are also being

expanded on a global state. The consumer is more acquainted and informed about each and every detail happening in the markets. Now many portals are available which are providing real-time a comparative analysis of products and its price variants. The consumer, especially in urban areas are more inclined towards the online platform. The application based mobile commerce has given wide opportunities for marketers to target the niche segment. This has also increased consumer retention rate in

many multinational brands. The network-based e-commerce is now providing end to end services to consumers. This paper aims to understand the perception of Indian consumers about online and mobile platform in the Indian personal care market. The outcomes of primary research are providing comprehensive, strategic and operational plan pertaining to the supply chain, sales, and marketing promotion and about consumer preferences to e-commerce startups in India.

kaniksha.ubb16@sls.pdpu.ac.in