AN ANALYSIS OF INTERMEDIARIES PERCEPTIONS TOWARDS NIRMAM SHUDH SALT WITH SPECIAL REFERENCE TO AHMEDABAD CITY

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ABSTRACT

The Indian industry is facing the cut through competition, so it is essential for all the company in the industry to fulfill the customers demand by offering products (i.e.: iodized salt) at right place at a right time and at the right price via retailers. India is a one of the largest consumer economy, with burgeoning middle class pie. In such a widespread, diverse marketplace, Nirma aptly concentrated all its efforts towards creating and building a strong consumer preference towards its ‘value-for-money’ products.

This study basically focuses on perception towards Nirma Shudh salt from retailer’s & wholesaler’s perspectives of Ahmedabad City of Gujarat state. As we know the intermediaries work as a mediator in between manufacturer and customer who plays a vital role in fulfilling the needs of end-user’s by making the things available at the doorstep.

KEYWORDS: Branding, FMCG, Iodized salt, Non-iodized salt, Perceptions, Retailer.