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# MEASURING CULTURAL DIFFERENCES OF FMCG CONSUMERS: A STUDY OF RAJASTHAN AND GUJARAT STATE

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## ABSTRACT

Growth of industry in various part of the world has increased inequality, poverty, corruption and environmental pollution, etc. This growth in industrial production is not equal in all the states of a vast country like India. Since the world is moving towards specialisation and thus even small company has to make the corrections in their products and strategy of sales. FMCG is also a fast moving industry in India and thus the companies require knowing that which variables provide the help to improve the sales in cut through completions. This study was conducted to find out those variables which are responsible for cultural differences in Rajasthan and Gujarat states of India. For this purpose a healthy sample of 500 consumers were gathered from both states and then multivariate regression tool were used to identify the cultural differences. The results found that 4 independent variables food Habit, Mobility, Clothing Habits and Religion explains the difference in culture between Rajasthan and Gujarat states among the FMCG consumers.

**Keywords:** Cultural differences, FMCG product, Rajasthan, Gujarat region.

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