

A Study on Branding Challenges and Opportunities of Fevicol in Indian Market

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Abstract: *This research study looks at Fevicol, a leading adhesive brand in India, and the branding difficulties and opportunities it faces. The study's goal is to identify Fevicol's present market position and evaluate its strengths, weaknesses, opportunities, and threats (SWOT) in the Indian context. The study examines Fevicol's brand perception, customer loyalty, and competitive landscape using a mix of qualitative and quantitative research methodologies, such as market surveys and expert interviews. In addition, the study looks into emerging trends and adjustments in consumer behaviour that could have an impact on Fevicol's market presence. By identifying critical areas for improvement and prospective growth plans, this study provides practical recommendations for Fevicol's branding strategy to preserve and improve its market leadership in India. The findings add to the larger discussion of brand management and marketing tactics for consumer products in the continually changing Indian market*

Keywords: Fevicol

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