

## **A Detailed Study of the Point of Purchase at Big Bazaar: An Effective Management System**

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### **Abstract**

*There is a direct correlation between the economic growth of a nation and the rising standards of living of its citizens, and this is why retail in India is one of its foundational industries. There is a lot of room for growth in the retail market in India, which is why the international market is particularly interested in setting up a company in India, and the business owners who manage their businesses with great care reap the benefits as their businesses grow more quickly. It is one of India's leading retail industries since it lacks a neighboring country. After establishing a retail presence in major cities, the shop started expanding to additional towns and cities around the country. A study titled "Analyzing the Effectiveness of Point of Purchasing" at Big Bazaar Jayanagar, Bangalore was conducted to find out the effectiveness of Point-of-Purchase Displays, to identify the indicators that encourage customers to purchase, using a sample size of 100 customers. This survey indicated that the majority of consumers agreed that the Point-of-Purchasing made at Big Bazaar has an influence on their buying choice, and it is encouraged that it continues for further advantages.*

**Keywords:** *Promotional tools, Consumer purchases, and POP display effectiveness*

## **1. Introduction**

### **1.1. Global schedule**

Retailing is often seen as an unneeded digital business activity [1]. Wal-Mart is today the largest corporation in the world and has become the largest food supplier [2][3]. The retail situation in India is exceptional, with most of it in a state of disarray. There are almost 12 million stores of all sizes and configurations. Approximately 90% of them are less than 500 sq. ft. in length, with the least sophisticated retail zone being 2 sq. ft. in the interim as the US has a 16 sq. ft [4]. India has the most outlets in the world, for example, 9 searches for a thousand individuals.

Agricultural retail and a large number of indigenous establishment shops were established with the assistance of the Khari [5] and Village Industries commission. In the Nineteen Eighties, the financial framework started to open up, leading to the other of retailing. The primary couple of firms to provide retail chains were in the texturing division. With time, new individuals transitioned from generation to typical commerce. With the arrival of acquiring shops, retail as a thrill emerged in India [6]. Purchasing office stores arose inside metropolitan

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areas, providing clients with a world-class experience. As a result, the number of hypermarkets and ordinary shops increased.

The world's growth contains continuous modification within the convey chain control [7], distribution channels, innovation, backup operations, and so on, which will eventually result in a rise in the prominence of consolidation, mergers and acquisitions, and large ventures. The word "retail" comes from the French word "retailer," which means "to cut a piece off" or "to split mass." In essence, it collects an instant trade with the promoter. Retailing entails a quick interaction with the consumer as well as the coordination of business endeavor actions ranging from the concept or configuration period of a thing or providing to its transport and set up-movement provision to the supporter [8]. The company has contributed to the economic development of numerous nations and is unquestionably one of the most rapidly changing and dynamic activities in the globe today. The word "retail" comes from the French word "retailer," which means "to cut a piece off" or "to split mass." In essence, it collects an instant trade with the promoter. Retailing entails a quick interaction with the consumer as well as the coordination of business endeavor actions ranging from the concept or configuration period of a thing or providing to its transport and set up-movement provision to the supporter. The company has contributed to the economic development of numerous nations and is unquestionably one of the most rapidly changing and dynamic activities in the globe today.

India is expected to emerge as the region's fastest-developing web-based company commercial center, propelled by robust financing in the area and rapid growth in the number of net customers. Several organizations have made incorrect assumptions concerning the explosion of Indian e-exchange marketplaces. The retail industry has the most potential to assist the nation's economy expands at a faster rate, attracting investors from across the world to set up shop in India. The administration should assist surrounding small businessmen so that they can manage three businesses effectively [9]. This should be possible via extensive government sponsorships. The Indian market is very adaptable, and it can change with any market on the earth, therefore they will have a fantastic opportunity. The elevated prevalence of cared-for-out retailing is mostly because of the growing habit of the consumer. Because of two-income family units, changing lifestyle approaches, and top-tier statistical examples, this transformation has been made feasible. Today's customers leap at the opportunity to stay in places where they may obtain necessities, nutrition, exhilaration, and other day-to-day necessities that aren't available on a single housetop [10]. As a result, retailing has become the most enthralling sector of the Indian economy. Because of the introduction of certain new firms, the Indian retail sector has risen to become a champion among the most extreme dynamic and quick-paced economic ventures. The global Retail situation: the US\$ nine trillion Retail venture is one of the world's major mechanical ventures that is still developing. Shops account for 47 of the Fortune 500 companies and 25 of Asia's true two hundred firms. It accounts for 22% of the GDP. The offer of took care of our Retail within the developing marketplaces degrees "between" 20% and 55%. In general, neighborhood groups demonstrate dominance in their privately-owned enterprise category. Divider shop gigantic bazaar, the biosphere's leading retailer, controls around 8% of the US\$ 2350 billion company segment in the United States. Similarly, Tesco has around 13 percent share of the general business in the US\$ 406 billion UK market.

According to the law, most extremely enormous shops employ a combination of cheap cost, 'all underneath-one-housetop' cabin, and "neighborhood" openness. India has grown as a result of the most extremely engaging retail show three years in progression. The Indian retail business is a US\$ 270 billion endeavor that is growing at a rate of more than 13 percent per

year. At the heart of India's budgetary system are the important six city social concerns of Mumbai, Delhi, Chennai, Kolkata, Bangalore, and Hyderabad, which account for 6% of the total population while contributing 14% of GDP. Other than that, 85 percent of India's urban Retail business concentration is concentrated in the country's eight major metropolitan districts.

## 2. Literature survey

Retail in India is growing at a steady rate [11]. Created retailing as a specialized organization organized setup, is a late marvel in India but is developing at a goliath scale. The speed with the capability of creating more than 2 million new (direct) jobs in the next six years [12], tolerating an 8 to 10% notion of dealing with retailing in the whole retail sector. The rapidly shifting retail environment necessitates that professionals adopt new capabilities to boost their viability, comprehend how to combat, and consider the situation [13]. Because merchants engage directly with consumers, there is a need for excellent authoritative competence to comprehend and meet customers' needs and aspirations. All of this necessitates a firm, wide, and securely connected with the retail business environment. Because the modern-day retail phase in India is reflected in sprawling strip shops, multiplex purchasing entrances [14], and superstructures that provide purchasing, enjoyment, and nourishment all under one rooftop, the concept of purchasing has changed in terms of association and client buying behavior, introducing an upheaval in purchasing in India. This has also resulted in large-scale activities in the land sector, with significant national and international players pouring resources into expanding the retailing enterprise's base and expansion. The trends that are propelling India's retail sector forward.

- Limited supply of well-organized retailing
  1. Lowering land prices.
  2. Increase in discretionary cash flow and customer objective

Another important factor in the retail stage's prospects in India is the rise in the number of younger runners [15]. In India, large wage packages, nuclear families at metropolitan levels, increasing working-women populations, and growing open entryways inside the organization's stage.

These key variables have been the development [16] drivers of India's formed retail component, which now boasts of retailing all of the trends of lifestyle – clothing, adornments, apparatuses, computerized, Cosmetics and Toiletries [17], home and working environment articles, visit and excitement, and some more. With this, the retail sector in India is contemplating reviving to be traditional marketplaces that clear the way for spic and span organizations, for example, department shops, hypermarkets, supermarkets, and solid point stores.

### 2.1. Present scenario of retail

The Indian retail industry has risen as a standout amongst the most unique and quick-paced businesses because of the section of a few new players. Absolute utilization consumption is relied upon to reach almost US\$ 3,600 billion by 2020 from US\$ 1,824 billion [18] in 2017. It represents more than 10 percent of the nation's Gross Domestic Product (GDP) and around 8 percent of the work. India is the world's fifth-biggest worldwide goal in the retail space.

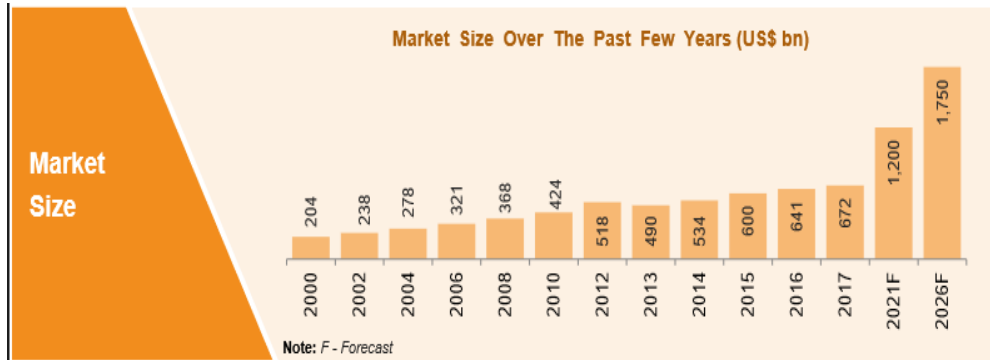


Figure 1: Yearly Ratio of Growth in Size of Market Shares

India's retail market is required to increment by 60 percent to reach US\$ 1.1 trillion by 2020, as clearly shown in figure 1, on the back of variables like rising livelihoods and way of life changes by white collar class and expanded computerized network. Online retail deals are anticipated to develop at the rate of 31 percent year-on-year to reach US\$ 32.70 billion by 2018.

India is required to turn into the world's quickest-developing web-based business advertise, driven by a strong interest in the segment and a fast increment in the number of web clients. Different organizations have elevated standards for the development of Indian web-based business markets.

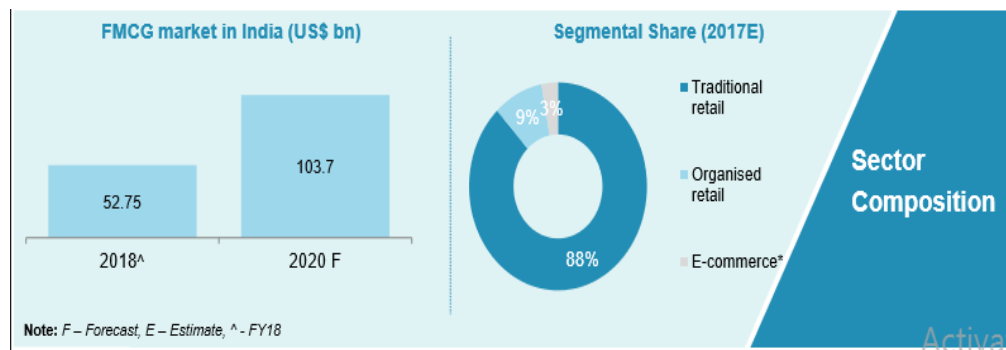


Figure 2. Sector composition in the FMCG market versus segment share in India

The luxury market of India is expected to grow to US\$ 30 billion by the end of 2018 from US\$ 23.8 billion in 2017 supported by growing exposure of international brands amongst Indian youth and higher purchasing power of the upper class in tier 2 and 3 cities can see in [Figure 2].

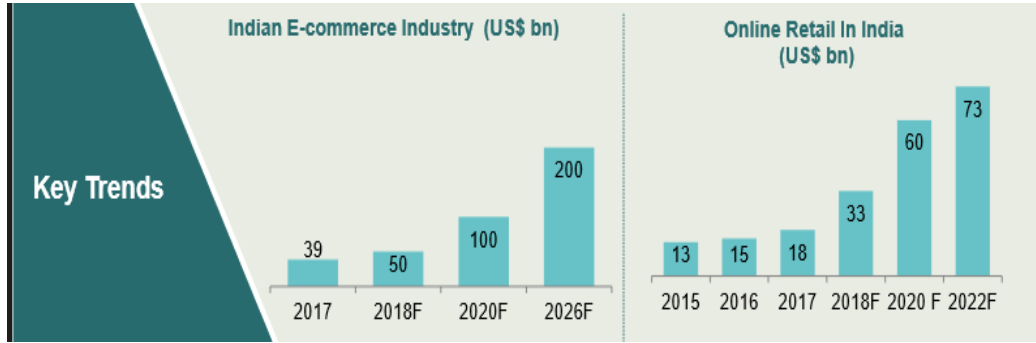


Figure 3. Key trends in the e-commerce industry versus online retail in India

### 2.3. Government initiatives

The Government of India has taken various initiatives to improve the retail industry. Some of them are listed below:

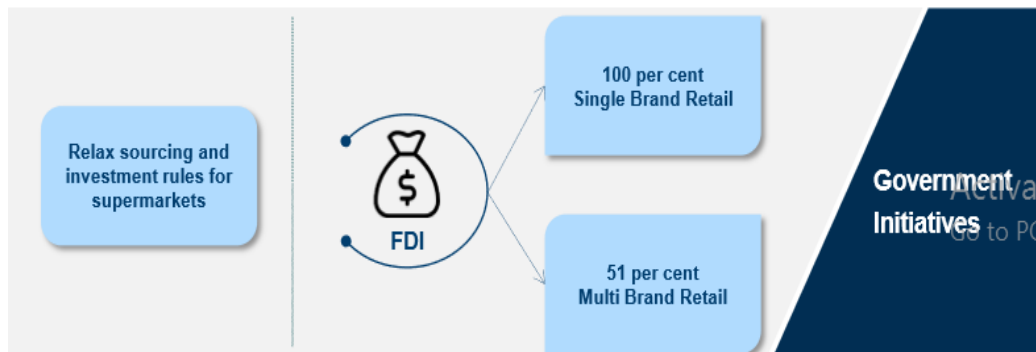


Figure 4. Government initiatives in the retail industry in India

The Government of India may change the Foreign Direct Investment (FDI) controls in sustenance handling, in an offer to allow internet business organizations and outside retailers to sell Made in India shopper items as seen in [Figure 3].

The government of India has permitted 100 percent Foreign Direct Investment (FDI) in the online retail of products and enterprises through the programmed course, in this manner giving clearness on the current organizations of internet business organizations working in India was seen in [Figure 4].

### 2.4. Present scenario of point of purchase

Point of Purchase is a place where sales are made. It will be the area surrounding the counter where customers pay. The retail purpose of procurement speaks to the time and spot at which every one of the components of the deal the buyer, the cash, and the item met up. It can be in a shopping center, market, or city. By utilizing different correspondence vehicles, including shows, bundling, deals advancements, in-store promoting, and sales reps, for procurement (POP), the advertiser plans to impact the shopper's purchasing choice. Making a powerful retail show is imperative for the accomplishment of any retail outlet. A presentation goes about as a business partner that always attempts to offer items to its clients and this push

on in-store showcases begins from a standout amongst the most one-of-a-kind element of retailing that is bought without expectation or Impulse Purchase. The purpose of procurement promotion assumes a basic job in driving client buy choices. Roughly 70 percent of all customer buy decisions are made while at the store. This implies notwithstanding when customers appear with a shopping list, regardless they contrast choices on the rack with locating the best value for the money. The point when the viability of Point of procurement messages can draw a purchaser's consideration during this basic purpose of examination. The purpose of the procurement is frequently an increasingly receptive way to deal with advertising that is once in a while stressed in an organization's promoting plan. Some utilize it to battle contender advancements or essentially to accentuate value benefits in an exceedingly focused industry. Grain passageways in general stores are ordinarily stacked with coupon offers for \$1 off three boxes or comparable advancements. Advertisers ought to be mindful of abusing purpose-of-offer advancements that may limit the estimation of a brand after some time. Point Of Purchase in the Present Retail Industry using some techniques to attract the customer in the following ways:

1. Catch the customer's eye
2. Supplement your positioning
3. Strategically locate your products
4. Help your retailer merchandise your products
5. Be more cost-effective
6. Target impulse buyers

## **2.5. Theoretical background of the study**

Now a day, there are so many companies that manufacture goods that can satisfy a determinate need of the customers. When someone wants to satisfy a primary necessity, for example, hunger or thirst, they have a demand when they go to buy something. For this reason, when a company wants to introduce a new product in an existing market and reach a market share. According to the project titled "Analysing the effectiveness of point of purchase in Big Bazaar, Jayanagar which focuses on how effective is storing Point of Purchase Display. The study focuses mainly on three important factors that club together to reveal the study about the effectiveness of displays at Big Bazaar. In the present scenario of the competitive market, companies are competing to maximize their market share by penetrating the existing market. Promoting correspondence is subsequently an exceptionally critical and essential apparatus that empowers organizations to get to their clients and expands brand mindfulness and devotion. The task endeavored to know the adequacy of POP showcase and to discover how shows assume a job in obtaining choice, which method of POP or shows can exceedingly impact individuals. Unmistakably POP showcase can assume a pivotal job in the purchasing choice of clients at Big Bazaar. The purpose of procurement promotion happens when a retail location wishes to influence clients into making a hasty or minute ago buy or to motivate them to evaluate a particular brand. Retailers can accomplish this objective utilizing a heap of various strategies. From rack talkers to pull-up pennants, there's something for every item type and objective.

Purpose of Purchase (POP) Displays the lexicon of retailing characterizes Point of Purchase correspondence as the special signs and inside presentations, frequently situated at the purpose of an offer or close by showcases stock. Purpose of Purchase (POP) Displays has

turned out to be basic to retail today. They help strengthen in-store item marking, upgrade retail deals floor correspondence and give data to the client. The fundamental capacity of flying in a retail location, incorporate publications, danglers, flyers sparkle signs, interprets, flags, and so forth. The job of POP changes essentially with the kind of item being sold and the client's inclusion in the buy. Various kinds of POP material would significant in various sorts of stores and conditions.

### 3. Methodology

The research is being done to determine whether or not the Point of Purchasing display strategies employed by Big Bazaar, Jayanagar influence customer purchase choices. Because the majority of consumers make their purchasing decisions in-store, merchants must prioritize POP display. Big Bazaar is devoting a significant amount of effort to managing POP in the unit. This research will assist Big Bazaar in better understanding and refining its Point of Purchase display tactics.

Influence client behavior where it matters the most, according to Uti Charles Amechi (2008). As a result, his opinion on procurement's sufficiency is shown in terms of how far it may intrude on consumers' initial aims and push them to engage in behaviors (often as buying) that they would not have engaged in if the pop wasn't present. We can conclude that publicizing effectively communicates advertising's entire power to affect client behavior in ways relevant to exhibiting cause for existence. A point of purchase, in its simplest form, is a brand relationship that communicates advertising and offers value.

According to D Rajagopal, Consumers may benefit from fresh deals on a variety of goods and services at large self-service retail shops or supermarkets, which affect purchasing decisions. Price discounts, free samples, bonus packs, and in-store displays, among other promotional offers, are all linked to product trials. The trial has an impact on repurchase behavior and functions as a link between sales promotions and recurrent purchases. The value they have earned on the goods has a significant impact on customers' recurrent purchasing behavior. The attributes, awareness, trial, availability, and repeat (AATAR) parts of the firm's marketing strategy influence consumers' re-buying decisions.

Points of Purchase, according to Alba J. Collart and Marco A. Palma (2002), are intended to communicate with customers. It highlights certain brands, as well as exceptional bargains and rebates such as Buy 1, Get 1 Free, 20% off all in-stock items, Quantity rebates, and so on. Another strategy is packing, which involves combining multiple things and selling them at different prices. It could be a traditional store, like Walmart or a nearby merchant, or a technologically advanced store, such as e-stores and online shopping locations.

According to Valdimar Sigurdssona (2009), Point of Purchase Displays, such as printed materials or electronic displays, are intended to capture the attention of the customer when they are making a purchase, such as a short time show in the supermarket registration line. Using aesthetically appealing elements is a great approach to keeping your audience's attention. The point-of-purchase display takes control when a customer enters a store and is ready to make a purchase. How can you get the most out of POP advertising by using the right type of advertising? One of the most significant goals of a great advertising campaign, in our opinion, is adaptability. According to Armstrong and Kotler (2007), promotional mix instruments are divided into four categories: item, value, location, and promotion. To communicate its reason, the company must first create a product that meets a market demand (item). It must determine how much the offer will cost (cost) and how it will make the offer

available to the target market (place). It must inform and persuade target customers about the offers and the benefits (advancement).

The Purchase Display, which serves as a stand-alone marketing communication channel to enhance discounts, has mixed outcomes, according to Carlos E. Carpio. The exploring disclosures, both for convenience stores and supermarkets, imply that not only did the show not enhance discounts, but also there was a great deal of variation within and across finishing conditions (measure, appear, no show). This means that cloud external elements changed relative arrangements regardless of how the test condition (demonstrate variants) adjusted for a few pieces of the marketing mix. Many things can influence a customer's purchasing decision. According to the American Marketing Association (2014), marketing is the process of creating, pricing, promoting, and distributing ideas, commodities, and services to generate trade and fulfill individual and organizational objectives.

#### **4. Data analysis and interpretation**

According to the preceding study, 74% of consumers go into the Up to Rs.2000 group, 23% of customers fall into the Rs.2000-4000 category, and 3% of customers fall into the >Rs.4000 category as shown in [Figure 1].

First, as a result of the verification of <Hypothesis 1> to find out how the economic feasibility of big data-based aviation service quality affects satisfaction, the standardization coefficient was .286 and the t value was 6.343 ( $p=.000$ ), so <Hypothesis 1> was adopted. And, the route coefficient value was shown to have a positive value, which confirmed that satisfaction increased according to the economic efficiency of big data-based aviation service quality.

Second As a result of empirical analysis to find out how the ease of use of big data-based air service quality affects satisfaction, the standardization coefficient was .181 and t value 3.892 ( $p=.000$ ), so <Hypothesis 2> was adopted. And, the route coefficient value was shown to have a positive (+) value, which confirmed that satisfaction increased according to the ease of use of big data-based aviation service quality.

Third, as a result of empirical analysis to find out how the safety of big data-based aviation service quality affects satisfaction, the standardization coefficient was .642 and the t value was 15.324 ( $p=.000$ ), so <Hypothesis 3> was adopted. And, the route coefficient value was positive, and the satisfaction level was increased according to the safety of the big data-based aviation service quality.

Fourth, as a result of empirical analysis to find out how the reactivity of big data-based aviation service quality affects satisfaction, the standardization coefficient was .1.038 and the t value was 15.324 ( $p=.000$ ), so <Hypothesis 4> was adopted. And, the route coefficient value was shown to have a positive value, which confirmed that satisfaction increased according to the responsiveness of big data-based aviation service quality.

Fifth, as a result of empirical analysis to find out how satisfaction of big data-based aviation service quality affects re-use intention, the standardization coefficient was .924, and the t value was 28.896 ( $p=.000$ ), so <Hypothesis 5> was adopted. And, the route coefficient value was positive, and it was confirmed that the repurchase intention increased according to the satisfaction of the big data-based aviation service quality.



- 42% of customers are aware of the display presented at the Big Bazaar for various product categories.
- Customers visit Big Bazaar once a month on average, accounting for roughly 46% of all visits.

Table 2. Showing the shows year wise net profit ratio (Rs in crores)

PARTICULARS	2014-15	2015-16	2016-17	2017-18	2018-19
Net profit	54.25	46.75	355.65	-1156.74	455.64
Net sales	2261.49	5930.64	9229.21	6142.62	2471.08
Net profit ratio	2.39	0.78	3.85	-1.82	1.4

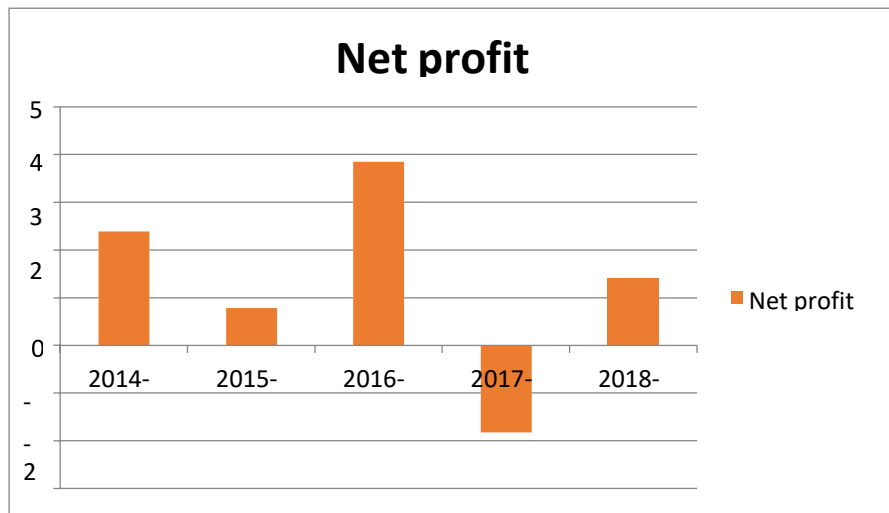


Figure 5. Showing the net profit ratio

- In Big Bazaar, the average purchase price for products up to 2000 is roughly 74%.
- 52% of customers agreed that the display at the point of sale has an impact on their buying choice.
- A total of 54% of customers came to shop before and after visiting Big Bazaar.
- A majority of customers (approximately 54 percent) stated they frequently observe the point-of-purchase displays when shopping.
- The majority of respondents said that point-of-purchase displays, word of mouth, newspaper ads, and television ads are the most important influencing factors for purchasing in Big Bazaar.
- The majority of customers are familiar with the various types of Point of Purchase displays used in the store.
- The majority of respondents give Big Bazaar's qualities, such as good quality, price, storage and packaging, location, ambiance, facilities, good branded products, and promotional tools, a 4 Rank order.

- Approximately 45 percent of buyers are drawn to the brand displayed while shopping.
- Around 51% of people are motivated to buy products featured on a display board because of the point of purchase display.
- The majority of customers feel that point-of-purchase displays are appealing and entice them to purchase the range of 50%.
- The most enticing product category from the point of purchase display for the majority of customers is apparel (about 69%), groceries (approximately 60%), and accessories (around 43%).
- The majority of customers (about 64 percent) think that Big Bazaar's Point of Purchase Display makes them want to return to the store, and the majority of consumers (approximately 72 percent) are satisfied with Big Bazaar's overall service.

## 5. Conclusion

This research focused on Analyzing the Effectiveness of Purchasing at Big Bazaar. A Point of Purchase display is highly advised in any store to enhance the number of customers and hence extend the deal in the not-too-distant future. Furthermore, if such displays are accompanied by employees or salespeople who explain the items in the POP display, this can aid in increasing sales. Mall sales are rising as consumer spending power rises, which can help enhance sales if products are exhibited and explained through POP displays, which adds to the attractiveness and good combinations. Because the consumer already has purchasing power, analyzing the effectiveness of POP Display can lead to impulse purchases. As a total, the POINT OF PURCHASE will push the item forward, allowing the buyer to inspect, check, and finally purchase the things.

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