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Perception of Consumers' Influence on FMCG Products

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Abstract:

The rise of e-commerce and digital platforms has reshaped and explored the perception of consumers to interact with FMCG products. Branding is essential for companies to invest in marketing strategies to enhance consumers' perceptions and face the competitive market in FMCG products. A descriptive research design and random sampling method are used with 102 respondents from Structured with close-ended questions. It concludes that the authorities focus on maintaining a strong brand image through the quality of the products putting effort into marketing strategies and ensuring the networks for the availability of the product to improve consumer perception.

Keywords: Consumer perception, brand reputation, price, availability, strategies.

Introduction:

Marketing directly or indirectly influences your life by consuming the goods and giving perception changes from different people. Though we are all consumers, a large number of us work in marketing as competitors, salespeople, distributors, and so on. FMCG products are sold quickly at the lowest price at a higher turnover rate frequently purchased by the consumer. The consumer influence day-to-day products are wrapped foods, drinks, skincare products, domestic items, and personal care products. The changes in the perception of consumers of FMCG products and influences on Brand image, product quality, packaging, pricing, advertising, and social media

When consumers perceive a brand positively, they become loyal to the brand and make repeated purchases. Conversely, a negative perception impacts and ruins the company's brand image. Branding is essential for companies to invest in marketing strategies to enhance consumers' perceptions and face the competitive market in FMCG products.

The FMCG product is impacting the daily life necessities to contribute to economic growth and drive innovation. The rise of e-commerce and digital platforms has reshaped and explored the perception of consumers to interact with FMCG products. The perception influences the consumer insights of identifying brand strategies for long-term success through the competitive market of FMCG products.

Review of Literature:

Shahzad A. et al (2024) revealed promotional activities significantly impact on perceive products, consumer characteristics, brand image, and core values. Digital interaction changes consumers' perceptions by increasing promotional methods. It finds sometimes it creates aggressive or negative promotions on the brand.

Kaur A (2024) reveals valuable insights into the cultural influence of consumer perception of FMCG products in Punjab. The targeted population for getting data collected through social media, shopping centers, and events. The brand perception significantly influences individualism-collectivism and uncertainty avoidance. It concludes that brand perception strongly influences cultural values, age, and gender. It helps the marketers to build loyalty and success.

Mohan A et al (2024) determined the cost factor does not impact consumer preference in buying decisions. The cultural factor strongly influences foreign FMCG products. ANOVA explains the factors such as societal, emotional, and self-related factors great effect on consumer preferences.

Chitra C et al (2024) Marketers should prioritise the quality of their products over promotional efforts, as excessive advertising and promotion can lead to a rise in product costs. Brand managers should prioritize quality over raising costs by appointing pricey or interactive celebrities to advocate their products, as per studies and prior studies on the subject of celebrity endorsement. Customers should be provided with accurate information about the product and cost-effectiveness to gain market share, as ethical behavior plays a long-term role in shaping consumers' perceptions of a product's sustainability, particularly in the case of FMCG products.

Nallasivam et al (2024) explains the promotion of goods that move rapidly (FMCG), consumer behavior is crucial. Numerous variables impact this behavior, and in the worldwide world of today, the requirements and tastes of customers change with time. Given that this sector has a big impact on India's GDP expansion, it is crucial to comprehend changes in consumer FMCG product purchasing trends. Customers' actions including searching for information and purchasing products are prompted by external cues. This study helps consumers to buy the products with the help of social media sites without affecting their decisions. The research aims to provide insight into the complex dynamics of contemporary consumer choices in the FMCG sector by investigating how various platforms impact consumer behavior.

Singh A K et al (2022) explain several factors that played important roles in the formation of positive attitudes towards organized retail outlets, these were: discounts, display, layout, store brands, variety of FMCG items, acceptance of cards, advertisement, and reasonable price. the retailers should make the consumers aware of their availability and they should be focusing on the promotional campaigns. To survive, maintain, and improve their position in the market and to get a competitive advantage, the players in organized retailing should survey the latest patterns in consumer behavior, periodically and should analyze their decision-making patterns

Statement of problem:

Consumer perception plays a critical role in understanding the consumers' perception influencing the decisions of the purchaser and the loyalty of the consumers. The companies can fix the strategies of marketing and reach the needs of the consumers. There is a need for the present research to explore the dimension of consumer perception and how it impacts their performance in FMCG products. It helps to enhance the company's sales turnover, brand loyalty, and consumer satisfaction.

Objectives of the study:

- To understand how consumer perceptions influence the factors in the FMCG sector.
- To explore the factors that impact consumer perception in the FMCG sector.

Limitation of the study:

- Due to time constraints, the research is limited to Tanjore only.
- The respondents' perception of the consumer may vary from time to time.

Research Methodology:

A descriptive research design is used to gather detailed information on consumers' perceptions and behaviors. In this research, a random sampling method is used with 102 respondents. Questionnaires are taken from Structured with close-ended questions and a few questions are taken as open-ended questions for qualitative insights into the study. The data was distributed to online surveys via email social media platforms or Google Forms to extend an extensive audience.

Data Analysis and Interpretations:

H01: Gender influences the factors of consumer perceptions in the FMCG sector

The table shows $t=0.072$ $p = 0.041$ in the price factor, indicating that price significantly affects consumer perception of Gender because consumers are sensitive to price changes and make decisions based on these changes.

Independent Sample T-test

Factors		t	df	Sig
Price	Equal variances assumed	-2.072	103	.041
	Equal variances not assumed	-2.658	42.167	.011
Brand Reputation	Equal variances assumed	1.212	103	.228
	Equal variances not assumed	1.423	35.801	.163

Availability of the product	Equal variances assumed	3.287	103	.001
	Equal variances not assumed	4.113	40.109	.000
Consumer Perception	Equal variances assumed	3.082	103	.003
	Equal variances not assumed	4.570	59.841	.000

In Brand reputation, $t = 1.212$ $p = 0.228$ suggests that Gender does not have a significant impact on factors of consumers' perception because it does not play a main role in decision-making as quality and price.

At $t = 3.287$ $p = 0.001$, the factor of availability of the product has a strong and positive influence on consumer perception of Gender. The availability of the product in the market is readily available ensure and enhances consumer loyalty and satisfaction with the product.

In the factor consumer perception, a t-value of 3.082 and p-value of 0.003 have a significance with the gender because the unique preferences and behaviours of different gender groups.

H02: Age influences the factors of consumer perception in FMCG Products

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	12.162	3	4.054	1.647	.183
	Within Groups	248.638	101	2.462		
	Total	260.800	104			
Brand Reputation	Between Groups	26.951	3	8.984	2.854	.041
	Within Groups	317.906	101	3.148		
	Total	344.857	104			
Availability of the product	Between Groups	25.445	3	8.482	2.961	.036
	Within Groups	289.355	101	2.865		
	Total	314.800	104			
Consumer Perception	Between Groups	81.286	3	27.095	3.086	.031
	Within Groups	886.676	101	8.779		
	Total	967.962	104			

At $F = 1.647$, $p = 0.183$ age has no significant difference in the price factor of consumer perception because every group of consumers has similar preferences for reliability and affordability of the product.

In brand reputation, $F = 2.854$ $p = 0.041$ indicating that age has a significant difference in consumer perception because the brand involves quality assurance, effective marketing, and maintaining the brand values of the product.

The value of $F = 2.961$, $p = 0.036$ explains that age significantly impacts product availability. To prevent stockouts, management optimizes the proper supply chain, maintains an adequate stock level, and ensures product distribution.

Consumer perception of the age factor as an F value of 3.086 and p-values of 0.031 include the quality of the product, customer services, and sustainability practices of the product.

H03: Consumer perception factors impact the FMCG products

An R-value of 65.8% indicates a moderately strong positive correlation between factors of consumer perception. 43.3 % of the variance in the value of R square has a substantial impact on consumer perception. It develops the market campaign to reinforce the brand image to improve consumer perception.

Model Summary				
Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.658 ^a	.433	.416	2.33111
a. Predictors: (Constant), Availability, Price, Brand Reputation				

The ANOVA table shows the F value of 25.709 and the p-value of 0.000 is relatively high and explains the model is a good fit have a significant impact on all the factors of consumer perception.

ANOVA ^a						
Model		Sum Squares	df	Mean Square	F	Sig.
1	Regression	419.120	3	139.707	25.709	.000 ^b
	Residual	548.842	101	5.434		
	Total	967.962	104			
a. Dependent Variable: Consumer Perception						
b. Predictors: (Constant), Availability, Price, Brand Reputation						

The coefficient table shows that the price does not play a crucial role in consumer perception. However regular reviews about the product and adjusting marketing strategies help to remain competitive and attractive to consumers. The authorities focus on maintaining a strong brand image through the quality of the products putting effort into marketing strategies and ensuring the networks for the availability of the product to improve consumer perception.

Coefficients ^a						
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.
		B	Std. Error	Beta		
1	(Constant)	1.705	2.112		.807	.421
	Price	.300	.156	.156	1.924	.057
	Brand Reputation	.489	.144	.292	3.391	.001
	Availability	.672	.157	.383	4.281	.000
a. Dependent Variable: Consumer Perception						

Suggestions:

The survey is conducted regularly to collect direct feedback from the consumers it helps to know the preferences and needs of the consumers. Monitor the brand through social media to identify areas for improvement in the products. Companies always ensure the quality of their products because of their brand image. Keep an eye on your strategies to help to refine the products. Marketing research and strategies lead to increased brand loyalty and market success.

Conclusions:

Consumer perception is a multifaceted influence and effective marketing of the FMCG product. The brand made the reliability and quality of the trusted consumers. Advertising and effective promotions shape consumer behavior and attract consumers to purchase the product. It concludes that the high quality of brand products can attract and retain more customers. Positive reviews encouraged satisfied customers to build the reputation of the brand. The management uses pricing strategies to fix attractive promotions to retain customers.

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