



A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS FMCG PRODUCT WITH REFERENCE TO ERODE DT

Dr.C.Vadivel1 , P.Satheeshkumar2*

1Principal, Government Arts & Science College Modakkurichi, Erode-638109.

*2Ph.D Research Scholar in Commerce (FT), Government Arts & Science College Modakkurichi, Erode-638109

ABSTRACT

This study emphasized that consumers have more importance to the quality of fast moving consumer goods purchasing behaviors of customers on selected brands. This study identifies the level of influence of various factors on the purchase of FMCG products to the respondents of this study. The branding of FMCG had becomes an integral part of the live hood of consumers. This was carried out by identifying the main variables of branding, quality and also 4P's (pricing, packing, promotion and purity) The study revealed that the consumers that consumer purchase depend on branding and the quality of the products and all other variables have a least impact. In recent days, these products are normally consumed by all societies of peoples even though the rural consumers are also using their demandable branded products in all product categories and also considerable portion of their income spent on these goods. While minimize the risk of the consumers prefer these brands which is familiar to them or by well knows or by advertisements. It indicates that consumers develop their behavioral and attitudes to FMCG brands, even though they gets fails in low involvement in some products.

KEYWORDS: FMCG, Brand, Rural Consumers, Consumer Behaviour, buying behaviour, customer satisfaction, consumer awareness.

1.Introduction

The products which are consumer regularly/ frequently by the consumer. i.e. day-to-day usable products are known as FAST MOVING CONSUMERS. Products which are sell quickly chief and low cost. The one of the most fastest developing sector in Indian economy is FMCG industry, it includes most common in the list are packaged food products, toiletries ,detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily of frequent consumption and have a high return. The scopes for the growth of the FMCG industry are high as the per-capital consumption of the FMCG products in India is low in comparison to the other developed countries. The manufacturing of the FMCG goods is concentrated in the western and southern belt of the country. There are other pockets of FMCG manufacturing hubs. Fast Moving Consumer Goods (FMCG) goods are also named as Consumer Packaged Goods. In urban/ rural areas, this FMCG markets is highly concentrated in these areas, as the high growth in the income of the middle income group is one of the major factor for the growth of Indian Market. In FMCGs market Packing is very important factor. The physical distribution often requires secondary and first is packaging to maximize efficiency. The unit package is critical for product protection and also provides information and sales incentives to the higher consumers. Though the

profit margin made on FMCG products is relatively small they are generally sold in large quantities; thus, the cumulative profit on such products can be substantial. FMCG is a classic case of low margin and high volume business.

List of Top 10 FMCG Companies in India

1. Hindustan Unilever Limited (HUL)
2. ITC Limited
3. Dabur India Ltd
4. Britannia Industries
5. Godrej Consumer Products Limited (GCPL)
6. Parle Agro
7. Amul
8. Pidilite Industries
9. Patanjali Ayurved
10. Haldiram's

Objectives of the Study

- To know the profile of the FMCG Products
- To know the brand awareness of the consumers
- To find out the level of preference among FMCG products

2. Review of Literature

Sulekha and Kiran (2013) concluded that in India more than 72% population lives in villages and FMCG companies are famous for selling their products to the middleclass households; it implies that rural India is a profitable and potential market for FMCG producers. Rural consumers' incomes are rising and now they are more willing to buy products which improve their lifestyle. Producers of FMCG have to craft unique marketing strategies exclusively for rural consumers. In this process they need to understand the rural consumer buying behaviour which may differ geographically. The present study focuses on understanding the rural consumer buying behaviour for FMCG in Haryana. The study emphasizes on the factors which influence the purchasing pattern of rural consumers.

Deliya, (2012) studied the importance of packaging design as a vehicle for communication for packaged FMCG products. This research utilized a focus group methodology to understand consumer behaviour towards such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behaviour towards the packaging of FMCG products. When consumers search for the process information in-store, the product's package can contain relevant and useful information for the consumer. Product packaging forms the end of the 'promotion-chain' and is close in time to the actual purchase and may therefore play an important role in predicting consumer outcomes. Packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for care of product.

Tauseef, (2011) attempted to find the variables/factors that affect customer impulsive buying behaviour in FMCG sector considering retail market in India. The impact of various impulse buying factors like sales and promotions, placement of products, window merchandising, effective price strategy etc., on customer buying behaviour have been analyzed. A hypothetical model was created in this paper, which had been taken into consideration for our research work on impulse buying behaviour of consumers. The study is based on the primary data collected from Shopping malls, Handlooms and marts from the area of JODHPUR with the help of structured questionnaire on Likert scale. Data analysis has been done using SPSS software. The statistical analysis method employed in this study was Factor Analysis. After the thorough analysis of the available data it was found that since income of each individual is increasing and more and more people are moving towards western culture in dressing sense, in eating etc.

3. Research Methodology

As Consumer attitude Programmes have been improving day by day everywhere especially in this company, this topic is chosen, among consumer aspects, the Consumer attitude Programmes among FMCG products in Erode District. For this study Convenience Sampling method was used. Both primary and secondary data were used.

3.1 Data Analysis The statistical tools are used to analyze the primary data collected from the consumers. This involves a lot of calculation and computations. The following analyses were used, namely Frequency tables, and Friedman Rank test were used to find the preferences of the FMCG products.

• **Limitations of the Study** Every study has some limitations due to the environment under which a research is to be done. Similarly this study is also confined to some limitations as mentioned below:

- Since the study was taken only in erode with covering only major five areas only, so the results and conclusion may not be applicable to other areas.
- This study limited to the branded products of the FMCG
- The biased view of the respondent is another cause of the limitation.
- The study based upon the opinions expressed only by the respondents of those particular areas.

4. Analysis and Discussion

4.1 PROFILE OF THE RESPONDENT

| Gender | Frequency | Percentage |
|-------------|------------|------------|
| Male | 135 | 54 |
| Female | 115 | 46 |
| Total | 250 | 100 |

| Age | Frequency | Percentage |
|--------------|-----------|-------------|
| Below25 | 57 | 22.8 |
| 25-35 | 51 | 20.4 |
| 36-45 | 66 | 26.4 |
| 46-55 | 46 | 18.4 |
| Above55 | 30 | 12 |
| Total | 250 | 100 |

| Educational Qualification | Frequency | Percentage |
|---------------------------|-----------|-------------|
| UG | 97 | 38.8 |
| PG | 46 | 18.4 |
| Diploma | 37 | 14.8 |
| Other qualification | 70 | 28 |
| Total | 250 | 100 |

| Occupation | Frequency | Percentage |
|---------------------|-----------|-------------|
| Agriculture | 15 | 6 |
| Govt. Employee | 56 | 22.4 |
| Pvt. Employee | 63 | 25.2 |
| Professional | 73 | 29.2 |
| Others | 43 | 17.2 |
| Total | 250 | 100 |

4.2 SOURCE OF AWARENESS

| Source of information | Frequency | Percentage |
|-----------------------|-----------|-------------|
| Newspaper | 46 | 18.4 |
| Tv | 79 | 31.6 |
| Radio | 27 | 10.8 |
| Friends & relatives | 51 | 20.4 |
| Others | 47 | 18.8 |
| Total | 250 | 100.00 |

4.3 SATISFICATION LEVEL OF RESPONENTS

| Overall satisfaction | Frequency | Percentage |
|----------------------|-----------|-------------|
| Highly satisfied | 58 | 23.2 |
| Satisfied | 51 | 20.4 |
| Neutral | 67 | 26.8 |
| Dissatisfied | 44 | 17.6 |
| Highly dissatisfied | 30 | 12 |
| Total | 250 | 100 |

4.4 RESPONENTS PREFERENCE OF FMCG PRODUCTS

| FMCG items | Mean Score | Rank |
|-------------------|-------------|----------|
| Face powder | 5.88 | 9 |
| Shampoo | 2.53 | 3 |
| Hair oil | 5.22 | 8 |
| Tooth paste | 6.03 | 10 |
| Soap | 4.63 | 7 |
| Chocolates | 1.54 | 1 |
| Cool drinks | 1.91 | 2 |
| Noodles | 2.89 | 4 |
| Biscuits | 4.16 | 6 |
| Cleaners | 3.21 | 5 |

INFERENCES :**Profile of The Respondents**

1. Majority of the sample respondents are male.
2. Nearly one-Fourth of the sample respondents are aged between 36-45 years.
3. Nearly one-Third of the sample respondents are qualified Under Graduates.
4. Nearly one-fourth of the sample respondents are professionals.

Source of Awareness

- 32 % of the sample respondents are getting awareness of consuming FMCG products through Television.

Satisfaction Level of the Consumer

- 27% of the sample respondents are NEUTRALLY getting satisfied about the satisfaction level.

Respondents Preference on FMCG Products

- The top preferred FMCG items are founded through Friedman Rank Test. It can also be found that the high ranking FMCG item is “Chocolates”. Hence, the respondents have preferences through ‘Chocolates’, ‘Cool Drinks’, and ‘Shampoo’ as the first three choices on purchasing FMCG items.

5. Conclusion

The researcher concluded this study, successes of many businesses depend on their ability to create their customers and retaining their Consumers. Companies have attain focus to sell their products in standard price with good quality, availability of brands in all stores and are low cost to retain their valuable customers and attracting new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place. The FMCGs sector is a very dynamic sector in India, a major goal is to satisfies their needs and wants of consumer and to target markets more effectively and efficiently. Hence the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and better serving their customers.

6. References

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