

A STUDY ON CONSUMER BEHAVIOUR OF FMCG PRODUCTS – AN EMPIRICAL STUDY

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ABSTRACT

Fast Moving Consumer Goods(FMCG) industry plays a significant role in an individual's everyday life. The industry has a lot more contribute to the country's GDP. Therefore it is important to trace the changing scenario of consumer behaviour of FMCG industry. A significant part of income is spent on FMCGs all over the globe. The awareness about FMCGs and usage considerably increased due to sales promotion by the companies and the change in the purchase pattern of consumer. Consumers try new products in the market which is non-durable which cost them less. The role of buying behaviour towards FMCGs play vital role in creation of demand for the products.

Keywords: FMCG, Consumer Behaviour, Changing Scenario

1. INTRODUCTION

The Fast Moving Consumer Goods (FMCG) are often purchased and used without any compulsion. The FMCG will involve the non-durable things that in our daily life usage products. The roles of FMCGs are very important to maintain an individual personal care and hygiene. The changing urban lifestyle makes the FMCG industry as the fourth largest in India. The Retail market in India is estimated to reach US\$ 1.1 trillion by 2020 from US\$ 840 billion in 2017, with modern trade expected to grow at 20 per cent - 25 per cent per annum, which is likely to boost revenues of FMCG companies. The FMCG products will mainly concentrate with the package of a product also design of the product it will attract a customer more. The role of Marketing strategy by the way of promotion scheme by the way of advertisement, social media, television, etc. And also they will use the push and pull strategy to attract a more number of customers.

2. OBJECTIVES OF THE STUDY

- To analyze the social-economic profile of the sample respondents and their shopping pattern.
- To study the factors influencing to buying behaviour of the respondents.

RESEARCH METHODOLOGY

Research methodology is said to be, in what way the research is done scientifically and solve the problem in systematically by various steps using to solve the problem and give the results.

AREA OF THE STUDY

For the study Coimbatore city was taken as area of study. Coimbatore is famous for Industries, manufacturing units, and IT companies. The city also has many educational institutions which also contributes to the study as the city has advantage of demographic dividend.

SAMPLE SIZE

The sample chosen for the research is 100 respondents.

SAMPLE DESIGN

For the purpose of this study, data were collected from the customers of different stores by adopting convenience sampling method.

DATA COLLECTION

For the purpose of study, the researcher used both primary and secondary data to collect information.

STATISTICAL TOOLS

Simple average, ranking and weighted average are used to find out the results of the study.

3. LIMITATION

The study examines the results of the district Coimbatore.

4. REVIEW OF LITERATURE

- **Swaroopaa Moses and Charles Ambrose (2018)**, this study describes about the marketing strategies of Nestle limited and Britannia limited. They study the strategies of both the companies which differ from one another. The strategy differ because the intention of the both companies is to provide quality of product to satisfy a customer.
- **Tanuja Kaushik and RashiBaliyan (2019)**, the study discuss about the media of communication to develop the FMCG products and Virtual Brand Communicating is supportive for the marketing tool for social media and also the role of retailers creating awareness about the product to media sites to motivate the consumer to buy a product.
- **Mohanasundram (2019)**, the study reveales about the distribution channels in the FMCG world. The FMCG market will decide the consumer satisfaction and perception to consume a product. The study used the Friedman test to find the factor impelling of consumer decision.
- **Gopinath (2019)**, in his study reveals about the consumer behaviour in FMCG, The consumer conclude the business activity and they are known as “king makers”. Consumersare also the decision maker, but not in all time. FMCG is typically preferred by the grown-up consumers. The awareness level will also be increased by using different media of communication to create awareness about the products and its features.

5. ANALYSIS AND INTERPRETATION OF DATA

TABLE NO 1
TABLE SHOWING THE DEMOGRAPHIC PROFILE OF THE RESPONDENTS

PARTICULARS	MAJORITY	PERCENTAGE (%)
Gender	Female	60
Age	21-25 Years	47
Occupation	Business	38
Income	Rs.20,001 and Above	41

Source: Primary Data

INTERPRETATION

The above table shows that among the selected respondents 60% are female and 47% of the respondents belong to the age category between 21 to 25 years and 38% of the respondents occupational status is business and 41% of the respondents are earning Rs.20,001 and above.

TABLE NO 2
TABLE SHOWING THE MOST PREFERRED FMCG BRAND AMONG THE RESPONDENTS

S. NO.	FMCG BRANDS	MEAN RANK	RANK ORDER
1	P&G	2.46	2
2	Hindustan Unilever	2.38	1
3	ITC	2.57	3
4	NESTLE	2.79	4

Source: Primary Data

INTERPRETATION

The above table shows that among selected companies Hindustan Unilever ranked first with the mean score of 2.38, P&G ranked second with the score of 2.46, ITC ranked third and NESTLE ranked fourth with the score of 2.79.

WEIGHTED AVERAGE METHOD

The weighted average is related to an arithmetic mean (the most common type of average), where as an alternative of each of the data points contributing equally to the final average, some data points contribute more than others.

TABLE NO 3
TABLE SHOWING THE FACTORS INFLUENCING TO BUYING BEHAVIOUR OF THE RESPONDENTS

FACTORS	STRONGLY AGREE	AGREE	NEUTRAL	DISAGREE	STRONGLY DISAGREE	WEIGHTED AVERAGE SCORE
Usage of peer in FMCG product	58%	23%	8%	7%	4%	1.78
Familiarity and reputation of the brand	36%	40%	10%	8%	6%	2
Suggestion by family/friends about FMCG products	23%	25%	19%	15%	18%	2.8
Price of the FMCG product	34%	22%	19%	12%	13%	2.48
Ingredients of the products selected	31%	29%	17%	12%	11%	2.46
Sales Promotion	37%	25%	12%	20%	6%	2.33

Source: Primary Data

INTERPRETATION

It is observed from the above table 1.3 sows that the weighted average scores about the level of satisfaction towards FMCG Brands,**Price of the FMCG product**ranked first, **Ingredients of the products** selected ranked second,**Sales Promotion price** ranked third, **familiarity and reputation of the brand** ranked fourth and **Usage of peer in FMCG product** ranked fifth.

6. SUGGESTIONS AND CONCLUSION

Consumer decision making influenced by many of the factors still price plays a vital and the increasing awareness about the products and ingredients usedalso stands important. Companies should make enough efforts to make the products familiarize among consumers. It is important for every company to initiate course of attempts to trace the changing consumer behaviour and the steps to be taken to create new and retain the existing customers.

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