

A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS WITH REFERENCE TO KANCHIPURAM DISTRICT

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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 to this study. The branding of FMCG had become an integral part of the life hood of consumers. Consumers are literally confronted with hundreds of brands on a daily basis. 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. This study also indicates that consumers develop their behavioral and attitudes to FMCG brands, even though they gets fails in low involvement in some products. Although it suffered from various points of criticisms, it was successfully in creating a brand values for its products in the minds of the consumers.

Key Words: FMCG, Brand, Rural Consumers, Consumer Behaviour.

Introduction

The products which are consumer regularly/ frequently by the consumers 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 capita 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 Demographic profile of the FMCG products
- To find out the Factors of affecting among the FMCG products

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. The study was conducted in four districts of Haryana namely Panipat, Jind, Kuruksetra and Gurgaon.

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.

Ananda Kumar and S. Babu (2014) claimed that there were numerous attributes that had a significant effect on consumer purchasing behaviour. For which the researcher applied some statistical methods, such as percentage method followed by weighted average method and then descriptive method. The products here denoted dairy products. Consumers purchased dairy products based on freshness and how quickly they were available on the market and then taste followed by how well they were packaged and the distribution channel for selling the products. The retailer played a major role in motivating the customers towards the other brand in the shop.

Negate Ahuja (2015) explains that the brand impacts the purchasing behavior of the consumer and their level of satisfaction. The brand in the cloth industry is considered a status symbol that indicates the quality, size, society image, income group, etc. The author concludes that if the image was created in the minds of the customers and happy with that brand then these customers will not go for any other brand unless there is a suitable alternative on the market available. Brand is considered as one of the

important marketing campaign tools that the marketer requires to define appropriately for market growth.

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 Kanchipuram District. For this study **Convince Sampling method** was used. Both primary and secondary data were used.

Data Analysis

The statistical tools are used to analyze the primary data collected from the above primary data collected. This involves a lot of calculation and computations. The following analyses were used, namely Frequency tables, and Factors were used to find the preferences of the FMCG products.

Analysis and Discussion

PROFILE OF THE RESPONDENTS

Particulars		Frequency	Percent
Gender	Male	135	54
	Female	115	46
Age	Below 20	57	22.8
	21 – 30	51	20.4
	31 – 40	66	26.4
	41-50	46	18.4
	Above 51	30	12
Education Qualification	UG	97	38.8
	PG	46	18.4
	Diploma	37	14.8
	Other qualification	70	28
Occupation	Agriculture	15	6
	Govt. Employee	56	22.4
	Pvt. Employee	63	25.2
	Professional	73	29.2
	Others	43	17.2
TOTAL		250	100.00

Source: Primary Data

Chi-Square Test :

Hypotheses: I

H0: There is no association between age of respondents and buying behavior of FMCG products

H1: There is an association between age of respondents and buying behavior of FMCG products

The Chi-square test is used to evaluate the association between demographic variables and the buying behaviour of consumers. In this analysis, demographic variables of age, gender, education qualification, and occupation were compared with the factors of buying behaviour (brand ambassador, brand, healthy, good quality, and price). The detailed description of the analysis is shown in the subsequent table

Age	Factors					Chi-square value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Below 20 years	5 (17.2%)	8 (27.6%)	2 (6.9%)	9 (31.0%)	5 (17.2%)	13.115	0.361
21 – 30 years	3 (15.8%)	4 (21.1%)	7 (36.8%)	3 (15.8%)	2 (10.5%)		
31- 40 years	5 (18.5%)	3 (11.1%)	6 (22.2%)	7 (25.9%)	6 (22.2%)		
Above 41 years	9 (27.3%)	7 (21.2%)	4 (12.1%)	10 (30.3%)	3 (9.1%)		

From the table, it observes that 31% of consumers who are under 20 years old associate quality more with quality, followed by 27.6% with brand. Consumers between 21 and 30 years old were associated more with healthy products (36.8%) and brands (21.1%). More associations were observed in quality (25.9%), health and price (22.2%) with the consumers between the age category of 31-40 years. Consumers over the age of 41 were more likely to associate with quality products (30.3%) and brand ambassadors (27.3%). Age and buying behaviour factors had secured the chi-square value of 13.115 and the significance was 0.361 ($p > 0.05$). As a result, the values showed that age was not statistically associated with the buying behavior.

Hypotheses -II

H0: There is no association between gender of respondents and buying behavior of FMCG products

H1: There is an association between gender of respondents and buying behavior of FMCG products

Gender	Factors					Chi-square value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Male	8 (16.0%)	10 (20.0%)	9 (18.0%)	17 (34.0%)	6 (12.0%)	3.158	0.532
Female	14 (24.1%)	12 (20.7%)	10 (17.2%)	12 (20.7%)	10 (17.2%)		

As observed from the table, male respondents gave an emphasis more on quality, with 34%, than brand, with 20%. Female respondents, on the other hand, associated with brand ambassador (24.1%), brand and quality (20.7%). Gender and buying behaviour of products had a chi-square value of 3.158 and the significance was 0.532. The significance value was greater than 0.05. Consequently, the study concluded that the hypothesis was rejected and thus proved statistically that there was no association between the gender of respondents and the buying behaviour of FMCG products.

REFERENCES

Profile of the Respondent

1. Majority of the sample respondents i.e., 54% are male.
2. Nearly one-third of the sample respondents i.e., 26.4% are aged between 31-40 years.
3. 38.8 % of the sample respondents are qualified Under Graduates in their qualification.
4. Nearly 30% of the sample respondents are professionals in their Occupation.

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.

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