



A STUDY ON CONSUMER BEHAVIOUR TOWARDS FAST MOVING CONSUMER GOODS (FMCG) WITH REFERENCE TO MADURAI

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ABSTRACT:

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources – money, time and effort on consumption related items. The term consumer behaviour that consumer display in searching for purchasing, using evaluating and disposing of products. Services and ideas, which they expect will satisfy their needs. FMCG is products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods. In recent years, the fast moving consumer goods (FMCG) is witnessing increased use of sales promotion activities all over the world. Primary and secondary data were used. The primary data to be collected through structured questionnaire. 120 samples chosen from Madurai.

KEYWORDS:

FMCG, CONSUMER GOODS.

INTRODUCTION

The consumer behaviour plays an important role in marketing. This is influenced by various factors. The term consumer behaviour that consumer display in searching for purchasing, using evaluation and disposal of products, services and ideas, which satisfy their needs. The FMCG sector shows tremendous growth last few years. Compare to other sector investors prefer to make their investment in this sector only destination. Hence the purpose of the study is to identify the force that influence on consumer shopping pattern. The study of consumer behaviour not only include reasons for buying but also the consumption process of consumer at large. In the entire process of buying, consumers get driven by influences such as feelings, motivation, income, lifestyle, opinion, culture, personality etc.

FMCG INTRODUCTION

India's FMCG sector is the fourth largest sector in the economy and creates employment for more than three million people in downstream activities. Its principle constituents are household care, personal care and Food & Beverages.

FMCG is alternatively known as Consumer Packaged Goods (CPG) are products that quickly sold and generally consumed at regular basis, as opposed to durable goods such as Kitchen appliances that are replaced over a period of years. The FMCG industries primarily engaged in production, distribution, and marketing operations of CPG.

FMCG goods are categorized into food and beverage. Pharmaceuticals, household products, electronics, packaged food products, dairy products, soft drinks and so on. Some common FMCG includes coffee, tea,

detergents, soaps, tooth paste saving products. Shoe polish and others.

SCOPE OF THE STUDY

The present study target of Madurai FMCG consumers, understanding their behaviour helps to identify the preference. This study would help to explore the consumption patterns, purchasing behaviour on the purchase of particular FMCG product. The insight will help the manufacturers to adopt new strategies which would help not only to attract new customer but also maintain the loyalty of existing customer.

STATEMENT OF THE PROBLEMS

The consumers are finding various problems to select their Fast moving consumer goods. It is to identify that there is a need for research work in the field of consumer behaviour of FMCGs in Madurai. The research deals with the questions like.

1. What are the factors that influence the consumer in the purchase of FMCGs?
2. What is the level of awareness of consumer regarding FMCGs?
3. What is the level of satisfaction and problems faced by consumers of FMCGs?

OBJECTIVES OF THE STUDY

1. To study the consumer behavior towards FMCG in Madurai.
2. To determine the factors influencing the consumers while purchasing the FMCGs in the study area.
3. To suggest better ways and means for strengthening the consumer behavior in FMCGs.

METHODOLOGY

Survey method has been followed for the study. The sources of data are primary as well as secondary. The primary data collected from consumers of FMCgs in Madurai. Well-structured questionnaire designed and distributed to 120 samples chosen from Madurai for the collection of Primary data. The secondary data was collected from the books, journals, newspapers and web portals. The tool of analysis is percentage analysis.

SAMPLE SIZE

120 samples were used for the collection of primary data.

SAMPLE TECHNIQUE

Convenient sampling was used to select the respondents

PERCENTAGE ANALYSIS

THE TABLE GIVEN BELOW ABOUT THE AGE OF RESPONDENTS

Age group	Frequency	Percentage (%)
Below 30	30	25
31-40	36	30
41-50	42	35
Above 51	12	10
Total	120	

More than 33 percent of the age group of 41-50 years old and less than 10 percent of respondents were above the age of 51 years old.

The table given below is sources of purchasing

sources	Frequency	Percentage (%)
Shop nearby house	54	45
Departmental stores	48	40
Super Markets	18	15
Total	120	

The table indicates that 45 percentage of the respondents were purchased through shops nearby house. 15 percentage of the respondents were purchased through super markets.

THE FOLLOWING TABLE GIVES THE DATA ABOUT AWARENESS ABOUT BRAND

Sources	Frequency	Percentage (%)
TV/ Radio	29	24
Colleagues	17	14
Friends	24	20
Newspapers	27	23
Neighbours	9	7
Magazine	14	12

Total	120	
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The respondents know about this particular brand is 24 percent know through TV/Radio and nearly 9 percent respondents were known about the brand through Neighbours. Most of the respondents chose in TV/Radio because easily understandable in visually.

THE TABLE SHOWING HOW LONG THE RESPONDENTS USED THE SAME BRAND

Years	Frequency	Percentage (%)
Upto 3	54	45
4-6	36	30
7-10	24	20
Above 10	6	5
Total	120	

More than 45 percent of the respondents using FMCG products below 3 years. And less than 5 percent of the respondents were using the FMCG products is above 10 years.

FINDINGS OF THIS STUDY

- More than 33 percent of the age group of 41-50 years old and less than 10 percent of respondents were above the age of 51 years old.
- The sex of the respondents 60 percent of the respondents were female 40 percent respondents were them male.
- Majority of 70 percent of the respondents were married. 30 percent of the respondents were unmarried.
- The respondents were classified into three places, that 50 percent of the respondents were from urban area, 32 percent of the respondents were from semi urban area and 18 percent of the respondents were from rural area.
- The qualification of the respondents were observed that 81 percent of them poses Degree/Diploma/ Professional courses and 19 percent of the respondents were completed their up to higher secondary
- More than 52 percent of the respondents belongs to professional and less than 48 percent belong to agriculture.
- Majority of 60 percent of the respondents earning an income up to 10,000 and 40 percent of the respondents were earning an income above 10000 .
- More than 65 percent of the respondents were occupies the Marie gold biscuit, minimum of 7 percent of the respondents were occupies 50-50 biscuits less than 6 percent of the respondents occupies Goodday, Hide & Seek biscuits less than 7

percent of the respondents occupies sunfeast, Fruit & Nut biscuits.

- More than 50 percent of the respondents were prefer biscuits for their hungry and less than 7 percent respondents prefer biscuits for taste and less than 7 percent prefer for hygiene.
- 48 percent of the respondents were satisfied with the usage of biscuit. 10 percent of respondents were strongly dis satisfied with their use of biscuit because of their food habits.
- Majority of the respondents were using shampoos some respondents were using herbal powders for their hair cleaning. Shampoos in India are available as general hair cleaner and in anti-dandruff version. The respondents viewed generally shampoos are very expensive.
- Majority 30 percent of the respondent were using the bathing soap is a minimum level of 7 percent of the respondents were using LUX.
- Majority of 35 percent of the respondents accept to prefer the bathing soap for reason is to avoid allergy. The minority of 7 percent of respondent were preferred that soap for fairness.
- More than 65 percent of the respondent were satisfied with their bathing soap less than 8 percent of the respondents were strongly disagree with their bathing soap.
- Majority of 71 percent of the respondents were using the toothpaste in colgate. Less than 5 percent of respondent were using the toothpaste is vicco less than 3 percent of the respondents prefer tooth powder.
- The highest level of 58 percent of the respondents were satisfied with their tooth paste and tooth powder because of strong and whiteness teeth and the lowest level of 3 percent of the respondents were strongly dissatisfied with their tooth paste and power because of the cost and the usage.
- More than 45 percentage of the respondents were purchased through shops nearby house. 15 percentage of the respondents were purchased through super markets.
- The respondents know about this particular brand is 24 percent know through TV/Radio and nearly 9 percent respondents were known about the brand through Neighbors. Most of the respondents chose in TV/Radio because easily understandable in visually.
- More than 45 percent of the respondents using FMCG products below 3 years. And less than 5 percent of the respondents were using the FMCG products is above 10 years.
- More than 40 percent of the respondents often to

purchase in FMCG usually for weekly once and less than 15 percent of the respondent often to purchase in FMCG usually for fortnight.

- More than 90 percent of the respondents were don't want to change brand but 8 percent of the respondent were want to change in the brand.
- It was found that more than 56 percent of respondents were don't want to change in the product because of fits to their health and less than 4 percent of the respondents want to change in the product because other brands are better than this brand.

SUGGESTION

- To give the original advertisement about the product
- Customer aware to choose the original product.
- MRP rate will be print in bold letter.
- Food and beverage to improve their product will be healthy.
- Many people prefer to choose sample packs and the purchase bulk.
- So Manufacturers if introduce new products first improve the sample pack.
- Initial stage of customers expect free of the introducing product.

CONCLUSION

The FMCG includes food and non- food everyday consumer products. They usually purchased as an outcome of small-scale consumer decision so they are usually purchased as an outcome of small- scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. Typically purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to capture additional profits. Every one of us uses fast moving consumer products every day.

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