

A Study on Consumer Purchasing Pattern towards Fast Moving Consumer Goods (FMCG)

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Abstract

Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in India touching everybody's life every day. The consumer behaviour plays an important role in marketing of fast-moving consumer goods. This behaviour is affected by various factors. In the present era of globalization needs and wants of consumer's changes with time. The fast-moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore, it is necessary to identify the changes in consumer buying behaviour towards FMCG products. Through this study we can know about the preference of the consumers towards FMCG products and the factors influencing those products.

Keywords: Fast Moving Consumer Goods, Globalization, Buying Behaviour

INTRODUCTION

FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. These are products that have a quick turnover, and relatively low cost. Consumers generally put less thought into the purchase of FMCG than they do

for other products. Though the absolute profit made on FMCG products is relatively small, they generally sell in large numbers and so the cumulative profit on such products can be large. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc. The industry also engaged in operations, supply chain, production and

general management. Consumer behaviour can be defined as the decision-making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out that it is not just the buying of goods/services that receives attention in consumer behaviour but, the process starts much before the goods have been acquired or bought. The study of consumer behaviour is the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption related item. It includes the study of what they buy it, where they buy it, how often they buy it and how often they use it. It is important to know how consumer reacts towards different product features, price, and advertisement, in order to ensure strong competitive advantage. All of us are consumers. We consume things of daily use.

OBJECTIVE OF THE STUDY

- To study the socio- economic background of FMCG consumer.
- To find the level of consumer awareness towards Fast Moving Consumer Goods (FMCG)
- To study about factors influencing consumers to purchase the product.

SAMPLE DESIGN

“The sample design used in this study are personally administered questionnaire”. When population elements for inclusion in the sample based on the ease of access, it can be called as descriptive sampling method. Random sampling method was to collect the data. Personally administered questionnaire was used to collect information from the respondents.

COLLECTION OF DATA

There are two types’ sources of data.

- Primary data
- Secondary data

Primary data was collected from the respondents by means of questionnaire. The secondary data was collected from the books, journals, magazines and company.

PERIOD OF STUDY

- The study was conducted for 1 month
- The analysis is done with help of simple percentage analysis which means percentage analysis is the method to represent raw stream of data as a percentage (a part 100 percent) for better understanding of collected data.

LIMITATION OF THE STUDY

- The time duration for executing the research study will be four months

only, so it will be difficult to cover large number of samples. The study is based on only 120 samples.

- Responses that may be given on the questionnaire and during the interview may not be accurate or may have been deliberately given to avoid any unfavorable disclosure by the respondents.

Generalizing the results of the study may not be possible with 100% accuracy.

REVIEW OF LITERATURE

1. **Kannan (2001)** studied the rural marketing prospects in selected areas of Tamil Nadu with a view to examine the potential of selected products in the areas under consideration. 100 respondents were selected in this survey and multistage random sampling was used. He concluded that

the rural markets are coming up in a big way and growing twice as fast as the urban, witnessing a rise in sales of typical urban kitchen gadgets such as refrigerators, mixer grinders and pressure cookers.

2. **Kotler and Armstrong (2001)**, consumer buying behaviour refers to the buying behaviour of the individuals and households who buy goods and services for personal consumption. Consumers around the world are different in various factors such as age, income, education level and preferences which may affect the way they avail of goods and services. This behavior then impacts how products and services are presented to the different consumer markets. There are many components which influence consumer behavior namely; cultural, social, personal, and psychological.

Data analysis:

Consumer's Purchasing Pattern of the Respondent

S.NO	PRODUCTS	RESPONDENT	PERCENTAGE
a)	Food items	8	6.67
b)	Baby Products	26	21.67
c)	Detergent items	40	33.33
d)	Stationary items	24	20
e)	Others	22	18.33
	TOTAL	120	100%

Source: Primary Data

From the above table it is clear that out of the total respondents taken for the study 33.3% of the respondents purchase Detergent items, 30% of the respondent purchase Baby Products, 21.7% of the respondents purchase stationary items, 15% of the respondent purchase food items. **Most (33.3%) of the respondents purchase belongs to Detergent items.**

Factors That Influence Purchase Decision of FMCG

S.NO	PURCHASE DECISION OF FMCG	RESPONDENT	PERCENTAGE %
a)	Collect much of information	18	15
b)	Prefer certain brand	35	29.2
c)	Do it by habit	38	31.7
d)	Decision is influencing by others	21	17.5
e)	Others	8	6.7
	TOTAL	120	100

Source: Primary Data

From the above table it is clear that out of the total respondents taken for the study 31.7% of the respondent have choose in Do it by habit, 29.2% of the respondent have choose in Prefer certain brand, 17.5 % of the respondent have choose in Decision is influencing by others, 15% of the respondent have choose in Collect much of information and 6.7% of the respondent choose in Others. **Most (31.7%) of the respondents belong to Do it by habit.**

Level of Preference for FMCG

S.NO	PREFERENCE	NO.OF RESPONDENT	PERCENTAGE
a)	Very high preference	23	19.2%
b)	High preference	34	28.3%
c)	Preferred	36	30%
d)	Low preference	20	16.7%
e)	Very low preference	7	5.8%
	TOTAL	120	100%

Source: Primary Data

From the above table it's clear that out of the total respondent taken for the study 30% of the respondent preferred, 28.3% of the respondent have choose in high preference, 19.2% of the respondent have choose in very high preference, 16.7% of the respondent have choose in low preference, 5.8% of the respondent have choose in very low preference. **Most (30%) of the respondent purchasing preference belong to preferred.**

FACTORS INFLUENCING RESPONDENTS TO PURCHASE FMCG PRODUCT

S.No		Highly S Influenced	Influenced	Neutral	Less Influenced	Highly Less Influenced
a)	Good quality	33 (27.5)	34 (28.3)	33 (27.5)	11 (9.2)	9 (7.5)
b)	Affordable price	40 (33.3)	27 (22.5)	18 (15)	28 (23.3)	7 (5.3)
c)	Range of product	34 (28.3)	27 (22.5)	9 (7.5)	26(21.7)	24 (20)
d)	Brand name	35 (29.2)	29 (24.2)	22 (18.3)	15 (12.5)	19 (15.8)
e)	Good cause	19 (15.8)	34 (28.3)	41 (34.1)	12 (10)	14 (11.7)
g)	Timely availability	30 (25)	21 (17.5)	11 (9.2)	10 (8.3)	48 (40)

Source of Awareness

S.No	Sources	No. Of Respondent	Percentage
a)	Family	22	10
b)	Friends	44	20.8
c)	Advertisement	37	65
d)	Self - motivated	17	4.2
	TOTAL	120	100

Source: Primary Data

From the above table it's clear that out of the total respondents taken for the study 65% of the respondents know about the FMCG products through Advertisements, 20.8% by Friends, 10% by family and 4.2% by self-motivated. Majority (65%) of the respondent's knows about the FMCG products through Advertisements.

Attitude towards FMCG Products

S.No	Particulars	No of Respondent	Percentage
a)	Positively feeling towards the brand	56	46.7
b)	Misleading the brand	64	53.3
	TOTAL	120	100

Source: Primary Data

The above the table shows that 53.3% of respondent are misleading the brand and 46.7% of the respondent positively feeling towards the brand. **Most (53.3%) of the respondent are misleading the brand.**

CONCLUSION

The most influencing factor that affects the buying decision of the consumers is still the price, followed by quality and then easy availability. People still consider price as the most important factor, during the price war between the two companies Tide emerged as a leader because of its low price. Another finding is that most of the consumers still want to go to traditional shop for purchasing household consumables supermarket is the least preferred by the consumers.

After analyzing the purchase pattern of the consumers we find that 38% of the respondents said that they would like to

shop for household consumables once in a month basis. As they find it convenient to shop in this manner. 72% of consumers get to know about FMCG products through Advertisement.

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