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## AN ANALYTICAL STUDY OF CONSUMER BEHAVIOUR TOWARDS “FMCG” PRODUCT

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**Abstract:** The buyer conduct or consumer purchasing behavior assumes a significant part in advertising of quick customer goods. This conduct is affected by different factors. In the current time of globalization, need of purchaser's change with time. The quick shopper merchandise (FMCG) area contributes a great deal to the development of India's GDP. Therefore, it is necessary to recognize the adjustments in buyer purchasing conduct towards FMCG products. The intention of this paper is to distinguish the components influencing customer purchasing behavior towards FMCG items lastly affecting their dynamic process. The information for this investigation has been gathered through survey and discoveries have been hypothetically presented. The paper uncovers that buyer conduct is generally affected by place, product, and price, and promotion, physiological and psychological factors. However, impact of these elements additionally varies from one item to another. This study is undertaken to explore that shoppers have more significance to the nature of fast-moving Consumer merchandise buying practices. The study revealed that the consumer purchase depends on branding and the quality of the products and all other variables have least impact. This study also indicates that consumers develop their behavioral attitudes to FMCG brands, even though they get failed in low involvement in some products. Although it suffered from various points of criticism, it was successful in creating a brand value for its products in the minds of the consumers.

**Keywords:** Consumer Behavior, FMCG product.

**摘要：** 购买者行为或消费者购买行为在快消品广告中占有重要地位。这种行为受到不同因素的影响。在全球化的当下，购买者的需求随着时间的推移而变化。快消品 ( FMCG ) 领域为印度GDP的发展做出了巨大贡献。因此，有必要认识到买方对快速消费品的购买行为的调整。本文的目的是区分影响客户对快速消费品的购买行为最终影响其动态过程的组件。本次调查的信息是通过调查收集的，并假设提出了发现。论文发现，购买者行为一般受地点、产品、价格以及促销、生理和心理因素的影响。然而，这些元素的影响因一项而异。本研究旨在探讨购物者对快速消费品购买行为的性质具有更重要的意义。研究表明，消费者购买取决于品牌 and 产品质量，所有其他变量的影响最小。这项研究还表明，消费者对快速消费品品牌的

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行为态度形成了，即使他们在某些产品的低参与度方面失败了。虽然饱受诟病，但它成功地在消费者心目中为产品创造了品牌价值。

**关键词：**消费者行为，快速消费品。

### **Introduction:**

The products which are regularly and frequently used by the consumers i.e. day-to-day usable products are known as FAST MOVING CONSUMER GOOD. Products which are sold quickly and at low cost. One of the most fastest developing sector in Indian economy is FMCG industry, and most common goods included 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 and frequent consumption and have high return. The scope for the growth of the FMCG industry is 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 market is highly concentrated, as the growth in the income of the middle-income group is one of the major factors for the growth of Indian Market. In FMCGs market Packing is very important factor. The physical distribution often required is secondary and the first is packaging which helps to maximize the 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.

**Review of the literature:** The investigator has explored the below mentioned research studies:

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 consumer's 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 behavior which may differ geographically.

The present study focuses on understanding the rural consumer buying behavior 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 behavior towards such products. The challenge for researchers is to integrate packaging into an effective purchasing decision model, by understanding Consumer's behavior 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 behavior 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 behavior have been analyzed. A hypothetical model was created in this paper, which had been taken into consideration for our research work on impulse buying behavior 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.

Statement of the Problem: The statement of the research problem is reported as under:

### **“An Analytical Study of Consumer Behavior towards FMCG product”**

Objectives of the Study:

The objectives of the study are as under:

- A. To explore the brand awareness of the consumers towards FMCG products.
- B. To explore the satisfaction level of the consumers towards FMCG products.
- C. To explore the level of preference among FMCG products  
Delimitation: The study has been delimited as under:
- D. The present study has been delimited to Lucknow District of Uttar Pradesh.
- E. The present study was delimited to 200 respondents only.

### **Growth of FMCG in India:**

The Indian FMCG sector with a market size of US\$14.8 billion is the fourth largest sector in the economy. The FMCG market is set to double from USD 14.7 billion in 2011-12 to USD 30 billion in 2013. FMCG sector will witness more than 60 per cent growth in rural and semi-urban India by 2014. Indian consumer goods market is expected to reach \$400 billion by 2014. Hair care, household care, male grooming, female hygiene, and the chocolates and confectionery categories are estimated to be the fastest growing segments. At present, urban India accounts for 66% of total FMCG consumption, with rural India accounting for the remaining 34%. However, rural India accounts for more than 40% consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category, including skin care, household care and feminine hygiene, will keep growing at relatively attractive rates. Within the foods segment, it is estimated that processed foods, bakery, and dairy are long-term growth categories in both rural and urban areas. The growing inclination of rural and semi-urban folks for FMCG products will be mainly responsible for the growth in this sector, as manufacturers

will have to deepen their concentration for higher sales volumes. Major Players in this sector include Hindustan Unilever Ltd., ITC (Indian Tobacco Company), and Nestlé India, GCMMF (AMUL), Dabur India,

Dr.Vibhuti, IJSRM volume 2 issue 8 August 2014 [www.ijssrm.in]Page 1171Asian Paints (India), Cadbury India, Britannia Industries, Procter & Gamble Hygiene and Health Care, Marico Industries, Nirma, Coca-Cola, Pepsi and others. As per the analysis by ASSOCHAM, Companies Hindustan Unilever Ltd, Dabur India originates half of their sales from rural India. While Colgate Palmolive India and Marico constitutes nearly 37% respectively, however Nestle India Ltd and GSK Consumer drive 25 per cent of sales from rural India. A rapid urbanization, increase in demands, presence of large number of young population, a large number of opportunities is available in the FMCG sector. The Finance Minister has proposed to introduce an integrated Goods and Service Tax by April 2014.This is an exceptionally good move because the growth of consumption, production, and employment is directly proportionate to reduction in indirect taxes which constitute no less than 35% of the total cost of consumer products -the highest in Asia. The bottom line is that Indian market is changing rapidly and is showing unprecedented consumer business opportunity. It is in this perspective that we have decided to conduct a study of consumer Behavior and Buying Decisions with respect to selected FMCG products.

**Methodology and procedure:** The Consumer attitude Programs among FMCG products in Lucknow District Uttar Pradesh are showing the unique inclination in the last decade. In pursuance

to same, the investigator conducted the study with the help of descriptive research. Accordingly, below mentioned procedure has been reported:

- ❖ Sampling procedure: For this study Convenient Sampling method was used. Both primary and secondary data were used.
- ❖ Sample: The total sample for this study was 200 respondents.
- ❖ Statistical treatment: The collected data was put to suitable statistical treatment by using descriptive analysis.

**Analysis and Interpretation of the Data:** The data has been analyzed with the help of descriptive and comparative analysis. The detailed analysis and interpretation is reported as under:

Table: 1.1: Showing the source of information of the respondents.

Awareness level Percentage	Frequency	
TV	40.00	20
Radio	12.00	6.00
Social networking sites	100.00	50.00
News paper	8.00	4.00
Friends and relatives	20.00	10.00
Other	20.00	10.00
Total	200	100

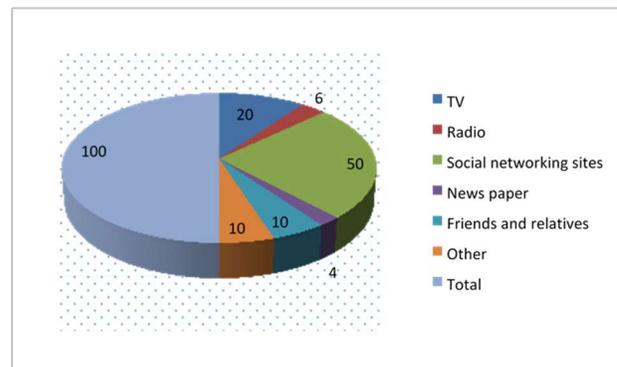


Fig. 1: Showing the source of information of the respondents

Interpretation: The above table reveals that maximum consumers (50.00%) gain the information from social networking sites regarding

FMCG products. Apart from this, it was found that 20% respondents gain information from TVs. regarding FMCG products. In addition to this, it was seen that 10% consumers receive information for any other sources, not mentioned above. Besides, 4% respondents gain information from newspapers. regarding FMCG products.

Table: 2. Showing the source of information of the respondents towards FMCG products.

Satisfaction level	Frequency	Percentage
High satisfaction	50.00	25.00
Average satisfaction	160.00	80.00
Low satisfaction	40.00	20.00

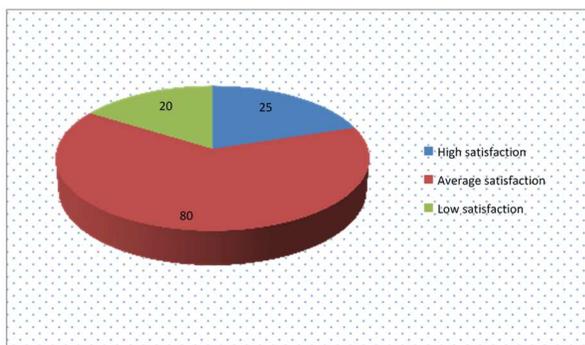


Fig. 2. Showing the source of information of the respondents towards FMCG products.

The results reported in above table reveal that 25% respondents were reported with high level of satisfaction regarding FMCG products, 80% respondents were found with average satisfaction regarding FMCG products and 20%

respondents were found with low satisfaction regarding FMCG products.

Table: 3: Showing the preferences of the respondents towards FMCG.

	Mean	Rank
Face powder	5.49	6.00
Hair oil	5.60	5.00

Shampoo	5.71	4.00
Soap	10.81	1.00
Tooth paste	5.10	7.00
Chocolate	7.23	2.00
Cool drink	5.02	8.00
Noodles	4.19	10.00
Biscuit	6.00	3.00
Cleaners	5.00	9.00

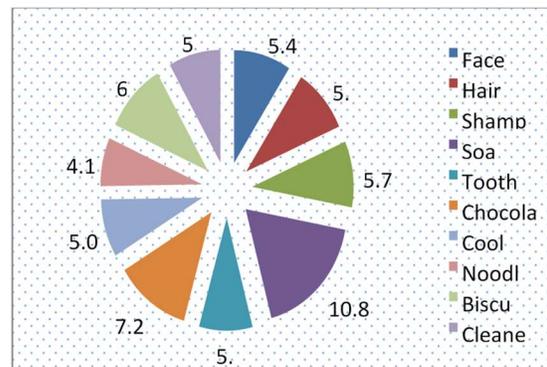
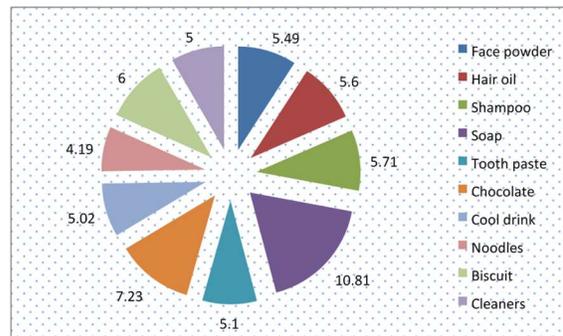


Fig.3: Showing the preferences of the respondents towards FMCG.

Interpretation: The results reveal that the maximum rank has been achieved by shampoo

consumers. And the minimum rank has been achieved by nodules consumers.

**Conclusion:** The researcher concluded this study; success of many business depends on their ability to create their customers and retaining their Consumers. Companies have attained focus to sell their products in standard price with good quality, availability of brands in all stores and at low cost to retain their valuable customers and attract new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place. The FMCG sector is a very dynamic sector in India; a major goal is to satisfy their needs and wants of consumer and to target markets more effectively and efficiently. Besides, the product quality was found to have garter impact on the satisfaction level of the consumers.

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 become an integral part of the livelihood of consumers. Consumers are literally confronted with hundreds of brands on a daily basis. For this study Convenient Sampling method was used. Both primary and secondary data were used. The total sample for this study was 200 respondents. The collected data was put to suitable statistical treatment by using descriptive analysis.

Competing interest: The research declared that there is no potential of interest with respect to authorship, research and publication of this article.

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