A STUDY ON CONSUMER BRAND AWARENESS OF FAST-MOVING CONSUMER GOODS (FMCG)

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ABSTRACT

Consumers purchase fast-moving consumer goods (FMCG) continually over time, the industry is essential to a thriving economy and does not reach a saturation point. The economy of a nation is greatly impacted by this sector's growth or decline. The primary goal of this study is to identify the variables affecting consumers' brand awareness of fast-moving consumer goods (FMCG). The taluk of pollachi has been the researcher's sole study area. Fast-moving consumer products in the region are positively connected with customer brand awareness variables like quality, price, and advice as well as consumer preference factors like brand equity, brand loyalty, and brand image. The results reveal that the consumer preference and awareness towards FMCG Products are favorably connected with their factors.

Keywords: Consumer Goods, Brand awareness, Factors, Preference

INTRODUCTION

Fast-Moving Consumer Goods (FMCG), or Consumer Packaged Goods (CPG), is products sold quickly and at a relatively low cost. The FMCG sector is distinguished by high inventory turnover, high volume sales, and a wide range of products that meet customer demands.

These products include cheap domestic goods, food and drink, toiletries, cleaning supplies, and other necessities for daily living. FMCG refers to fast-moving consumer goods that are reasonably priced and sold quickly. Packaged foods, drinks, toiletries, cosmetics, cleaning supplies, and other inexpensive household items are a few examples of fast-moving consumer goods (FMCG).

A good FMCG branding strategy emotionally engages consumers reaching a place in their psyche that will positively influence consumer decision-making in the moment and during future shopping occurrences. Strong FMCG branding encourages consumer confidence that they are investing in the right product. It also helps make a company prosperous even in its initial go-to-market launch. Since FMCG products are low-priced, sold quickly, and have a short shelf life, brand values play a vital role in differentiating FMCG products from competitors. Brand values are the core beliefs and principles a brand stands for, which hopefully has also considered the target market's values.

REVIEW OF LITERATURE

Vibhusheet Kanwar & Dr. Kumar Siddharth(2023), the study entitled" A Critical Study on the Brand Awareness Level of the FMCG Customers". This research has added to our knowledge of the processes that promote brand recognition in the fast-moving consumer goods (FMCG) industry by conducting a thorough investigation of several elements, such as advertising techniques, social media presence, and customer attitudes. In order to stay competitive in a market where customer tastes change at a quick pace, the results highlight the need of establishing and sustaining a strong brand presence.

Tanya Kumar, SatveerKaur & Ranbir Sing(2022), this study titled,"Developing Brand Awareness Through Digital Marketing In Fmcg Sector". Promotion plays a major role in increasing the sales of FMCG Brands in the market because these products are the necessity of today's generation. The marketers can easily promote their goods and services by reaching the target market through digital mechanism. It would be feasible for the companies to win the trust of the customers through digital mode which will help in increasing the brand loyalty among customers towards products and services

Koushik Talukdar & Malay Kumar Ghosh(2021), this study titled," Brand Awareness of FMCG Companies in the Context of COVID-19: A Conceptual Analysis". We are witnessing a dramatic shift in business model, consumer behaviour and business environment where in there will be a

straight decrease of certain business. Creating the brand awareness in COVID situation totally depends upon company's internal strategies and how effectively & efficiently they implement these in the market..

Dr.V.T. Dhanaraj(2020), the study entitled," A Study on Consumer Brand Awareness of Fast-Moving Consumer Goods (FMCG)". This research identifies the factors influencing consumer preferences in making decision to buy FMCG brands. Studying differences among consumers of diverse socio-economic categories on factors influencing their awareness and preferences for FMCG brands is a significant contribution to examine the differences among users with various levels of exposure and preferences.

Dr Ravi Sidhu.& Dr Ajit Singh(2020), this article titled," Brand Awareness Towards Fast Moving Consumer Goods (FMCG). The general conclusion of these studies is that the data was affected by the multiplicity of factors like Retailer's Advise, Promotion Orientation, Affective (Emotional) Aspects, Brand Awareness, Brand Equity, Personal Characteristics, Store Display and Demand. However, the most valuable factors that affect the whole data were eight that provide the relevant knowledge about the object that was taken into consideration for research purposes.

OBJECTIVES
- To analyze the socio-economic profile of the selected respondents towards Consumer FMCG.
- To study the impact brand awareness & preferences of FMCG products.
- To analyze the factors influence of Consumer Preference towards FMCG products.

STATEMENT OF THE PROBLEM
The marketing of commodities has numerous challenges in a world where competition is fierce. While many problems might not be solved, there are those that can. India is a nation in development. Thus, the majority of people reside in rural areas. Marketing in both rural and urban areas is crucial for a nation's economic growth. Because most rural consumers are low-income, illiterate, and lack access to communication and transportation resources, manufacturers encounter numerous challenges when trying to promote their products in these locations. When choosing their rapidly moving consumer items, consumers are dealing with a number of issues. It is determined that more research is required in the area of FMCG consumer behavior in the Pollachi Taluk.

RESEARCH METHODOLOGY
Data Collection
The methodology of the study is based on the primary, as well as secondary data. The study depends mainly on the primary data collected through a structured interview schedule, The secondary data are collected from journals, magazines, publications, reports, books, dailies, periodicals, articles, research papers, websites, company publications, manuals and booklets.
Sampling and design of the Study
Sample size is 100 with the Simple Convenient Sampling method are adopted in this study. Simple Percentage Analysis, Descriptive statistics and ANOVA are applied for analyzing the responses of FMCG consumers of Pollachi Taluk.

ANALYSIS OF CONSUMER BRAND AWARENESS OF FMCG
The primary objective of analysis is to derive meaning from the gathered information. Data analysis is often regarded as an essential stage in the research process because it facilitates the conversion of data into information that can be utilized to validate numerous factors, such as consumer marketing and other relevant structures, and to comprehend the relationships between them.

Socio Economic Profile of the Respondents

Variables	Factor	Frequency
	Male	**47**

Gender	Female	53
Age	20-30	31
	31-40	34
	41-50	28
	51-60	7
Marital Status	Married	76
	Un Married	24
Income	Below 10000	21
	10000-40000	53
	41000-70000	22
	71000-100000	4
Occupation	Private Employee	57
	Govt.Employee	21
	Farmer	7
	Self Employed	10
	Business	3
	Others	2
Education	School	1
	Diploma	5
	Under Graduate	18
	Post Graduate	41
	Professional	35

From the above table 53% of the respondents are female and 47% of the respondents are male. The age group respondents between 31-40 are the highest with 34% of respondents. Marital status of the the percentage is 76%, the respondents are Married. The income groups between 10,000 to 40,000 are highest with 54% of respondents. The occupation wise, private employee is highest with 57%. Education wise respondents with post graduate qualification are the highest with 41% of the respondents.

ANALYSIS OF VARIANCE (ANOVA) BETWENN THE CONSUMER PREFERENCE AND CONSUMER BRAND AWARNESS

Demographic variable		ConsumerBrand Awareness			
		Sum of Squares	Mean Square	F	Sig
Gender	Between Groups	.916	.916		
	Groups	45.001	.119	7.692	.006
Age	Between Groups	.731	.244		
	Groups	45.186	.120	3.027	.010
Income	Between Groups	5.048	1.683		
	Groups	40.869	.109	15.482	.002
Occupational	Between Groups	2.164	.433		
	Groups	43.753	.117	3.700	.003
Educational qualification	Between Groups	2.164	.433		
	Groups	43.753	.117	3.700	.003

*Significant at 5% Level

From the above ANOVA table, the F value for Weighted Consumer Brand Awareness and Gender is 7.69, which is significant at 0.006. Based on the mean difference and significance, the null hypothesis that there is no significant difference between male and female in terms of Consumer Brand Awareness dimensions is accepted. Consumer brand awareness and age factor have a value F of 3.027, which is significant at 0.0010. Based on the difference and significance, the null hypothesis that there is no significant variation in the mean score of weighted service quality between the respondents' age groups is accepted. Consumer Brand Awareness and Income Factor has a F value of 15.482, which is significant at 0.002. Based on the difference and significance, the null hypothesis that there is no significant variation in the mean score of weighted service quality between the respondents' income categories is accepted. Consumer Brand Awareness and Occupation Factor have a F value of 3.700, which is significant at 0.003. Based on the difference and significance, the null hypothesis that there is no significant difference in the mean score of weighted service quality and respondents' occupation is accepted. Consumer Brand awareness and Educational Qualification Factor has the value F value at 6.395 significant at 0.004. From the difference and the significance the null hypothesis there is no significant difference in the mean score of weighted service quality and educational qualification of the patients is accepted.

CONCLUSION

Consumer Preference and Brand Awareness characteristics of high-potential FMCG brands. The urban market is very competitive and, to some extent, stagnating. Companies in urban markets should relocate to rural areas in order to maintain their operations and flourish. The FMCG companies would undoubtedly benefit from changes made to the marketing mix aspects that are appealing and appropriate for the rural market. The primary emphasis of this study was the attitudes of rural consumers toward specific Fast Moving Consumer Goods (FMCG) brands, including

Hindustan Unilever Ltd., Dabur India, Cadbury India, Nestlé India, and ITC (Indian Tobacco Company). The findings of this study will help FMCG brand participants comprehend the distinctions between consumer choice and brand recognition for FMCG. This research study made a significant contribution by proposing and testing a hypothesis that established the relationship between the many elements influencing consumers and their awareness preferences in FMCG brands using. Additionally, this research study highlights the aspects that impact consumer preferences when they choose to purchase FMCG brands.

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