

CONSUMER DECISION-MAKING IN FMCG: TRENDS, INFLUENCES AND MARKET IMPLICATIONS

Dr. T. Kiruthika

Consumer Decision-Making in FMCG: Trends, Influences and Market Implications

© Dr. T. Kiruthika

First Edition: 2026

ISBN: 978-93-5619-241-6

Price: ₹ 480 /-

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Publisher

SHANLAX PUBLICATIONS *Ph: 0452-4208765,*

61, 66 T.P.K. Main Road *Mobile: 7639303383*

Vasanthanagar [*email:publisher@shanlaxpublications.com*](mailto:email:publisher@shanlaxpublications.com)

Madurai – 625003

[*web: www.shanlaxpublications.com*](http://www.shanlaxpublications.com)

Tamil Nadu, India

PREFACE

The Fast Moving Consumer Goods (FMCG) sector plays a vital role in the Indian economy, influencing the daily consumption patterns of households across rural and urban areas. Rapid socio-economic changes, rising income levels, and evolving lifestyles have significantly transformed consumer buying behaviour, necessitating focused academic inquiry.

This book presents an empirical study on consumer buying behaviour towards FMCG products with special reference to Pollachi Taluk. It examines consumer awareness, preferences, satisfaction levels, and decision-making processes using both primary and secondary data. The study employs appropriate statistical tools to ensure analytical rigor and reliability of findings.

Organised into five chapters, the book begins with an introduction to the research framework and methodology, followed by a comprehensive review of relevant literature. An overview of the FMCG industry in India is provided to contextualise the study. The core chapter analyses and interprets the collected data, while the final chapter presents findings, suggestions, conclusions, and scope for future research.

This book aims to serve as a useful reference for postgraduate students, researchers, academicians, and marketing professionals interested in FMCG marketing and consumer behaviour studies.

ACKNOWLEDGEMENT

I express my heartfelt thanks to the Management, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi for granting seed money to carry out research work.

I would like to thank our Principal **Dr. R. Manicka chezian, Principal**, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi who has permitted me to undertake the research and complete the same.

I am deeply indebted to thank **Dr. S. Saravana Babu, Director - Academic**, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi for his exemplary advice and kind support for completing my dissertation on time.

It takes me high spirit to express my deep of gratitude to **Dr. S. Umapathy, Dean - Research** for his encouragement and valuable guidance during the various stages of the research.

I wish to express my profound gratitude **Dr. R. Muthukumaran, Dean - Outreach & Student Affairs**, Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi for providing valuable support and guidance.

I am in need to acknowledge my sincere thanks to **Dr. M.V. Sathiyabama, Head, Department of Commerce (E-Commerce)** and for their support, motivation and kind concern towards the completion of my research work.

I wish to thank **Dr. S. Vijayakumar, Librarian,** Nallamuthu Gounder Mahalingam College (Autonomous), Pollachi for providing me with the facilities for carrying out the research work.

I extend my special thanks to my colleagues of **Department of Commerce (E-Commerce)** for continuous assistance and help in all my responsibilities related to academic and research.

I am grateful to thank all the respondents, my family and almighty whose support and contribution towards this research is immeasurable and value.

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CHAPTER I

INTRODUCTION AND DESIGN OF THE STUDY

1.1 Introduction

India is a very beautiful country filled with abundant resources. An abundant and diversified natural resource based on, sound economic, industrial and market fundamentals and highly skilled and talented human resources, make India a destination for business and investment opportunities with an assured potential for attractive returns. The business and regulatory environment is evolving and moving towards constant improvement. The Indian economy has transformed into a robust, vibrant and rapidly growing consumer market. India providing a large market for consumer goods and the preferences of consumers are changing day to day. The behaviour of consumers plays an important role in Indian marketing. This is influenced by various factors.

Fast moving consumer goods (FMCG) industry is one of the basic industries which place a vital role in the economic development of the country. India is mixed with both rural and urban market structure. The urban markets have almost reached the saturation point due to high competition between the marketers. The urban markets today face difficulties to fetch profits in view of high awareness and refined taste of the consumers.

The term FMCG all though popular and frequently used, It does not have a standard definition and is generally used in India to refer products of everyday use. This study focuses on various factors which influence the consumer behaviour towards FMCG products among the urban consumers. The researcher was conducting this first-hand survey to know the factors influencing the urban consumers such as brand preference, consumption pattern, purchase decision and satisfaction in buying selected FMCG products. This research will suggest some measures to improve the quality in FMCG products to attract and influence the consumers purchase decision.

1.2 Statement of the Problem

FMCG consumes a significant amount of each household's monthly expenditure. Because of the large number of customers for FMCG items, the amount of money exchanged in the economy is quite high. Unbranded, unpackaged, and home-made items continue to split the FMCG industry. This presents marketers with a fantastic chance to persuade customers to purchase branded goods. Marketing's goal is to meet and satisfy the requirements and desires of the target audience. Every company's success is determined on how satisfied its customers are. Consumer is a species that has its own set of traits. Each one is distinct from the others, behaving differently from one moment to the next and from one location to the next.

This is also referred to as the individual differences in buying behaviour. However, consumer knowledge, attitude, preference, perception, satisfaction, source of information and post purchase behaviour have influence on buying behaviour on fast moving consumer goods. To cater to worldwide markets, Indian and global FMCG firms are utilising India as a key sourcing centre for cost-competitive product development and production.

The fast-moving goods sector has an impact on every area of human existence. This is the greatest potential market in the world, and it is expected to grow rapidly as the market's income level grows. There are several FMCG products in the market. As a result, the customer is unable to choose the best option. They can't seem to settle on a certain brand. At the same time, people are unable to alter their habits or their preferences for FMCG brands. The exact reason for purchasing a certain FMCG brand is a highly unclear issue. Customers of the FMCG are familiar with the product's characteristics and benefits. Some customers are open to any brand, while others are passionate about a certain FMCG brand. Customers that are devoted to a brand are willing to wait if it is not currently accessible. Consumers have a variety of challenges when it comes to purchasing fast-moving consumer items, particularly personal care products. In order to meet their expectations, they needed to understand customer behaviour when it came to purchasing personal care goods.

This is an excellent chance for branded goods companies to encourage people to buy their items. In the light of above context, the following questions were raised,

1. Whether consumer is aware on Fast Moving Consumer Goods (FMCG)?
2. What are the factors influencing the consumer preference on Fast Moving Consumer Goods (FMCG)?
3. What is the consumer level of satisfaction on Fast Moving Consumer Goods (FMCG)?

1.3 Objectives of the Study

The study makes an attempt to seek solutions to the questions raised in the statement of problems. Accordingly, the following objectives have been framed:

1. To study the consumer level awareness on Fast Moving Consumer Goods (FMCG).
2. To find out the factors influencing the consumer preference on Fast Moving Consumer Goods (FMCG).
3. To identify the factors influencing consumer level of satisfaction on Fast Moving Consumer Goods (FMCG).

1.4 Research Hypothesis

Hypothesis is a tentative proposition formulated for empirical testing. It is tentative because its veracity can be evaluated only after it has been tested empirically.

Hypothesis is the presupposition of the expected direction of the results of a research. The following hypotheses are framed and tested in the present study:

- There does not exist an association between the Select Variables and Level of Awareness.
- There does not exist an association between the Select Variables and Level of Preference.
- There does not exist an association between the Select Variables and Level of Satisfaction.

1.5 Research Methodology

(i) Data

The data required for the study are both primary and secondary in nature. The primary data has been collected through well-structured questionnaire. Whereas, Secondary data has been collected from journals, magazines, newspapers, books and websites.

(ii) Sample Design

A sample is a small proportion selected for observation and analysis. The sampling procedure can be compared to a mirror which gives a reflection true to the original (Gupta, 2005). Convenient Sampling Method has been adopted for choosing a sample. The present study is confined to the consumers of Fast Moving Consumer Goods (FMCG) residing in Pollachi Taluk.

Out of the data collected from the 300 respondents all over the taluk, 23 respondents' data are incomplete. So, sample size is confined to 277 and that data has been analysed for 277 samples.

(iii) Framework of Analysis

The collected data was analyzed with reference to each of the objectives of the study. The collected data have been analyzed by making use of statistical tools like

- Simple Percentage Analysis
- Weighted Average Score
- Henry Garrett Ranking Technique
- Chi-square test
- Multiple Regression Analysis

1.6 Significance of the Study

This study helps to find out consumers behaviour towards the products that are purchased by the consumers in their day to day life. It also aims at revealing the consumer behaviour in Pollachi taluk towards fast moving consumer goods. This study deals with the consumer behaviour and their attitude and hence it is easy to know their favorite product, brand, flavor and place of purchase. The importance of this study in finding consumers preference towards certain products, consumer's problems while purchasing such products and satisfaction level with these products.

1.7 Limitations of the Study

The present study mainly depends on primary data and hence the data collected from the consumers may be biased in nature.

The consumer in Pollachi Taluk alone have been selected to express their opinion on Fast moving consumer Goods. Therefore, caution must be taken while generalising the results of the study. Convenience sampling method and particular statistical tools which has been applied has its own limitations.

1.8 Chapter Scheme

- The theme of the study is introduced in the first chapter.
- A brief review of literature is documented in the second chapter.
- Theoretical view of Fast Moving Consumer Goods (FMCG) are presented in third chapter.
- Fourth chapter gives the analysis of collected data and their interpretations.
- Summary of findings, suggestions, conclusion and scope for further research are given in the fifth chapter.

CHAPTER 2

REVIEW OF LITERATURE

2.1 Introduction

The present chapter covers the detailed review of literature concerning different phenomenon of fast-moving consumer goods. A review of literature is the effective evaluation of selected documents on a research topic. A review may form an essential part of the research process or may constitute a research project itself. In the context of a research paper or thesis the literature review is a critical synthesis of previous research. The evaluation of the literature leads logically to the research question, for this purpose an earnest effort has been made to give brief note about the research work carried out by different scholars at different times on my research topics are mentioned in chapter. It presents review of literature relating to consumer knowledge, consumer attitude, source of information, consumer preference and buying behaviour.

2.2 Review of Literature

Pulka Mahato and Priyanka Ranawat (2024) in their article entitled “A Study of Consumer Buying Behavior and Brand Loyalty in a FMCG Market” stated that The Fast-Moving Consumer Goods (FMCG) market is a highly competitive and dynamic landscape, where understanding consumer buying behaviour and brand loyalty is crucial for business success.

This research paper delves into the intricate relationship between these two crucial elements, aiming to provide valuable insights for FMCG companies to enhance their marketing strategies and foster long-term customer engagement

Deepak R. Sukhija (2024) A Study on Consumer Buying Behaviour Towards Fast Moving Consumer Goods (FMCG). The study shows that location, product, price, advertising, and physiological and psychological aspects all have a significant impact on consumer behavior.

Kumarasamy and Francy Sheeba (2024) the researcher concludes that demographical factors of Age, Gender, Educational level, Income, and Occupation of the respondents are the factors that influence the buying behaviour of the consumers towards Fast Moving Consumer Goods in Thanjavur District in the state of Tamilnadu. It suggests that marketers can categorize FMCG products based on the demographical factors of the respondents while making decisions regarding advertisements, marketing, sales, and promotional activities

Sunny Yadav (2023) in his research paper titled “A Study on Consumers Buying Behaviour Towards FMCG Products with Reference to Manपुरi District” revealed that A business that is focusing on a product's features should pay more attention to quality than price because the two are inversely linked. Customers desire more FMCG goods that focus on quality. A business that sells products online should be aware that there is a positive correlation between product availability and offers

and discounts, with offers and discounts receiving more attention. Therefore, businesses devise a strategy to offer deals and discounts on a regular basis in order to draw in a sizable client base.

Hesse et al. (2022) revealed that German FMCG companies are expanding their established brands with new “green” items, as well as the customer perspective that goes along with it. The diversity of scepticism confirms that businesses require broad and comprehensive solutions, rather than a focus on tactical greening. The participants’ distrust of FMCG corporations’ greening efforts is accompanied by a view of green brand extensions as opportunistic.

Jyothica Shivaani A.P and Bhuvaneswari (2022) in their article entitled “Fast Moving Consumer Goods in Coimbatore” stated that Consumer behavior is an important aspect of each and every business organization. The researcher has taken an effort to study to consumer behavior towards FMCG durable goods in Coimbatore district. Consumers are able to realize the need of the product, have extensive awareness of the product, and have suitable information sources of the product. They are meticulous about purchasing from outlets of the FMCG durable goods.

Priyadharshini and Karthick (2021) in their study captioned “A Study on Consumer Behavior Towards FMCG Durable Goods with Special Reference to Coimbatore City” revealed that, the consumers of FMCG goods mostly choose products by the quality and the brand loyalty of the FMCG

products and services. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also approach the stockists of FMCG and make suitable purchase decision. They are able to collect maximum information of the product through Television advertisements.

Moosa and Jagadesan (2020) investigated the impact of social media on customer buying behaviour concerning fast moving consumer goods. The study highlighted the importance of product acquisition behaviour, information seeking behaviour, and selection seeking behaviour in the fast moving consumer goods market. Consumer behaviour includes product acquisition and knowledge seeking, both of which occur in reaction to cues in the environment. It has been determined that marketing has a significant impact on client buying behaviour. Findings showed that consumers gather information before purchasing any product in order to make informed purchasing decisions, therefore marketing is frequently used to get knowledge about FMCG products. The study was concluded that several elements that impact consumer purchasing behaviour, with societal and individual aspects being the most influential.

Dhanaraj (2020) in his study entitled “A study on consumer brand awareness of fast moving consumer goods”, found that there is a link between different elements impacting customers and their awareness preferences in purchasing fast moving consumer goods brands from rural purchasers and

also revealed that there is a strong link between factors impacting the purchase of fast moving consumer goods products and rural consumer socio-demographic characteristics.

Pillai and Jothi (2020) in their article captioned “An empirical study on consumers” behaviour of buying green products of FMCG (Fast Moving Consumer Goods) in Kerala” stated that marketers should be aware that observing how advertisements, VIP underwriting, and other forms of marketing may affect customer purchasing behavior in their specific market location is beneficial, as it will aid in the differentiation of markets via branding. Findings showed that businesses maximize marketing technology quality consistency and upgrades particular to customers by evaluating how FMCGs agree on product discernments. It was concluded that brand identification, frequently targets consumers; firms must determine what segment of customers will be suitable to improve the brand image.

Rajalakshmi and Umadevi (2020) underwent research titled “A study on fast moving consumer goods (FMCG) – with special reference to Kancheepuram district” and found that Advertisements were determined to be the most successful promotional channels, although sampling and product discount and coupon techniques were favoured for newer product introductions.

Shamshuddin et al (2020) they concluded that consumers have been accustomed to buying more FMCG products and trying out different brands in

recent years, thus knowing consumer behaviour allows marketers to make marketing decisions that are in line with customer demands.

Shaikh (2020) revealed fast moving consumer goods (FMCG) are products with a low profit margin that are sold in large volumes. Furthermore, the authors came to the conclusion that brand awareness is growing in rural regions, and consumers, both literate and illiterate, prefer branded goods since they know the quality is guaranteed because the manufacturers are well-known corporations. As a result, while purchasing FMCG products, the majority of consumers are influenced by brand and quality.

Vijayalakshmi et al. (2020) The study revealed that product specifics, brand name, pricing sensitivity, and general awareness factors have an impact on purchasing behaviour and attitude. For the crucial customer purchasing the products, online shopping is a great resource. Results revealed that consumers place a higher value on online purchasing. Consumer purchase behaviour has benefitted online apps by saving time and money. Findings showed that consumers, on the other hand, influence the purchase of FMCG products through online applications. The purchase habits of consumers are saving time and benefiting online apps. The study was concluded that online application of FMCG products, on the other hand, has an impact on customer attitudes and behaviour.

Mohanasundaram (2019) investigated customer attitudes regarding fast moving consumer goods in

Dharmapuri. The study showed that companies should sell their products at a standard price with excellent quality, brands should be available in all places, and recruiting new consumers should be less expensive. In their purchasing decisions, customers are influenced by a variety of personal and environmental variables, including values, life style, personal influence, motivation, attitude, personality, socioeconomic class, perception, knowledge, beliefs, reference group, and customs. Stores could use special incentives to entice frequent customers. It can be concluded that information about promotion methods should be communicated to all consumers in order to raise customer knowledge of sales promotion tactics.

Muthukumaran (2019) attempted to determine customer purchasing behaviour for a variety of soft drinks used by regular consumers. Findings of the study indicated that majority of customers who consumed the Bovonta brand among the different soft drinks are impressed by its constant availability, eminence, modifications made to the product throughout time, and various sizes such as small size bottle, medium size bottle, and large size bottle. In summary, it can be concluded that the majority of consumers evaluated quality, superiority and regular availability brand while purchasing soft drinks.

Sarker and Rahman (2019) Results revealed that advertisement, product diversity, cost, demand, salesperson quality, well-known retailers, product presentation, income range, and personality factors

have significant role in consumer purchase decisions. Findings of the study revealed that these characteristics were favourably connected to customer purchase decisions, but that consumer unique personalities had no meaningful impact on purchasing decisions. As a result, it was concluded that it plays an important role and has a long-term influence on consumer decision-making.

Qazzafi (2019) found that consumers engage all five stages of the decision-making process when purchasing things that are purchased only once or twice a year with a high level of involvement. If the product is for daily use or is inexpensive, the consumer has little role in the decision-making process. When purchasing everyday items, it is highly likely that one or more steps of the decision-making process will be skipped. When a need arises, individuals purchase commodities or services.

Kumar and Gowtham (2019) discovered Fast Moving Consumer Goods are a powerful marketing method and critical tools for all business scenarios, as they can combine social networking websites with advertising and marketing strategies consistent with converting and growing client behaviour expectations to benefit organisational goals.

Vijayakumar (2019) investigated the degree to which several factors impact the purchasing of FMCG products. It was found that many organisations' performance is determined by their ability to attract and keep clients. Companies have focused on selling their products at a standard price

with excellent quality, brand availability in all places, and cheap cost in order to keep their existing consumers and attract new ones. Results disclosed that brand loyalty offers businesses with powerful and competitive weapons to combat market competitors. The FMCG business in India is a particularly dynamic one, with a main objective of satisfying customer requirements and wants while also targeting markets more effectively and efficiently. It can be concluded that the data gathered in this study will aid businesses in developing marketing strategies and providing better service to their consumers.

Yashodha (2019) investigated the customer preferences towards sales promotion techniques used by fast moving consumer goods. The study stressed that because of the severe rivalry, consumer preferences play a critical role in the success of any manufacturing company. It was found that consumers are eager to buy stylish goods for their own use. As a result, fast moving consumer goods firms receive enough certification and standards in order to sell their products. Findings of the study revealed that sales marketing tactics used by firms, such as proneness deals, cash discounts, free gifts, and additional quantities, help to determine customer preferences. In summary, it was concluded that consumers are happy with the promotional methods used by fast moving consumer goods businesses.

Guha and Wadhawa (2018) studied customer preferences for a variety of FMCG personal care

products in Chattisgarh. In the FMCG category, the survey looked at client preferences for personal care goods. The study emphasised that customer preferences and tastes vary on a frequent basis. Each client has their own brand preferences in the market. Results showed that purchasing FMCG products involves a variety of purchasing strategies. Stores would profit greatly from a better understanding of customer identification of FMCG goods. The concern was advised to concentrate mostly on captivating the consumer and satisfying their needs, as well as their desire for the products. It can be concluded that customer preferences influence a variety of factors, including flavour, offers, promotions, quantity, brand name, quality, packaging, colour, pricing and discount.

Sandeep Kumar and Srinivasa Narayana (2018)

It was found consumer prefer various packaged goods for their consumption. It is mainly depended on the price, quality and value for the money. Both primary and secondary data were used in the study. Findings of the study stated that few consumers preferred to purchase consumer packaged goods on a weekly basis, while remaining consumers prefer to purchase it on a monthly basis.

Rahul Goel (2017) "Effect of Sales Promotion on Consumers with reference to FMCG Companies in India" Sales promotion methods are many and these are selected as per the target groups. For this purpose, a sales promotion strategy is to be prepared to achieve the objectives effectively. Sales promotion strategy directs the manager in selection

of parties, methods of sales promotion, implementation of methods and measuring effectiveness of whole efforts regarding sales promotion. In the era of hyper competition, market today has become an arena of promotion where product managers have to face enormous pressure to boost sales volume of their products.

Senthilkumar (2017) investigated the attitude and behaviour of rural customers regarding branded FMCG products. And stated that many businesses' performance is dependent on their ability to attract and keep rural consumers. The study showed that companies should sell their products at a standard price with excellent quality, with brands available in all locations and it is less expensive to acquire new clients from rural areas. Findings indicated that there was a statistical link between education, product, price, occupation, and brand choice, but no statistical relationship between income level, place, age, skin type, marital status, social variables, promotion, or replacement product with brand preference. In conclusion, it was found that product, price, employment and education have merely a statistical association with customer brand preference.

Surbhi (2017) investigated the impact of advertising on customer behaviour in relation to fast moving consumer products. Companies may earn customer confidence through effective advertising. It was found that businesses should advertise their products during times when they are most likely to be seen by consumers.

Companies should offer pertinent product information. The advertising should include all of the features. The usage, pricing, and after-use impacts of the offered goods or service should all be included in the advertising. The majority of consumers believe that ads do not persuade them. As a result, businesses need come up with new ways to make advertisements more persuasive to consumers. It was concluded that all of these characteristics have a favourable influence on consumer buying behaviour toward brands, which aids in the promotion of advertising products and shifts consumer buying behaviour toward purchasing intention.

Majeed & Jasmeene (2016), “A Study on The Effects of Sales Promotion Tools on Brand Switching of FMCG In Kerala”, Fast moving consumer goods (FMCGs) are products that have a quick shelf turnover, at relatively low cost and do not require a lot of thinking time and financial investment to purchase. A consumer’s decision of which brand to buy and how much quantity of that brand to buy depends on brand specific factors like price and promotion of various brands and consumer specific factors like consumer’s brand loyalty, consumption rate, product inventory and his/her sensitivity to brand and promotion. The fast moving consumer goods selected for the study are Tea, Toothpaste, Cereals (including cereal based products), and Detergent, representing the four important categories of FMCGs like beverages, personal hygiene products, food and toiletries

respectively. Geographically the study is limited to the state of Kerala in India.

Singh et al. (2016) investigated consumer awareness and perception of fast moving consumer goods purchasing in the Jammu region. The study highlighted that few customers are aware of fast moving consumer goods products via television, few consumers are aware of FMCG products from magazines, and few consumers are aware of FMCG products from newspapers. The findings revealed that few customers are aware of fast moving consumer goods products through the internet, few consumers are aware of fast moving consumer goods products through friends or relatives, and few consumers are unsure about the fast moving consumer goods awareness medium. Findings also indicated businesses should strive to focus on marketing mix strategy for FMCG products. Companies should make an effort to establish service centres. It can be concluded that businesses should also strive to deploy application servers so that customers may buy offline without having to use the internet.

Abinna Srivastava (2015) “Augmentation of Promotion Sensitivity For FMCG In India” In the era of hyper competition, market today has become an arena of promotion where product managers have to face enormous pressure to boost sales volume of their products. Today, on an average FMCG companies allocate its 74% of all marketing budget in sales promotion. Sales promotion are generally more effective when used

with advertising, personal selling and other promotional tools. Sales promotion may include many tools, most of the common and effective sales promotion tools are- Consumer Promotion Tools, Trade Promotion Tools and Business Promotion tools. In this paper an attempt has been made to analyze promotion sensitivity on FMCG consumers in India.

Manimalar and Sudha (2015) It was found that consumers are aware of the social and environmental consequences of their everyday purchases. Furthermore, consumers are well aware of corporate social responsibility and consider it to be a major consideration when purchasing products. Findings indicated that there is a strong link between business social responsibility and customer willingness to buy products. Findings also showed that corporate social responsibility had a favourable relationship with company appraisal, buying intent, and product association. To sum up, customer knowledge of a company's corporate social responsibility effort boosts sales.

Pallavi and Shashidhar (2015) The study revealed that price continues to be the most influential element in customer purchasing decisions, followed by quality and then ease of access. The most significant issue for consumers is still pricing. Result of the study also indicated that most customers still prefer to purchase at conventional stores for home supplies, with supermarkets being the least favoured option and the study divulged that consumer self-image,

beliefs, normative influence factor, and attitude factors have significant impact on purchasing intention and behaviour when buying FMCG products.

Malhotra (2014) The study findings showed that the hierarchy of effects model was used to examine how FMCG products utilize the internet to influence customers. It was concluded that marketing costs, rather than being viewed as an expense that is of no benefit to the firm, should be treated as investments that may assist an organization grow a big client base in the long term.

Kumar and Joseph (2014) investigated the influence of customer behaviour toward FMCG products in Ernakulam. The study emphasised to learn more about the impact of numerous factors on the purchasing habits of rural and semi-urban customers. It studied the personal care brands on bathing soaps and detergents. The quality of personal care brands was given more attention in the survey, and the difference in consumer educational levels is substantial in the case of some criteria, such as quality, cost, and the store. Rural customers' rational thinking can improve with more knowledge, and impulsive buying can be decreased. Findings showed that the merchant would be a valuable source of information about the customer and their anticipated response to sales promotions. It would be beneficial to develop a system to collect such replies on a regular basis, in order to organise future sales promotion efforts.

Yuvarani (2013) It was found that consumer knowledge of FMCG products have enhanced, and consumers are better equipped to make judgments on which brand to buy and what kind of promotions are available in various product categories. Results revealed that consumer's make plan to purchases of high-quality, branded products from the nearest retailer. Findings of the study concluded that rural consumers' knowledge of consumer movements is qualitative in nature and cannot be quantified directly in quantitative terms.

2.3 Conclusion

The present study made an effort to consumer buying behaviour on fast moving consumer goods. The chapter furnished the review of earlier seminal studies conducted by many academicians and researchers in different aspects of consumer buying behaviour on FMCG products. Earlier studies have separately studied the consumer knowledge, attitude, preference, buying behaviour, perception, and satisfaction on fast moving consumer goods. Furthermore, source of information and post purchase behaviour of consumers while buying and using fast moving consumer goods. However, individually these aspects have been investigated across in India and abroad. But, there is no specific study examined about consumer buying behaviour by integrating all such aspects. Therefore, the present study covers all the aspects like consumer awareness, source of information, preference, and satisfaction, regarding the fast moving consumer goods. As a result, all the above aspects are covered to examine the consumer buying behaviour on fast moving consumer goods.

CHAPTER 3

OVERVIEW OF FAST MOVING CONSUMER GOODS (FMCG) INDUSTRY IN INDIA

3.1 Introduction

The Indian FMCG sector plays a significant role in Indian economy as a contributor to the country's Gross Domestic Product (GDP). It is the fourth largest sector in the Indian economy and is accountable for more than five percent of the total factory employment in India. Well organised and established distribution channel networks, as well as extreme competition between the organized and unorganized segments are the main characteristics of FMCG industry.

3.2 FMCG Industry in India

Fast moving consumer goods (FMCG), popularly named as Consumer Packaged Goods (CPG) are those products that are sold quickly and at comparatively low cost. The middle class customers and the rural segment of the total population are the most promising market for Indian FMCG, and provide brand producers the opportunity to translate them to branded products. Major FMCG product categories like toothpaste, jams, skin care, shampoos, etc. in India have huge potential for growth though they have low per capita consumption as well as low penetration level.

FMCG market in India will be boosted by favorable demographics and rise in income level. It is expected to grow at a compound annual growth rate (CAGR) of 20.6 per cent and is expected to reach US\$ 103.7 billion by 2020 from US\$ 49 billion in 2016. By 2025, FMCG sector in rural and semi-rural area in India is anticipated to cross US\$ 220 billion. Generally, progress in private final consumption expenditure (PFCE) relates well with growth on non-durable goods with a ratio of 0.8 times on an average. Hence, going forward, with the nominal GDP expected to be at 11.5%, and also Indian economy expects the FMCG industry to grow by about 9 - 9.5% in financial year 2018.

3.3 Overview of the FMCG Sector in India

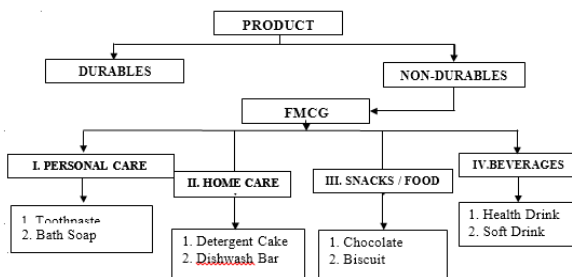
The Fast-Moving Consumer Goods (FMCG) sector in India is one of the largest and most dynamic sectors, characterised by a high turnover of products. Major players in this sector include Hindustan Unilever, ITC, and Nestlé India, among others. These companies offer a wide range of products, from personal care items to food and beverages, catering to the diverse needs of the Indian population.

In 2024, the FMCG sector has seen significant growth due to increased urbanisation, rising disposable incomes, and a greater focus on health and wellness. Consumers are increasingly shifting towards branded and packaged goods, driven by the convenience and quality assurance these products offer. The sector has also benefited from

the expansion of e-commerce platforms, which have made FMCG products more accessible to a broader audience, including those in remote areas.

The FMCG sector continues to evolve with the growing emphasis on sustainability and eco-friendly products. Companies are investing heavily in sustainable practices, such as reducing plastic usage and improving supply chain efficiencies. Additionally, the sector is witnessing innovation in product offerings, with a surge in demand for organic and natural products. This trend is expected to shape the future of the FMCG industry in India, making it more responsive to the changing consumer preferences and environmental concerns.

Product Selection



3.4 Top 10 FMCG Companies in India in 2024

India's FMCG sector is experiencing robust growth, driven by increasing consumer demand and evolving lifestyles. These top 10 FMCG companies in India for 2024 represent strong investment opportunities, offering a mix of established brands and innovative product lines.

Here's a table of the top 10 FMCG companies in India:

1. Hindustan Unilever Limited (HUL)
2. ITC Limited
3. Nestle India
4. Britannia Industries
5. Varun Beverages
6. Godrej Consumer Products Limited (GCPL)
7. Marico Limited
8. Colgate-Palmolive (India) Limited
9. Procter & Gamble Hygiene and Health Care Limited
10. Tata Consumer Products Limited

3.4.1. Hindustan Unilever Limited (HUL)

Hindustan Unilever Limited (HUL) is India's leading fast-moving consumer goods (FMCG) company, established in 1933. With a diverse portfolio, HUL manages over 50 well-known brands across 16 FMCG categories, including food and beverages, personal care, home care, and water purification. The company's long standing presence in the Indian market has positioned it as a household name synonymous with quality and trust.

In 2024, HUL continues to focus on sustainability and innovation, aligning its business operations with global environmental and social goals. The company has launched various eco-friendly products and packaging solutions, striving to reduce plastic waste and water consumption. HUL's initiatives, such as the "Clean Future" program, aim

to achieve a more sustainable value chain by leveraging renewable energy sources and promoting the circular economy.

Additionally, HUL has expanded its digital footprint to enhance consumer engagement and streamline operations. The company utilises advanced data analytics and AI-driven insights to understand consumer preferences better and deliver personalised experiences. HUL's commitment to innovation and sustainability not only addresses contemporary challenges but also sets a benchmark for the FMCG sector in India.

3.4.2. ITC Limited

ITC Limited, established in 1910, has evolved from a tobacco company into a diversified conglomerate with a significant presence in various sectors. The company's portfolio spans across Fast Moving Consumer Goods (FMCG), Hotels, Paperboards and Packaging, Agri-Business, and Information Technology. This transformation highlights ITC's commitment to innovation and sustainability, positioning it as a key player in multiple industries.

In 2024, ITC continues to focus on expanding its FMCG business, which includes an array of products such as foods, personal care, and education and stationery supplies. The company has recently launched new products under its popular brands, like the Sunbean Instant Coffee range and a nutrition brand named

‘Right Shift,’ targeting health-conscious consumers above 40. ITC’s agritech platform, ITCMAARS, is also making strides by enhancing farmer returns through modern agricultural practices and digital integration, benefitting millions of farmers across India.

Furthermore, ITC is a pioneer in sustainability initiatives, with over 50% of its energy consumption coming from renewable sources. The company’s commitment to sustainable practices is evident in its various programs, including climate-smart agriculture, afforestation, and solid waste management. ITC’s focus on innovation and sustainability underscores its role as a leader in driving positive change in the industry.

3.4.3. Nestle India

Nestle India, a subsidiary of the Swiss multinational giant Nestle S.A., has been a significant player in the Indian food and beverage industry since 1961. Known for its wide range of products including baby food, bottled water, breakfast cereals, coffee, confectionery, dairy products, ice cream, and pet foods, Nestle India has established itself as a household name across the country.

In 2024, Nestle India continues to innovate and expand its product portfolio. The company has introduced several new products tailored to the Indian palate, including healthier and more nutritious options. Nestle’s popular Maggi brand has launched a first-of-its-kind edible fork,

promoting sustainability and innovation. Furthermore, the company has expanded its health science division by partnering with Dr. Reddy's Laboratories to bring advanced nutraceuticals to the Indian market. These initiatives reflect Nestle's commitment to meeting the evolving needs of consumers while promoting health and wellness.

Nestle India also emphasises its commitment to sustainability and community development. The company has undertaken numerous initiatives to reduce its environmental footprint, such as improving water efficiency and reducing plastic waste. Additionally, Nestle is actively involved in various social responsibility projects, including enhancing rural development and supporting local farmers through its milk district model, which ensures a reliable supply chain and better livelihoods for dairy farmers.

3.4.4. Britannia Industries

Britannia Industries, established in 1918, is one of India's leading food companies with a significant presence in the bakery and dairy segments. The company, headquartered in Kolkata, is well-known for its iconic brands such as Good Day, Tiger, Nutri Choice, and Marie Gold. Britannia's products are trusted by millions across India and several international markets.

In 2024, Britannia continues to innovate and expand its product offerings. A notable initiative is the launch of the Nutri Plus app by Nutri Choice, which integrates health monitoring with dietary

habits, showcasing Britannia's commitment to health and wellness. The company also introduced new campaigns and partnerships, such as the AI-powered camera campaign with Ranveer Singh and collaborations with sports personalities to promote a healthier lifestyle beyond cricket.

Britannia's sustainability efforts are equally commendable. The company has achieved 100% plastic neutrality for over two years and actively engages in various community initiatives, including the Britannia Nutrition Foundation, which aims to tackle malnutrition in India. These initiatives underscore Britannia's dedication to responsible and sustainable growth.

3.4.5. Varun Beverages

Varun Beverages Limited (VBL), a key player in the Indian FMCG sector, is the largest bottling partner for PepsiCo in India. Founded in 1995, VBL has grown to manage a significant portion of PepsiCo's beverage business in the country, including manufacturing, bottling, and distributing a range of carbonated soft drinks and non-carbonated beverages. The company operates numerous state-of-the-art manufacturing plants across India, ensuring extensive reach and consistent product quality.

In 2024, Varun Beverages continues to expand its portfolio and operational capabilities. The company has been focusing on increasing its production capacity and enhancing its distribution network to meet the growing consumer demand for its

products. VBL has also been proactive in adopting sustainable practices, including water conservation and waste management initiatives at its manufacturing sites. This commitment to sustainability not only improves operational efficiency but also aligns with global environmental standards, making it a leader in responsible business practices within the FMCG industry.

Additionally, Varun Beverages has been innovating its product offerings to cater to evolving consumer preferences. The introduction of new flavours and healthier beverage options has been a key strategy in attracting a broader customer base. The company has also leveraged digital marketing and e-commerce platforms to enhance brand visibility and accessibility, ensuring that its products are readily available to consumers across various channels.

3.4.6. Godrej Consumer Products Limited

Godrej Consumer Products Limited (GCPL), established in 2001, specialises in home and personal care products. The company operates under the larger Godrej Group umbrella, known for its diverse product portfolio ranging from soaps to insecticides and hair care products. GCPL's brands, including Cinthol, Godrej Expert, and Goodknight, are household names in India and several international markets.

In 2024, GCPL continues to expand its global footprint, focusing on innovation and sustainability.

The company has introduced several eco-friendly products, leveraging natural ingredients and sustainable packaging to meet the rising consumer demand for green products. Additionally, GCPL's research and development efforts are centred on enhancing product efficacy and user experience, keeping the company at the forefront of the FMCG sector.

GCPL's strategic acquisitions and partnerships have bolstered its market presence, especially in emerging markets across Asia, Africa, and Latin America. The company actively engages in community development initiatives, emphasising corporate social responsibility as a core business strategy. These efforts reinforce GCPL's commitment to driving positive social impact while delivering high-quality consumer products.

3.4.7 Marico Limited

Marico Limited, founded in 1988, is a prominent Indian consumer goods company with a diverse product portfolio. It operates in over 25 countries, providing a range of products in categories such as hair care, skin care, edible oils, male grooming, and health foods. Some of its well-known brands include Parachute, Saffola, and Set Wet.

In 2024, Marico continues to innovate and expand its product offerings to meet evolving consumer needs. The company has been focusing on digital transformation, integrating advanced technologies into its operations and marketing strategies.

This includes leveraging data analytics to understand consumer behaviour better and enhance customer engagement. Marico has also been expanding its footprint in the health and wellness segment, launching new products aimed at boosting immunity and promoting overall well-being.

Marico's commitment to sustainability and social responsibility remains strong. The company has implemented several initiatives to reduce its environmental impact, such as using sustainable packaging and reducing carbon emissions. Marico also actively supports community development projects, particularly in the areas of education and healthcare, demonstrating its dedication to making a positive social impact.

3.4.8 Colgate-Palmolive (India) Limited

Colgate-Palmolive (India) Limited, a subsidiary of the global Colgate-Palmolive Company, was established in 1937. Headquartered in Mumbai, the company has been a leading player in the Indian oral care market for decades, primarily known for its Colgate toothpaste brand. The company's portfolio also includes personal care and household surface care products, making it a prominent name in the FMCG sector.

In 2024, Colgate-Palmolive (India) Limited has been focusing heavily on sustainability and innovation. The company introduced eco-friendly packaging solutions and has been increasing the use of recyclable materials in its products.

Additionally, Colgate has launched new oral care products incorporating advanced dental technologies and natural ingredients, addressing the growing consumer demand for health-conscious and environmentally friendly products.

Moreover, Colgate-Palmolive (India) Limited continues to engage in community health initiatives, emphasising oral hygiene education through various programs. The company has also formed strategic partnerships with dental professionals to enhance product efficacy and trust among consumers. These efforts, along with a robust distribution network and a strong brand reputation, underscore Colgate-Palmolive's commitment to maintaining its leadership position in the Indian FMCG market.

3.4.9. Procter & Gamble Hygiene and Health Care Limited

Procter & Gamble Hygiene and Health Care Limited (PGHHCL) is a subsidiary of Procter & Gamble Co., a global leader in consumer goods. Established in 1964, PGHHCL has made significant strides in the Indian market, focusing on providing high-quality health and hygiene products. The company is renowned for its innovative products and commitment to improving the lives of its consumers.

In 2024, PGHHCL continues to expand its product portfolio, which includes well-known brands like Vicks, Whisper, and Old Spice. The company has emphasised sustainability and social responsibility, integrating eco-friendly practices into

its operations. Initiatives such as reducing plastic usage and promoting gender equality in the workplace reflect PGHHCL's commitment to ethical business practices. The company also engages in community outreach programs, focusing on health education and hygiene awareness.

PGHHCL's market presence in India is strengthened by its extensive distribution network and robust marketing strategies. The company's focus on research and development enables it to stay ahead of market trends and consumer needs. As a result, PGHHCL remains a significant player in the fast-moving consumer goods (FMCG) sector in India, continuously striving to meet the evolving demands of its customers.

3.4.10 TATA Consumer Products Limited

Tata Consumer Products Limited, part of the Tata Group, is a prominent player in the FMCG sector, known for its extensive range of beverages, foods, and packaged goods. The company operates several well-known brands, including Tata Tea, Tetley, Tata Salt, and Tata Sampann, catering to diverse consumer needs globally. Their mission is to passionately grow and innovate every day, aiming to build better lives and thriving communities.

In 2024, Tata Consumer Products continued to expand its portfolio and market presence. They strengthened their ready-to-drink (RTD) portfolio with the introduction of the 'Say Never' energy drink in August 2023, and are planning to improve the market share of that product in the RTD

category this year. This shows their commitment to innovation and sustainability. They also made some noteworthy acquisitions, including Organic India and Capital Foods, both completed in January 2024, which expanded their footprint in the organic and health food segments. These moves underscore their strategy to diversify and enhance their product offerings.

Tata Consumer Products emphasises sustainability and ethical business practices. They aim to produce responsibly and empower the communities they operate in, reflected in their projects like Jalodari and their partnership with UNICEF. Their values of empathy, integrity, agility, excellence, and ownership drive their commitment to delivering high-quality products while supporting long-term community welfare.

3.5 Conclusion

The FMCG sector in India continues to show robust growth and resilience in 2024. Companies such as Varun Beverages and Colgate-Palmolive showed exceptional year-over-year growth in this sector. FMCG market in India will be boosted by favorable demographics and rise in income level. The detailed data analysis and interpretation are to presented in the next chapter.

CHAPTER 4

ANALYSIS AND INTERPRETATION

4.1 Introduction

The chapter presents the detailed data analysis and interpretation of results in accordance with research objectives. The following statistical tools are used for data analysis. Simple percentage analysis, Garrett ranking, Chi-square test, Multiple Regression Analysis. Data analysis and interpretation of results are presented below.

4.2 Socio-Economic Profile of the Consumers

The sample consumers have been selected from different parts of Pollachi Taluk using convenient sampling method. The results of socio-economic profile of the consumers are presented below.

4.2.1 Gender of the Consumers

The consumers buying FMCG products are classified as per their gender, and its results depicted in table 4.1.

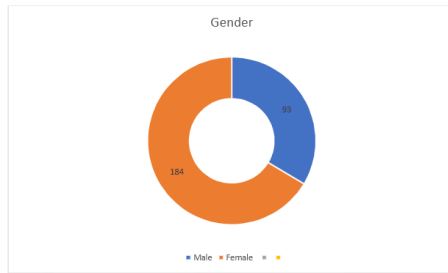
Table 4.1: Gender of the Consumers

Gender	Frequency	Percent
Male	93	33.57%
Female	184	66.43%
Total	277	100 %

Out of 277 consumers 93 (33.57%) of the consumers are female and 184 (66.43%) of the consumers are male.

The majority of consumers buying FMCG products are female consumers.

Chart 4.1: Gender of the Consumers



4.2.2 Age of the Consumers

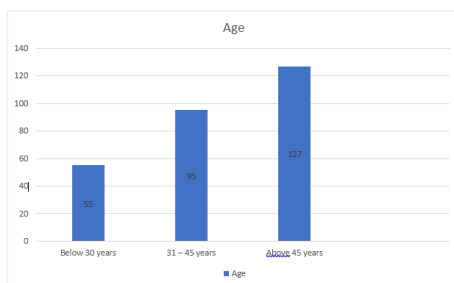
The consumers buying FMCG products are classified as per their age, and its results depicted in table 4.2.

Table 4.2: Age of the Consumers

Age	Frequency	Percent
Below 30 years	55	19.85
31 - 45 years	95	34.29
Above 45 years	127	45.84
Total	277	100.00

Above table depicts that age consists of 19.85% of consumers in below 30 years of age, 34.29% of consumers in 31 - 45 years of age and 45.84% of consumers in above 45 years of age. The majority of consumers buying FMCG products are in above 45 years of age.

Chart 4.2: Age of the Consumers



4.2.3 Educational Qualification of the Consumers

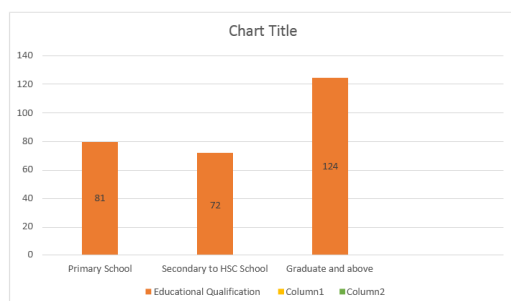
The consumers buying FMCG products are classified as per their educational qualification, and its results depicted in table 4.3.

Table 4.3: Educational Qualification of the Consumers

Educational Qualification	Frequency	Percent
Primary School	81	29.24
Secondary to HSC School	72	26.99
Graduate and above	124	44.76
Total	277	100.00

Table reveals that educational qualification consists of 29.24% of consumers are completed primary school of education, 26.99% of consumers are completed secondary to HSC school of education, and 44.76% of consumers are completed graduate and above. The majority of consumers buying FMCG products are with graduate and above educational qualification.

Chart 4.3: Educational Qualification of the Consumers



4.2.4 Occupation of the Consumers

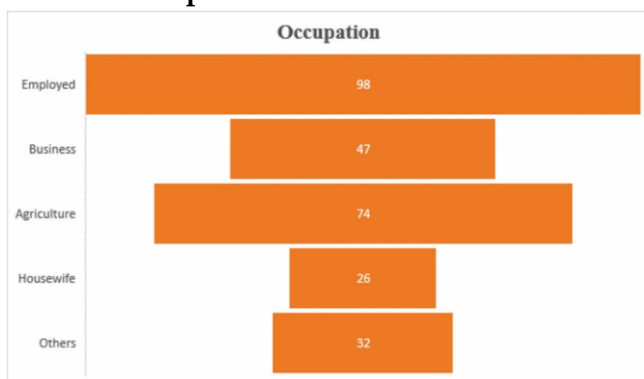
The consumers buying FMCG products are classified as per their occupation, and its results depicted in the below table.

Table 4.4: Occupation of the Consumers

Occupation	Frequency	Percent
Employed	98	35.37
Business	47	16.96
Agriculture	74	26.71
Housewife	26	9.38
Others	32	11.55
Total	277	100.00

Table 4.4 depicts that occupation consists of 35.37% of consumers are employed, 16.96% of consumers are engaged in business, 26.71% of consumers are involved in agriculture, 9.38% of consumers are housewives, and 11.55% of consumers are students/retired and so forth. The majority of consumers buying FMCG products are in employed.

Chart 4.4: Occupation of the Consumers



4.2.5 Monthly Household Income of the Consumers

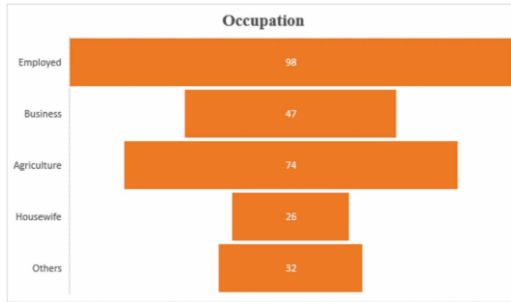
The consumers buying FMCG products are classified as per their monthly household income, and its results depicted in table 4.5

Table 4.5: Monthly Household Income of the Consumers

Monthly Household Income	Frequency	Percent
Below Rs.20,000	62	22.38
Rs.20,000 – 40,000	121	43.68
Above Rs.40,000	94	33.94
Total	277	100.00

Table 4.5 depicts that monthly household income consists of 22.38% of consumers are in below Rs.20,000, 43.68% of consumers are in Rs.20,000 – 40,000, and 33.94% of consumers are in above Rs.40,000. The majority of consumers buying FMCG products are in above Rs.40,000.

Chart 4.5: Monthly Household Income of the Consumers



4.2.6 Family Pattern of the Consumers

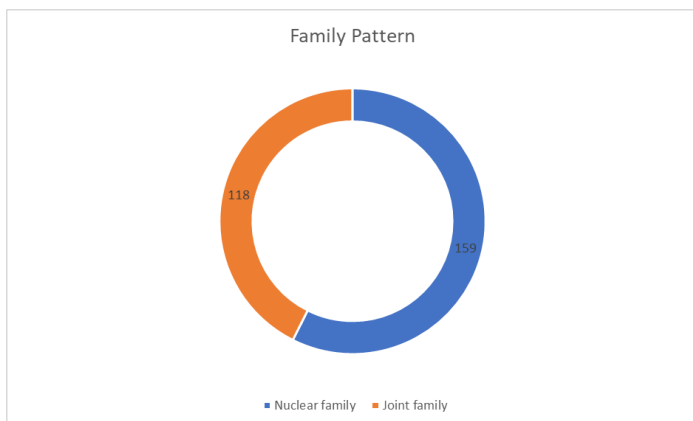
The consumers buying FMCG products are classified as per their family pattern, and its results depicted in table 4.6.

Table 4.6: Family Pattern of the Consumers

Family Pattern	Frequency	Percent
Nuclear family	159	57.40
Joint family	118	42.60
Total	277	100.00

Table 4.6 depicts that family pattern consists of 57.40% of consumers are in nuclear family and 42.60% of consumers are in joint family. The majority of consumers buying FMCG products are in nuclear family.

Chart 4.6: Family Pattern of the Consumers



4.2.7 Marital Status of the Consumers

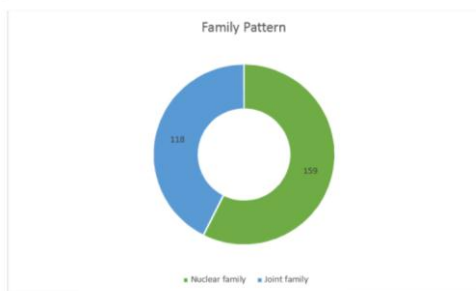
The consumers buying FMCG products are classified as per their marital status, and its results depicted in table 4.7.

Table 4.7: Marital Status of the Consumers

Marital Status	Frequency	Percent
Married	213	76.89
Unmarried	64	23.10
Total	277	100.00

Table 4.7 depicts that marital status consists of 76.89% of married consumers and 23.10% of unmarried consumers. The majority of consumers buying FMCG products are married consumers.

Chart 4.7: Marital Status of the Consumers



4.2.8 Residential Status of the Consumers

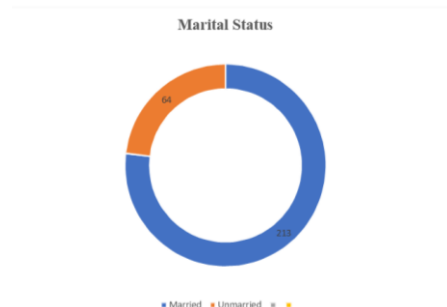
The consumers buying FMCG products are classified as per their residential status, and its results depicted in table 4.8.

Table 4.8: Residential Status of the Consumers

Residential Status	Frequency	Percent
Rural	104	37.54
Urban	173	62.45
Total	277	100.00

Table 4.8 depicts that residential status consists of 37.54% of rural consumers and 62.45% of urban consumers. The majority of consumers buying FMCG products are urban consumers.

Chart 4.8: Residential Status of the Consumers



4.3 Consumers Knowledge on Fast Moving Consumer Goods

The consumer knowledge pertaining to purchase and use of fast-moving consumer goods is examined and its results are furnished below.

4.3.1 People Influenced to Prefer to FMCG Brands

People influenced the consumers to prefer FMCG brands are classified, and its results depicted in table 4.9.

Table 4.9: People Influenced to Prefer to FMCG Brands

People Influenced to Prefer to FMCG Brands	Frequency	Percent
Family	130	46.94
Friends / Colleagues	90	32.49
Advertisement	57	20.57
Total	277	100.00

Table 4.9 depicts that 46.94 % of consumers are influenced by family members to prefer FMCG brands, 32.49% of consumers are influenced by friends/ colleagues to prefer FMCG brands, and 20.57% of consumers are influenced by advertisement to prefer FMCG brands. The majority of consumers are influenced by family members.

4.3.2 Actual Buyer in the Family

Actual buyer in the family to buy FMCG brands are classified as per key person to buy, and its results depicted in table 4.10.

Table 4.10: Actual Buyer in the Family

Actual Buyer in the Family	Frequency	Percent
Father	29	10.46
Mother	46	16.60
Husband	43	15.52
Wife	99	35.74
Husband & Wife	33	11.91
Sons/Daughters	11	3.97
Others	16	5.77
Total	277	100.00

Table 4.10 depicts that father is the actual buyer in 10.46% of family, mother is the actual buyer in 16.60% of family, husband is the actual buyer in 15.52% of family, wife is the actual buyer in 35.74% of family, husband and wife are the actual buyer in 11.91% of family, sons/daughters are the actual buyer in 3.97% of family, and other members is the actual buyer in 5.77% of family. Majority confirms that wife is the key person to buy FMCG products.

4.3.3 Final Decision to buy FMCG Products

Final decision to purchase FMCG products are classified as per decision makers in the family, and its results depicted in table 4.11.

Table 4.11: Final Decision to buy FMCG Products

Final Decision to buy FMCG Products	Frequency	Percent
Father	35	12.63
Mother	63	22.74
Husband	45	16.24
Wife	72	25.99
Husband & Wife	18	6.49
Grandparents	19	6.85
Sons/Daughters	20	7.22
Others	5	1.80
Total	277	100.00

Table 4.11 depicts that father is the final decision maker in 12.63% of family, mother is the final decision maker in 22.74% of family, husband is the final decision maker in 16.24% of family, wife is the final decision maker in 25.99% of family, husband and wife are the final decision maker in 6.49% of family, grandparents are the final decision maker in 6.85% of family, sons/daughters are the final decision maker in 7.22% of family, and other members is the final decision maker in 1.80% of family. Majority confirms that wife is the final decision maker to buy FMCG products.

4.3.4 Decision to buy FMCG Brand before Visit Shop

Decision to purchase FMCG brand before visit shop are classified as per their decision, and its results depicted in table 4.12.

Table 4.12: Decision to buy FMCG Brand before Visit Shop

Decision to buy FMCG Brand before Visit Shop	Frequency	Percent
Yes	66	23.82
No	211	76.17
Total	277	100.00

Table 4.12 depicts that 23.82% of consumers made prior decision to buy FMCG brands before visiting to the shop and 76.17% of consumers not made any prior decision to buy FMCG brands before visiting to the shop. Majority of the consumers not made any prior decision to buy FMCG brands.

4.3.5 Brand Preferred to Buy

Decision to purchase FMCG brand before visit shop are classified as per their decision, and its results depicted in table 4.13.

Table 4.13: Brand Preferred to Buy

Brand Preferred to Buy	Frequency	Percent
Local brand	86	31.04
Regional brand	60	21.66
National brand	89	32.12
International brand	42	15.16
Total	277	100.00

Table 4.13 depicts that 31.04% of consumers prefer local brands, 21.66% of consumers prefer regional brands, 32.12% of consumers prefer national brands, and 15.16% of consumers prefer international brands. Majority of the consumers preferred purchase national level brands.

4.3.6 Preference to Choose Varieties

Consumer preference on choosing different varieties is checked, and its results depicted in table 4.14.

Table 4.14: Preference to Choose Varieties

Preference to Choose Varieties	Frequency	Percent
Yes	83	29.96
No	194	70.04
Total	277	100.00

Table 4.14 depicts that 29.96% of consumers preferred to choose from different varieties and 70.04% of consumers not preferred to choose from different varieties. Majority of the consumers not preferred to choose from different varieties.

4.3.7 Seller Offers to Choose Varieties

Seller offers to choose different varieties is checked, and its results depicted in table 4.15.

Table 4.15: Seller Offers to Choose Varieties

Seller Offers to Choose Varieties	Frequency	Percent
Yes	103	37.18
No	174	62.81
Total	277	100.00

Table 4.15 depicts that 37.18% of consumers expressed that seller offer different varieties and 62.81% of consumers not expressed that seller offer different varieties. Majority of the consumers not expressed that seller offer different varieties.

4.3.8 Product Examination Prior to Purchase

Product examination of FMCG brands prior to purchase is checked, and its results depicted in table 4.16.

Table 4.16: Product Examination prior to Purchase

Product Examination prior to Purchase	Frequency	Percent
Yes	115	41.51
No	162	58.49
Total	277	100.00

Table 4.16 depicts that 41.51% of consumers examined the products prior to actual purchase and 58.49% of consumers not examined the products prior to actual purchase. Majority of the consumers not expressed that seller offer different varieties.

4.3.9 Place of Purchase

Place of purchase of FMCG brands is checked, and its results depicted in table 4.17.

Table 4.17: Place of Purchase

Place of Purchase	Frequency	Percent
Nearby shop	65	23.46
Grocery store	113	40.79
Departmental store	31	11.19
Urban market	41	14.80
Others	27	9.74
Total	277	100.00

Table 4.17 depicts that 23.46% of consumers make purchase nearby shop, 40.79% of consumers make purchase grocery shop, 11.19% of consumers make purchase departmental store, 14.80% of consumers make purchase urban market, and 9.74% of consumers make purchase other outlets. Majority of the consumers make purchase in grocery store.

4.3.10 Reason for Purchase in Favourite Store

The reason for purchase in favorite store is checked, and its results depicted in table 4.18.

Table 4.18: Reason for Purchase in Favourite Store

Reason for Purchase in Favorite Store	Frequency	Percent
Low price / Discount	41	14.80
Variety	94	33.93
Service	12	4.33
Proximity	26	9.38
Ambience	16	5.77
Quality	87	31.40
Total	277	100.00

Table 4.18 depicts that 14.80% of consumers make purchase for low price/ discount, 33.93% of consumers make purchase for variety, 4.33% of consumers make purchase for service, 9.38% of consumers make purchase for proximity, 5.77% of consumer make purchase for ambience, and 31.40% of consumers make purchase for quality. Majority of the consumers purchase FMCG products for variety.

4.3.11 Duration of use of FMCG Brands

The duration of use of FMCG brands is checked, and its results depicted in table 4.19.

Table 4.19: Duration of use of FMCG Brands

Duration of use of FMCG Brands	Frequency	Percent
Below six months	57	20.57
6 months to 1 year	123	44.40
1 to 2 years	66	23.82
More than 2 years	31	11.19
Total	277	100.00

Table 4.19 depicts that 20.57% of consumers use FMCG brands below six months, 44.40% of consumers use FMCG brands 6 months to 1 year, 23.82% of consumers use FMCG brands 1 to 2 years, and 11.19% of consumers use FMCG brands more than 2 years. Majority of the consumers use FMCG brands 6 months to 1 year.

4.3.12 Frequency of Purchase

The frequency of purchase of FMCG brands is checked, and its results depicted in table 4.20.

Table 4.20: Frequency of Purchase

Frequency of Purchase	Frequency	Percent
Not at all	9	3.24
Seldom	22	7.94
Sometimes	75	27.07
Often	74	26.71
Always	96	34.65
Total	277	100.00

Table 4.20 depicts that 3.42% of consumers never make frequent purchase, 7.93% of consumers seldom purchase, 27.21% of consumers sometimes purchase, 26.85% of consumers often purchase, and 34.59% of consumer always purchase. Majority of the consumers purchase FMCG products.

4.4 Consumers Awareness on FMCG Products

4.4.1 Consumer awareness on FMCG Products

Consumer awareness on FMCG products is checked, and its results depicted in table 4.21.

Table 4.21: Level of Awareness

Level of Awareness	Frequency	Percent
Not at all Aware	17	6.13
Slightly Aware	22	7.94
Somewhat Aware	75	27.07
Moderately Aware	79	28.51
Extremely Aware	84	30.32
Total	277	100.00

Table 4.21 depicts that 5.95% of consumers not at all aware, 8.11% of consumers slightly aware, 27.21% of consumers somewhat aware, 28.65% of consumers

moderately aware, and 30.09% of consumer extremely aware. Majority of the consumers are extremely aware on FMCG products.

4.4.2 Source of Awareness about FMCG Products

It is more important to find the information about the sources that provides information about the FMCG products to the consumers. It is very important for the manufactures to promote their products.

**Table 4.22: Source of Awareness
about FMCG Products**

Source	Number of respondents	Percentage
Internet/mail	53	19.13
Newspapers and magazines	55	19.85
Posters and pamphlets	33	11.91
Banners and hoardings	27	9.7
Advertisements	73	26.35
Retailers/ Salesmen	19	6.85
Word of mouth	17	6.13
Total	277	100

The above table depicts that the consumers' sources of information to know about the FMCG Products. 19.13% of the consumers said that internet as their source of information, 19.85% of the respondents agreed that they came to know

about FMCG products through Newspapers and magazines, 11.91% of them said their sources are Posters and pamphlets, 9.7% of the consumers got information through Banners and hoardings, 26.35% said that Advertisements as their source of information, 6.85% of the consumers got information through Retailers/ Salesmen and 6.13% of the consumers said that as Word of mouth their source of information. Majority of the consumers source of awareness on FMCG products is advertisements.

4.4.3 Source of Information regarding FMCG Products

Source of information regarding purchase of fast-moving consumer goods is analyzed with the help of Garrett's ranking. It is used to rank the source of information, by using following formula.

Where, Percent position,

$$= \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for i th variable by j th consumers

N_j = Number of variables ranked by j th consumers

Garrett's ranking helps to find percent position calculated is converted into score values. For every individual variable, the score value of each consumer is added and then total score along with mean score is computed. The factors with high mean value are considered as leading factors. The ranking of source of information is presented in table 4.23.

Table 4.23: Source of Information – Garrett Ranking

Scores (x)		1	2	3	4	5	6	7		Total Score	Mean Score	Rank
Internet / Mail	F1	70	32	33	12	24	63	43	277	28254	50.91	3
	F1x	5460	2080	1881	600	1008	2142	903				
Newspapers and Magazines	F2	14	52	69	39	67	22	14	277	28508	51.37	2
	F2x	2184	6760	7923	3950	5628	1496	567				
Posters and Pamphlets	F3	62	32	66	117	111	55	112	277	25412	45.79	6
	F3x	4836	2080	3762	5850	4662	1870	2352				
Banners and Hoardings	F4	43	68	62	128	55	106	93	277	25575	46.08	5
	F4x	3354	4420	3534	6400	2310	3604	1953				
Advertisements	F5	46	89	14	44	120	131	111				
	F5x	3588	5785	798	2200	5040	4454	2331	277	24196	43.60	7
Retailers/ Salesmen	F6	186	176	46	44	56	41	6				
	F6x	14508	11440	2622	2200	2352	1394	126	277	34642	62.42	1
Word of Mouth	F7	49	21	162	120	31	51	121				
	F7x	3822	1365	9234	6000	1302	1734	2541	277	25998	46.84	4

Above table reveals that retailers/salesman is the most important source of information to the consumers and it is ranked first with a mean score of 62.42. Newspapers and magazines are ranked second with a mean score of 51.37. Internet/ mail is ranked third with a mean score of 50.91. Word of mouth is ranked fourth with a mean score of 46.84. Banners and hoardings are ranked fifth with a mean score of 46.08. Posters and pamphlets are ranked sixth with a mean score of 45.79. Advertisements is ranked seventh with a mean score of 43.60. Retailers/salesman, newspapers and magazines, and internet/mail are the most important source of information to the consumers while purchasing FMCG products.

4.4.4 Variables associated with Level of Awareness on Fast Moving Consumer Goods - Chi-square test

Chi-square test has been employed to examine the relationship between the selected variables and level of awareness on Fast Moving Consumer Goods. The variables such as Age of the Consumers, Gender of the Consumers, Educational qualification of the Consumers, Occupation of the Consumers,

Monthly household income of the Consumers, Family Pattern of the Consumers, Marital status of the Consumers and Residential Status of the Consumers have been tested with level of awareness. The level of confidence chosen are five percent.

4.4.4.1 Gender and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their Gender. The relationship between consumer gender and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between gender and level of awareness

Table 4.24: Gender and Level of Awareness

Gender	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Male	26	15	52	93	Value =0.936, Df = 2, Sig. =0.626
	28.34%	16.04%	55.61%	100.00%	
Female	49	25	110	184	
	26.90%	13.59%	59.51%	100.00%	
Total	75	40	162	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.24 furnishes that majority of female consumers in gender have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between gender and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.4.4.2 Age and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their age. The relationship between consumer age and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between age and level of awareness

Table 4.25: Age and Level of Awareness

Age	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Below 30 years	16	11	28	55	Value =26.141, Df = 4, Sig. =0.000
	29.09%	20.00%	50.91%	100.00%	
31 – 45 years	32	18	45	95	
	32.63%	19.47%	47.89%	100.00%	
Above 45 years	29	10	88	127	
	22.75%	8.24%	69.02%	100.00%	
Total	77	39	161	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.25 furnishes that majority of consumers in age of above 45 years have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between age and level of satisfaction on fast moving consumer goods.

Hence, the null hypothesis is rejected.

4.4.4.3 Educational Qualification and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their educational qualification. The relationship between consumer educational qualification and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. The following hypothesis is framed and tested.

H₀: There is no relationship between educational qualification and level of awareness

Table 4.26: Educational Qualification and Level of Awareness

Educational Qualification	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Primary School	32	10	39	81	Value =24.154, Df = 4, Sig. =0.000
	40.12%	12.35%	47.53%	100.00%	
Secondary to HSC School	21	10	41	72	
	28.97%	14.48%	56.55%	100.00%	
Graduate and above	23	19	82	124	
	18.15%	15.73%	66.13%	100.00%	
Total	76	39	162	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.26 furnishes that majority of consumers in educational qualification of graduate and above have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between educational qualification and level of awareness on fast moving consumer goods.

Hence, the null hypothesis is rejected.

4.4.4.4 Occupation and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their occupation. The relationship between consumer occupation and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between occupation and level of awareness

Table 4.27: Occupation and Level of Awareness

Occupation	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Employed	37	12	49	98	Value =29.704, Df = 8, Sig. =0.000
	38.07%	12.18%	49.75%	100.00%	
Business	6	10	31	47	
	13.83%	21.28%	64.89%	100.00%	
Agriculture	20	12	42	74	
	27.52%	16.11%	56.38%	100.00%	
Housewife	4	3	19	26	
	15.69%	7.84%	76.47%	100.00%	
Others	8	4	20	32	
	23.44%	12.50%	64.06%	100.00%	
Total	75	41	161	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.27 furnishes that majority of consumers in occupation as employed have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there

exists significant relationship between occupation and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.4.4.5 Monthly Household Income and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their monthly household income. The relationship between consumer monthly household income and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between monthly household income and level of awareness

Table 4.28: Monthly Household Income and Level of Awareness

Monthly Household Income	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Below Rs.20,000	8	7	48	63	Value =27.935, Df = 4, Sig. =0.000
	12.80%	10.40 %	76.80 %	100.00%	
Rs.20,000 – 40,000	41	15	64	120	
	33.88%	12.81 %	53.31 %	100.00%	
Above Rs.40,000	27	18	49	94	
	28.72%	19.15 %	52.13 %	100.00%	
Total	76	40	161	277	
	27.39%	14.41 %	58.20 %	100.00%	

Table 4.28 furnishes that majority of consumers whose monthly household income Rs.20,000 – 40,000 have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between monthly household income and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.4.4.6 Family Pattern and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their family pattern. The relationship between consumer family pattern and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between family pattern and level of awareness

Table 4.29: Family Pattern and Level of Awareness

Family Pattern	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Nuclear family	45	22	92	159	Value =0.393, Df = 2, Sig. =0.822
	28.21 %	13.79 %	57.99 %	100.00 %	
Joint family	31	18	69	118	
	26.27 %	15.25 %	58.47 %	100.00 %	
Total	76	40	161	277	
	27.39 %	14.41 %	58.20 %	100.00 %	

Table 4.29 furnishes that majority of consumers whose family pattern is Nuclear have high awareness towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between family pattern and level of awareness on fast moving consumer goods. Hence, the null hypothesis is accepted.

4.4.4.7 Marital Status and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their marital status. The relationship between consumer marital status and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. The following hypothesis is framed and tested.

H₀: There is no relationship between marital status and level of awareness

Table 4.30: Marital Status and Level of Awareness

Marital Status	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Married	59	26	128	213	Value =7.267, Df = 2, Sig. =0.026
	27.93%	12.21%	59.86%	100.00%	
Unmarried	16	14	34	64	
	25.58%	21.71%	52.71%	100.00%	
Total	75	40	162	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.30 furnishes that majority of consumers whose marital status is married have high awareness towards FMCG products.

As the calculated chi-square value is greater than the table value, there exists significant relationship between marital status and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.4.4.8 Residential Status and Level of Awareness

The level of consumer awareness on fast-moving consumer goods may vary based on their residential status. The relationship between consumer residential status and their awareness on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between residential status and level of awareness

Table 4.31: Residential Status and Level of Awareness

Residential Status	Awareness towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Rural	29	16	59	104	Value =0.733, Df = 2, Sig. =0.693
	27.88%	15.87%	56.25%	100.00%	
Urban	47	23	103	173	
	27.09%	13.54%	59.37%	100.00%	
Total	76	39	162	277	
	27.39%	14.41%	58.20%	100.00%	

Table 4.31 furnishes that majority of consumers whose residential status is urban have high awareness towards FMCG products. As the calculated chi-square value is greater than the table

value, there exists significant relationship between residential status and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.5 Consumer Preference for FMCG Products

The factors influencing consumer preference for FMCG products is analyzed with the help of Garrett's ranking. It is used to rank their preference, by using following formula.

Where, Percent position

$$= \frac{100 (R_{ij} - 0.5)}{N_j}$$

R_{ij} = Rank given for i th variable by j th consumers

N_j = Number of variables ranked by j th consumers

Garrett's ranking helps to find percent position calculated is converted into score values. For every individual variable, the score value of each consumer is added and then total score along with mean score is computed. The factors with high mean value are considered as leading factors. The ranking of consumer preference is presented in table.

Table 4.32: Consumer Preference – Garrett Ranking

Scores (x)		1	2	3	4	5	6	7		Total Score	Mean Score	Rank
Home delivery	F1	70	35	36	12	34	54	35	277	28869	52.02	2
	F1x	10920	4550	4104	1200	2898	3706	1491				
No alternative	F2	31	11	69	60	16	26	64	277	25880	46.63	6
	F2x	4758	1430	7866	5950	1344	1802	2730				
Replacement facility	F3	34	21	32	55	56	28	51	277	26008	46.86	5
	F3x	5460	2795	3477	5500	4662	1972	2142				
Reasonable price	F4	16	46	76	37	64	25	13	277	28462	51.28	3
	F4x	2418	5980	8721	3700	5376	1700	567				
Credit facility	F5	23	36	35	68	23	46	46	277	26129	47.08	4
	F5x	3666	4680	3933	6850	1974	3094	1932				

Availability of	F6	79	91	23	24	28	18	14	277	33764	60.84	1
	F6x	12402	11830	2622	2350	2478	2040	42				
Proximity of the store/ shop	F7	23	37	08	22	55	67	65	277	23473	42.29	7
	F7x	3666	4810	912	2200	4578	4556	2751				

Table 4.32 reveals that availability of brands/variants is the most important preference to the consumers and it is ranked first with a mean score of 60.84. Home delivery are ranked second with a mean score of 52.02. Reasonable price is ranked third with a mean score of 51.28. Credit facility is ranked fourth with a mean score of 47.08. Replacement price is ranked fifth with a mean score of 46.86. No alternative is ranked sixth with a mean score of 46.63. Proximity of the store/shop is ranked seventh with a mean score of 42.29. Availability of brands/variants, home delivery and reasonable price are the most important factor have influence on consumer preference.

4.6 Consumer Satisfaction for FMCG Products

4.6.1 Level of Satisfaction of Consumers on FMCG Products- Weighted Average

Analysis

**Table 4.33: Consumer Satisfaction – Weighted
Average Analysis**

Satisfaction Factors	HS	S	N	DS	HDS	Total	Weighted (%)	Rank
Good quality is assured on FMCG	46	165	61	3	2	277	3.901	4
The products are priced reasonably	66	126	46	10	29	277	3.65	7

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It is constantly available	130	62	14	56	15	277	4.023	2
The products are latest in nature	64	46	141	9	17	277	3.435	8
Fast Moving Consumer Goods improves the life style	62	131	41	17	26	277	3.827	5
It meets different segments of the society needs	121	21	8	67	60	277	3.323	9
It improves the complexion and personality	44	126	20	51	36	277	3.313	10
Available as per required form of quantity	146	61	51	11	8	277	4.253	1
It ensures healthier life	111	80	41	34	11	277	4.008	3

It leads to satisfy the customers in all aspects	129	42	47	26	33	277	3.806	6
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The above table clearly reveals that the consumer level of satisfaction towards FMCG Products and Available as per required form of quantity was ranked First followed by constantly available, ensures healthier life, Good quality is assured on FMCG, Fast Moving Consumer Goods improves the life style, leads to satisfy the customers in all aspects, The products are priced reasonably, The products are latest in nature, It meets different segments of the society needs and It improves the complexion and personality.

4.6.2 Variables associated with Level of Satisfaction on Fast Moving Consumer Goods - Chi-square test

Chi-square test has been employed to examine the relationship between the selected variables and level of satisfaction on Fast Moving Consumer Goods. The variables such as Age of the Consumers, Gender of the Consumers, Educational qualification of the Consumers, Occupation of the Consumers, Monthly household income of the Consumers, Family Pattern of the Consumers, Marital status of the Consumers and Residential Status of the Consumers have been tested with level of satisfaction. The level of confidence chosen are five percent.

4.6.2.1 Gender and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their gender. The relationship between consumer gender and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between age and level of satisfaction

Table 4.34: Gender and Level of Satisfaction

Gender	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Male	40	15	38	93	Value =1.807, Df = 2, Sig. =0.405
	43.01 %	16.12 %	40.86 %	100.00 %	
Female	74	25	85	184	
	40.21 %	13.58 %	46.21 %	100.00 %	
Total	114	40	123	277	
	41.15 %	14.44 %	44.40 %	100.00 %	

Table 4.34 furnishes that majority of Female consumers in gender category have high level of satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between gender and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.6.2.2 Age and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their age. The relationship between consumer age and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between age and level of satisfaction

Table 4.35: Age and Level of Satisfaction

Age	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Below 30 years	27	7	21	55	Value =44.499, Df = 4, Sig. =0.000
	49.09%	13.64%	37.27%	100.00%	
31 - 45 years	48	3	44	95	
	50.53%	3.16%	46.32%	100.00%	
Above 45 years	39	29	59	127	
	30.59%	23.14%	46.27%	100.00%	
Total	114	39	124	277	
	41.08%	14.41 %	44.50%	100.00%	

Table 4.35 furnishes that majority of consumers whose age is above 45 years category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between age and level of satisfaction on fast moving consumer goods.

Hence, the null hypothesis is rejected.

4.6.2.3 Educational Qualification and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their educational qualification. The relationship between consumer educational qualification and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between educational qualification and level of satisfaction

Table 4.36: Educational Qualification and Level of Satisfaction

Educational Qualification	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Primary School	42	11	28	81	Value =16.458, Df = 4, Sig. =0.002
	52.47%	12.96%	34.57%	100.00%	
Secondary to HSC School	30	9	33	72	
	42.07%	11.72%	46.21%	100.00%	
Graduate and above	41	21	62	124	
	33.06%	16.94%	50.00%	100.00%	
Total	113	41	123	277	
	41.08%	14.41%	44.50%	100.00%	

Table 4.36 furnishes that majority of consumers educational qualification is Graduate and above category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between educational qualification and level of satisfaction on fast moving consumer goods.

Hence, the null hypothesis is rejected.

4.6.2.4 Occupation and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their occupation. The relationship between consumer occupation and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between occupation and level of satisfaction

Table 4.37: Occupation and Level of Satisfaction

Occupation	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Employed	49	14	35	98	Value =18.235, Df = 8, Sig. =0.020
	50.25%	13.71%	36.04%	100.00%	
Business	15	7	25	47	
	32.98%	13.83%	53.19%	100.00%	
Agriculture	31	10	32	73	
	42.28%	14.09%	43.62%	100.00%	
Housewife	6	5	15	25	
	23.53%	15.69%	60.78%	100.00%	
Others	11	7	15	32	
	35.94%	17.19%	46.88%	100.00%	
Total	112	43	122	277	
	41.08%	14.41%	44.50%	100.00%	

Table 4.37 furnishes that majority of consumers whose occupation is employed category have high satisfaction towards FMCG products.

As the calculated chi-square value is greater than the table value, there exists significant relationship

between occupation and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.6.2.5 Monthly Household Income and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their monthly household income. The relationship between consumer monthly household income and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between monthly household income and level of satisfaction

Table 4.38: Monthly Household Income and Level of Satisfaction

Monthly Household Income	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Below Rs.20,000	14	13	35	62	Value =22.709, Df = 4, Sig. =0.000
	23.20%	20.80%	56.00%	100.00%	
Rs.20,000 – 40,000	56	14	51	121	
	46.28%	11.98%	41.74%	100.00%	
Above Rs.40,000	44	12	38	94	
	46.28%	13.30%	40.43%	100.00%	
Total	114	39	124	277	
	41.08%	14.41%	44.50%	100.00%	

Table 4.38 furnishes that majority of consumers whose monthly household income is Rs.20,000 – 40,000 category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between monthly household income and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.6.2.6 Family Pattern and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their family pattern. The relationship between consumer family pattern and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between family pattern and level of satisfaction

Table 4.39: Family Pattern and Level of Satisfaction

Family Pattern	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Nuclear family	66	21	72	159	Value =0.541, Df = 2, Sig. =0.763
	41.69%	13.48 %	44.83 %	100.00%	
Joint family	48	18	52	118	
	40.25%	15.68 %	44.07 %	100.00%	
Total	114	39	124	277	
	41.08 %	14.41 %	44.50 %	100.00%	

Table 4.39 furnishes that majority of consumers of nuclear family pattern category have high satisfaction towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between family pattern and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is accepted.

4.6.2.7 Marital Status and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their marital status. The relationship between consumer marital status and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between marital status and level of satisfaction

Table 4.40: Marital Status and Level of Satisfaction

Marital Status	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Married	83	34	96	213	Value =3.319, Df = 2, Sig. =0.190
	39.20%	15.49%	45.31%	100.00%	
Unmarried	30	7	27	64	
	47.29%	10.85%	41.86%	100.00%	

	113	41	123	277	
Total	41.08 %	14.41 %	44.50 %	100.00 %	

Table 4.40 furnishes that majority of consumers whose marital status is married have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between marital status and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

4.6.2.8 Residential Status and Level of Satisfaction

The level of consumer satisfaction on fast-moving consumer goods may vary based on their residential status. The relationship between consumer residential status and their satisfaction on FMCG products is analyzed through chi-square test at 5% significance level. the following hypothesis is framed and tested.

H₀: There is no relationship between residential status and level of satisfaction

Table 4.41: Residential Status and Level of Satisfaction

Residential Status	Satisfaction towards FMCG Products			Total	Chi-Square
	Low	Medium	High		
Rural	44	14	46	104	Value =0.337,
	42.31 %	13.46 %	44.23 %	100.00 %	

Urban	70	26	77	173	Df = 2, Sig. =0.845
	40.35%	14.99%	44.67%	100.00%	
Total	114	40	123	277	
	44	14	46	104	

Table 4.41 furnishes that majority of consumers whose residential status is urban have high satisfaction towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between residential status and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is accepted.

4.6.3 Multiple Regression Analysis

Multiple regression analysis is used to measure the relationship between personal variables of the consumers and their satisfaction on FMCG products. Personal variables of consumers are taken as independent variables and satisfaction of consumers on FMCG goods are taken as dependent variables. The results are presented in table 4.42.

Table 4.42: Coefficients

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.
	β	Std. Error			
(Constant)	15.123	5.528		2.736	.006
Gender	1.233	1.082	.051	1.140	.255
Age	2.695	.900	.181	2.995	.003

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Educational Qualification	2.703	.635	.200	4.253	.000
Occupation	.836	.358	.099	2.335	.020
Monthly Household Income	-1.917	.630	-.125	- 3.041	.002
Family Pattern	.549	.943	.024	.582	.561
Marital Status	2.820	1.638	.104	1.722	.086
Residential Status	.505	.985	.021	.513	.608
R = 0.948 $R^2 = 0.899$ Adjusted $R^2 = 0.898$					

Standard Error of the Estimate = 10.9181

F-value = 8.462 (Sig. 0.000)

Table 4.42 reveals that computed values of R^2 and adjusted R^2 values are 0.899 and 0.898 respectively. It assures that personal variables have 90% variation in the satisfaction on FMCG products. Moreover, F-value 8.462 is significant at 1% level, hence, personal variables have significant impact on consumer satisfaction. Coefficient values shows that age, educational qualification, and monthly household income are significant at 1% level. Occupation and marital status of consumers are significant at 5% level. However, gender, family pattern and residential status are not significant.

Monthly household income has negative relationship with satisfaction on FMCG products.

4.7 Conclusion

This chapter explored the opinion of the consumers about the FMCG products. The study revealed that the majority of consumers are influenced by family members.

CHAPTER 5

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 Introduction

Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. FMCG products are popularly known as consumer packaged goods (CPG). They are the small-scale consumer purchases made at the produce stand, grocery store, supermarket, and shopping mall. Fast moving consumer goods are products that are sold quickly and at a relatively low cost. These items are meant for daily or frequent consumption and have a high return. Based on this notion, a diligent attempt has been made in this study (i) To study the consumer level awareness on Fast Moving Consumer Goods (FMCG) (ii) To find out the factors influencing the consumer preference on Fast Moving Consumer Goods (FMCG). (iii) To identify the factors influencing consumer level of satisfaction on Fast Moving Consumer Goods (FMCG). The chapter presents findings of the study, suggestions to FMCG companies and consumers, and conclusion.

5.2 Summary of Findings

The findings of the study are summarised in the following paragraphs

5.2.1 Socio-Economic Profile of the Consumers

- Gender of the consumers depicts that the majority of consumers buying FMCG products are female consumers.
- Age of the consumers depicts that the majority of consumers buying FMCG products are in above 45 years of age.
- Educational qualification of the consumers depicts that the majority of consumers buying products are with graduate and above educational qualification.
- Occupation of the consumers depicts that the majority of consumers buying FMCG products are in employed.
- Monthly household income of the consumers depicts that the majority of consumers buying FMCG products are in above Rs.40,000.
- Family pattern of the consumers depicts that the majority of consumers buying FMCG products are in nuclear family.
- Marital status of the consumers depicts that the majority of consumers buying FMCG products are married consumers.
- Residential status of the consumers depicts that the majority of consumers buying FMCG products are urban consumers.

5.2.2 Consumers Knowledge on Fast Moving Consumer Goods

- People influenced the consumers to prefer FMCG brands depicts that the majority of consumers are influenced by family members.
- Actual buyer in the family to buy FMCG brands depicts that majority confirms that wife is the key person to buy FMCG products.
- Final decision to purchase FMCG products depicts that majority confirms that wife is the final decision maker to buy FMCG products.
- Decision to purchase FMCG brand before visit shop depicts that majority of the consumers not made any prior decision to buy FMCG brands.
- Decision to purchase FMCG brand before visit shop depicts that majority of the consumers preferred purchase national level brands.
- Consumer preference on choosing different varieties depicts that majority of the consumers not preferred to choose from different varieties.
- Seller offers to choose different varieties depicts that majority of the consumers not expressed that seller offer different varieties.

- Product examination of FMCG brands prior to purchase depicts that majority of the consumers not expressed that seller offer different varieties.
- Place of purchase of FMCG brands depicts that majority of the consumers make purchase in grocery store.
- The reason for purchase in favorite store depicts that majority of the consumers purchase FMCG products for variety.
- The duration of use of FMCG brands depicts that majority of the consumers use FMCG brands 6 months to 1 year.
- The frequency of purchase of FMCG brands depicts that majority of the consumers purchase FMCG products.
- Consumer awareness on FMCG products depicts that majority of the consumers are extremely aware on FMCG products.

5.2.3 Source of Awareness about FMCG Products

The consumers' sources of information to know about the FMCG Products. Out of 277 consumers 19.13% of the consumers said that internet as their source of information, 19.85% of the respondents agreed that they came to know about FMCG products through Newspapers and magazines, 11.91% of them said their sources are Posters and pamphlets, 9.7% of the consumers got information through Banners and hoardings, 26.35% said that Advertisements as their source of information, 6.85% of the consumers got information through

Retailers/ Salesmen and 6.13% of the consumers said that as Word of mouth their source of information. Majority of the consumers source of awareness on FMCG products is advertisements.

5.2.3.1 Source of Information regarding FMCG Products

It is found that retailers/salesman is the most important source of information to the consumers and it is ranked first with a mean score of 62.42. Newspapers and magazines are ranked second with a mean score of 51.37. Internet/ mail is ranked third with a mean score of 50.91. Word of mouth is ranked fourth with a mean score of 46.84. Banners and hoardings are ranked fifth with a mean score of 46.08. Posters and pamphlets are ranked sixth with a mean score of 45.79. Advertisements is ranked seventh with a mean score of 43.60. Retailers/salesman, newspapers and magazines, and internet/mail are the most important source of information to the consumers while purchasing FMCG products.

5.2.3.2 Level of Awareness on Fast Moving Consumer Goods - Chi-square test

Awareness on fast moving consumer goods may vary among the consumers based on their socio - economic profile. Chi-square that has been employed to examine the association between the selected variables and level of awareness on fast moving consumer goods. Accordingly Eight variables have been selected.

The results of the chi-square test are discussed below.

(i) Gender and Level of Awareness

Female consumers in gender have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between gender and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

(ii) Age and Level of Awareness

Consumers in age of above 45 years have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between age and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(iii) Educational Qualification and Level of Awareness

Consumers in educational qualification of graduate and above have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between educational qualification and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

(iv) Occupation and Level of Awareness

Consumers in occupation as employed have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between occupation and level of awareness on fast moving consumer goods.

(v) Monthly Household Income and Level of Awareness

Consumers whose monthly household income Rs.20,000 – 40,000 have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between monthly household income and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

(vi) Family Pattern and Level of Awareness

Consumers whose family pattern is Nuclear have high awareness towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between family pattern and level of awareness on fast moving consumer goods. Hence, the null hypothesis is accepted.

(vii) Marital Status and Level of Awareness

Consumers whose marital status is married have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between marital status and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

(viii) Residential Status and Level of Awareness

Consumers whose residential status is urban have high awareness towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between residential status and level of awareness on fast moving consumer goods. Hence, the null hypothesis is rejected.

5.2.4 Consumer Preference for FMCG Products

It study reveals that the consumer level of satisfaction towards FMCG Products and Available as per required form of quantity was ranked First followed by constantly available, ensures healthier life, Good quality is assured on FMCG, Fast Moving Consumer Goods improves the life style, leads to satisfy the customers in all aspects, The products are priced reasonably, The products are latest in nature, It meets different segments of the society needs and It improves the complexion and personality.

5.2.5 Consumer Satisfaction for FMCG Products

5.2.5.1 Level of Satisfaction of Consumers on FMCG Products - Weighted

Average Analysis

It is clearly inferred that that the consumer level of satisfaction towards FMCG Products and Available as per required form of quantity was ranked First followed by constantly available, ensures healthier life, Good quality is assured on FMCG, Fast Moving Consumer Goods improves the life style, leads to satisfy the customers in all aspects, The products are priced reasonably, The products are latest in nature, It meets different segments of the society needs and It improves the complexion and personality.

5.2.5.2 Level of Satisfaction on Fast Moving Consumer Goods - Chi-square test

Satisfaction on fast moving consumer goods may vary among the consumers based on their socio – economic profile. Chi-square that has been

employed to examine the association between the selected variables and level of Satisfaction on fast moving consumer goods. Accordingly, eight variables have been selected. The results of the chi-square test are discussed below.

(i) Gender and Level of Satisfaction

Female consumers in gender category have high level of satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between gender and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(ii) Age and Level of Satisfaction

Consumers whose age is above 45 years category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between age and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(iii) Educational Qualification and Level of Satisfaction

Consumers educational qualification is graduate and above category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between educational qualification and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(iv) Occupation and Level of Satisfaction

Consumers whose occupation is employed category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between occupation and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(v) Monthly Household Income and Level of Satisfaction

Consumers whose monthly household income is Rs.20,000 – 40,000 category have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between monthly household income and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(vi) Family Pattern and Level of Satisfaction

Consumers of nuclear family pattern category have high satisfaction towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between family pattern and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is accepted.

(vii) Marital Status and Level of Satisfaction

Consumers whose marital status is married have high satisfaction towards FMCG products. As the calculated chi-square value is greater than the table value, there exists significant relationship between marital status and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is rejected.

(viii) Residential Status and Level of Satisfaction

Consumers whose residential status is urban have high satisfaction towards FMCG products. As the calculated chi-square value is less than the table value, there exists no significant relationship between residential status and level of satisfaction on fast moving consumer goods. Hence, the null hypothesis is accepted.

Multiple Regression Analysis

Multiple regression analysis is used to measure the relationship between personal variables of the consumers and their satisfaction on FMCG products. Personal variables of consumers are taken as independent variables and satisfaction of consumers on FMCG goods are taken as dependent variables.

The result reveals that computed values of R^2 and adjusted R^2 values are 0.899 and 0.898 respectively. It assures that personal variables have 90% variation in the satisfaction on FMCG products. Moreover, F-value 8.462 is significant at 1% level, hence, personal variables have significant impact on consumer satisfaction. Coefficient values shows that age, educational qualification, and monthly household income are significant at 1% level. Occupation and marital status of consumers are significant at 5% level. However, gender, family pattern and residential status are not significant. Monthly household income has negative relationship with satisfaction on FMCG products.

5.3 Suggestions

5.3.1 Suggestions for FMCG Companies

- It is suggested that FMCG companies should identify consumer needs so as to widen its share in the market. Understanding consumer need can be a real motivation to produce new products and modify existing products. It will contribute the company to satisfy the needs of consumers from all segments.
- It is suggested that FMCG companies should make effort to promote its products among the consumers with the help of television and social media advertisement. Advertisement is the only way to make propaganda about the products. Television and social media are quite popular mode for making advertisement.
- The study suggested that FMCG companies should print its logo on pack of goods in order to indicate and differentiate the product from competitors. It should also be designed to furnish the intensity of product superiority. Further, it may guide the consumer immediately distinguish products and make purchase design consequently.
- It is suggested that FMCG companies should insist retail outlets to convey the trustworthy and quality of brand marketed to the consumers. Retailer information about the product will establish trust among the consumers.

Therefore, retailers should be motivated to spread information about the products.

- The study suggested that FMCG companies should make higher effort to preserve consumer protection through dissemination of information pertaining to the use of products. Protection of consumer rights will increase reputation of the firm in industry. Furthermore, establishing consumer protection and grievance cell may assist to solve consumer problems.
- FMCG companies should design its products in accordance with the changing preferences of the consumers. It will assist to avoid deterioration of share of product in the market.
- FMCG products should be rated with better quality certifications such as Six Sigma, ISO etc. to differentiate its standard and quality from competitors.
- It is suggested that FMCG companies should charge reasonable price on the product and should establish safety in all respects.
- FMCG companies should monitor consumer attitude, preferences, behaviour, perception and satisfaction on the products offered to them. If there is any deviation found in such elements, the companies should pay attention to rectify it as early as possible.

- The study also suggested that FMCG companies should appoint competent personnel to predict market movement so as to cope with the challenges associated with buying behaviour. The study suggested that FMCG companies should confirm the regular supply of products in the market. Therefore, regular supply may be enhanced by effective distribution network.
- FMCG companies should manufacture healthy products so as to avoid complaint regarding health is sures.

5.3.2 Suggestions for Consumers

- The study suggested that consumers should educate themselves concerning, quality, quantity, price, and durability of fast-moving consumer goods prior to make actual purchase.
- The study suggested that consumers should thoroughly check the originality of product during their purchase. It will assist them to avoid buying fake or duplicate products.
- It is suggested that consumer should be cautious on oral promises certified by dealer or retailer about the FMCG products.
- The study suggested that consumers have the right to make legal suit against the dealer or manufacturer in case of product deficiency.
- The study suggested that consumer should also verify the price charged on products.

However, its comparison with similar products with similar quality will assist to make decisions to purchase.

- The study suggested that consumers should prefer high quality products along with it should be matched with the price paid to purchase it.
- The study suggested that consumers should seek brand name, symbol and other product information while planning to purchase products.

5.4 Conclusion

In the current context, the fast-moving consumer goods sector is emerging and will be constant to grow at a rapid pace. The fast-moving consumer goods sector's prospects appear to be bright. To grab additional market growth, the fast-moving consumer goods sector will need to transform. The fast-moving consumer goods market for branded and high-quality products has potential. Although consumer behaviour toward fast-moving consumer goods is important in market analysis for biscuits, toothpaste, health drinks, dishwash bar, chocolates, detergent cake, bathing soap, and soft drinks. The market is crowded with many competitors. As a result, it can be deduced that fast-moving consumer goods has been able to maintain its top position by offering consumers with high-quality items at reasonable rates. Consumers are mostly motivated to purchase fast-moving consumer goods based on quality and price.

Since the FMCG sector is a very vibrant sector in India, the main objective of the manufacturers is to satisfy the requirements and needs of consumer. Their objective of marketing is more effectual and more proficient. So the researcher hopes that the information provided in this research will assist manufacturers in determining their advertising strategies and also present direction in serving the needs of the consumers.

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A STUDY ON CONSUMER PURCHASING DECISION ON FMCG PRODUCTS

Questionnaire

I. Demographic Variables

1.	Gender a) Male	b) Female	
2.	Age		
	a) Below 30 years	b) 30 - 45 years	c) Above 45 years
3.	Education		
	a) Primary School	b) Secondary to HSC School	c) Graduate and above
4.	Occupation a) Employed	b) Business	c) Housewife
	d) Agriculture	e) Others	
5. Monthly Household Income			
	a) Below Rs. 20,000	b) Rs. 20,000 - 40,000	c) Above Rs. 40,000
6.	Family Pattern a) Nuclear family	b) Joint family	
7.	Marital Status a) Married	b) Unmarried	
8.	Residential Status		
	a) Rural	b) Urban	

II. Consumers Knowledge on Fast Moving Consumer Goods

1. Who influenced you to prefer the brands in FMCG products?

- a) Family b) Friends / Colleagues
c) Advertisement

2. Who normally buy the FMCGs products, in your family?

a) Father	b) Mother	c) Husband
d) Wife	e) Spouse	f) Grandparents
g) Sons/Daughters	h) others	

3. Who would finally take the buying decision of FMCG products?

a) Father	b) Mother	c) Husband
d) Wife	e) Husband & Wife	f)
g) Sons/Daughters	h) others	Grandparents

4. Have you decided the brand of FMCG products to be purchased before visiting the shop ?

- a) Yes b) No

5. I would rather prefer to buy

- a) Local brand b) Regional brand
c) National brand d) International brand

6. Would you prefer to have many varieties to choose from ?

- a) Yes b) No

7. Do the sellers offer varieties to choose from?

- a) Yes b) No

8. Do you examine the products at the shop before buying?

- a) Yes b) No

9. Place of Purchasing the Fast Moving Consumer Goods?

a) Nearby shop	b) Grocery store	c) Departmental store
d) Urban market	e) Others	

10. Reason for making purchase in the favorite store

- a) Low price/Discount
b) Variety
c) Service
d) Proximity
e) Ambience
f) Quality

11. Duration of using FMCG brands

- a) Below six months
b) 6 months to 1 year
c) 1 to 2 years
d) More than 2 years

12. State your frequency of Purchase of FMCG Products.

a) Not at all	b) Seldom	c) Sometimes
d) Often	e) Always	

13. State your Awareness level on FMCG Products.

- a) Extremely Aware
b) Moderately Aware
c) Somewhat Aware
d) Slightly Aware
e) Not at all Aware

III. Source of Information Regarding Fast Moving Consumer Goods

(Please state and rank your source of information regarding FMCG products).

S No.	Source of Information	Select
1.	Internet / mail	
2.	Newspapers and Magazines	
3.	Posters and Pamphlets	
4.	Banners and Hoardings	
5.	Advertisements	
6.	Retailers / Salesmen	
7.	Word of mouth	

IV. Consumer Awareness towards Fast Moving Consumer Goods

(Please state your level Awareness on FMCG products).

Sl. No.	Consumers Attitude	Strongly Agree	Agree	Neutral	Disagree	Strongly Disagree
1.	Know Company's Vision					
2.	Identify Logo					
3.	Differentiate products from competitors					
4.	Products get good word of mouth publicity					

5.	Products are align with values and beliefs of people					
6.	Products provide a sense of self-esteem					
7.	Prefer competitor brand based on promotional offer					
8.	Used any other brands before this current brand					
9.	Advertising play any role towards brand preference					
10.	Brand products are high quality products					
11.	Prefer to buy Branded Products regularly					
12.	Country of origin affects the purchase decision					

V. Factors Influencing the Consumer Preference Purchase of FMCG Products.

For (Please rank the factors influencing consumer preference for purchase of FMCG Products in Shop).

S No.	Factors	Rank
1.	Home delivery	
2.	No alternative	
3.	Replacement facility	
4.	Reasonable price	
5.	Credit facility	
6.	Availability of brands /variants	
7.	Proximity of the store/shop	

VI. Consumer Satisfaction on Purchase and Use of Fmcg Products

(Please state your satisfaction level towards purchase and use of FMCG products).

Sl. No.	Consumer Satisfaction	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied
1.	Good quality is assured on FMCG					
2.	The products are priced reasonably					
3.	It is constantly available					
4.	The products are latest in nature					
5.	FMC goods improves the life style					
6.	It meets different segments of the society needs					
7.	It improves the complexion and personality					
8.	Available as per required form of quantity					

9.	It ensures healthier life					
10.	It leads to satisfy the customers in all aspects					

VII. Suggestions

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