

A STUDY ON CONSUMER BEHAVIOR TOWARDS FMCG PRODUCTS WITH SPECIAL REFERENCE TO POLLACHI TALUK

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Abstract:

Fast-Moving Consumer Goods (FMCG) or Consumer Packaged Goods (CPG) are products that are sold quickly and at a relatively low cost. The rapidly changing environment is a major concern for the people throughout the world, and also making them more concerned about the environment. The purpose of the study is to analyze the consumer behavior towards the purchase of FMCG Products in Coimbatore District. The primary data were collected through the well-structured questionnaire. The consumers were selected through convenient sampling technique and the sample size is considered for study is 110. The secondary data were taken from various books, published journals, magazines, companies' websites and other academic resources. The Chi-square test has been employed.

Keywords:

Fast-Moving Consumer Goods (FMCG), Consumer Packaged Goods (CPG), consumer behavior

Introduction

In today's aggressive world it's very difficult to outline consumers approach and intentions and shift them to the next level of purchasing process, marketers find it yet more difficult and challenging to break through the chaos of competitive marketing efforts of different companies. Every marketing effort tries to create reach ability for their products and attempts to stimulate a lasting reflection in the minds of customers.

Fast moving consumer goods (FMCG) sectors is indicate the all type of tangible goods that are used by consumed on regular basis at a comparatively faster pace. The middle class customer and the rural sectors are the most concentrate market in Indian economy and the most vibrant and striking market towards economy contribution. Indian FMCG market is at the fast verge of revolution from unorganized retail format into organized retailing sectors. This type of transformation is anticipated to convey radical changes in the retail format. Now days organized FMCG retailer format have high demand towards various overhead cost and working capital mainly due to increase in expenses on human resource, infrastructure and information system. More competition with high strategy and more firms will reside in high industry space; individual competitive and comfortable shopping environment will be the only reason for survival and increase in growth trends of retail.

Statement of the Problem

It is always a superior challenge for the companies to calculate the consumer purchasing behaviour towards different products and especially Fast-Moving Consumer Goods (FMCG). Since on an everyday basis various Fast-Moving Consumer Goods (FMCG) are coming with pioneering marketing concepts, need arises whether these marketing efforts having any impact on the consumers purchasing behaviour. The present study tries to identify the various factors that leading to the consumers purchasing of Fast-Moving Consumer Goods (FMCG) with special reference to Coimbatore district.

Objectives of the Study

The Primary objective of this study is to find out the factors which affecting the consumer's buying behavior towards Fast-Moving Consumer Goods (FMCG) with special reference to Coimbatore district.

Methodology

The area of study is Pollachi Taluk. The study is relying on the primary and secondary sources. A total of 120 consumers are taken for the study using simple random technique, using

structured questionnaire. Secondary data is collected from journals, magazines, newspaper, books and websites. Collected data is analyzed using the statistical tool chi-square test.

Review of Literature

This study presents a review of the literature, in the field of consumer behavior towards FMCG personal care products.

Baumgartner (2002) recognized that there is marvelous complication in consumer behavior. There may be several aspects both rational and emotional that may act mutually in influencing the purchase decision.

Sauer (2001) reporting on the industry trends in personal care and cosmetic industry, used a classification scheme of deodorants, hair care products, color cosmetics, men's grooming products, oral hygiene products, fragrances, skin care products and sun care products.

Deliya (2012) importance of packaging design as a vehicle for communication and branding is growing in competitive markets for packaged FMCG products. This research utilized a focus group methodology to understand consumer behavior towards such products.

Schiffmand et al. (2000) consumer behavior is in the search for purchasing, evaluating and disposing of products, and services. They further affirmed that the study of consumer behavior is concerned not only with what consumers buy, but how they buy, and how often they buy it.

Kotler, (2002) believes that such social factors, reference groups, family and social roles and statuses influence consumer's behavior.

Perreault et al, (2000) stated that relationships with other family members influence many aspects of consumer behavior. Family members may also share many attitudes and values, consider every body's opinion and divide various buying tasks.

Rasool et al. (2012) conducted to find out the effects of advertisements on user behavior and the results proposed that people changes their brand for to try to new brands.

Kotler et al. (2009) the relationship between consumer behavior and marketing strategy is stressed because it depends upon managers understandings of consumer behavior. Understanding of consumer behavior is especially important in recession times.

Rajput et al (2012) studied the impact of product price and quality on consumer buying behavior. Consumer behavior patterns are quite related to each other, specifically in the aspects like quality, pricing and decision making

(Kumar, 2011) The results found that quality, satisfaction, styling, price, finishing operation, performance, safety, worth, shape, use and excellence were placed top priority. Celen et al. (2005) analyzed the structure of the market is being transformed in recent years by new retails formats. This study is focused on the analysis of competitive dynamics within the sector, and draws lesions for competition policy.

Factors Affecting the Consumer's Buying Behavior Towards Fast-Moving Consumer Goods (FMCG)

To test whether there exist any significant association between selected variables and consumer's buying behavior towards Fast-Moving Consumer Goods (FMCG).The following hypothesis is framed and tested through chi-square technique.

Gender and Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Gender and level of Influence of Consumer Purchasing decision of FMCG Products.

GENDER	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Male	0	55	17	72
Female	14	22	2	38
TOTAL	14	77	19	110

Calculated χ^2 value: 32.589 D.F:2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is higher than the table value @0.05% level, the hypothesis is accepted.

Age and Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between age and level of Influence of Consumer Purchasing decision of FMCG Products.

AGE	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Below 30 years	0	0	13	13
30 – 45 years	6	77	6	89
Above 45 years	8	0	0	8
TOTAL	14	77	19	110

Calculated χ^2 value : 11.28 D.F:2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is higher than the table value @0.05% level, the hypothesis is accepted

Education and Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Education and level of Influence of Consumer Purchasing decision of FMCG Products

EDUCATION	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Up to SSLC	0	0	6	6
Upto Higher Secondary	2	47	0	49
Under Graduation	12	16	13	41
Post Graduation	0	14	0	14
TOTAL	14	77	19	110

Calculated χ^2 value : 10.160 D.F:6 Table value @0.05% level: 12.592

Hence the calculated χ^2 value is lower than the table value @0.05% level, the hypothesis is rejected.

Occupation Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Occupation and level of Influence of Consumer Purchasing decision of FMCG Products.

OCCUPATION	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Private Employee	0	4	19	23
Housewife	4	73	0	77
Agriculture	10	0	0	10
TOTAL	14	77	19	110

Calculated χ^2 value : 1.60 D.F:2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is lower than the table value @0.05% level, the hypothesis is rejected.

Monthly Household Income Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Occupation and level of Influence of Consumer Purchasing decision of FMCG Products.

MONTHLY HOUSEHOLD INCOME	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Below Rs.20,000	0	0	16	16
Rs.20,000 – 40,000	0	67	3	70
Above Rs.40,000	14	10	0	24
TOTAL	14	77	19	110

Calculated χ^2 value : 8.3 D.F:2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is lower than the table value @0.05% level, the hypothesis is rejected.

Family Pattern Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Occupation and level of Influence of Consumer Purchasing decision of FMCG Products

FAMILY PATTERN	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Nuclear	0	32	19	51
Joint	14	45	0	59
TOTAL	14	77	19	110

Calculated χ^2 value : 22.79 D.F: 2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is higher than the table value @0.05% level, the hypothesis is accepted

Marital Status Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Occupation and level of Influence of Consumer Purchasing decision of FMCG Products.

MARITAL STATUS	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Married	0	58	19	77
Unmarried	14	19	0	33
TOTAL	14	77	19	110

Calculated χ^2 value : 4.1 D.F: 2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is lower than the table value @0.05% level, the hypothesis is rejected.

Residential Status Level of Influence of Consumer Purchasing Decision

H0: There is no significant association between Occupation and level of Influence of Consumer Purchasing decision of FMCG Products.

RESIDENTIAL STATUS	LEVEL OF INFLUENCE OF CONSUMER PURCHASING DECISION			TOTAL
	LOW	MEDIUM	HIGH	
Rural	14	50	0	64
Urban	0	27	19	46
TOTAL	14	77	19	110

Calculated χ^2 value: 2.32 D.F: 2 Table value @0.05% level: 5.991

Hence the calculated χ^2 value is lower than the table value @0.05% level, the hypothesis is rejected.

CONCLUSION

This research studies is based on Influence of Consumer Purchasing decision of FMCG Products. The study is fundamentally analyzed the various variables influenced the buying behavior of customer under the cloud of impulse action involved by the marketers. Presently, all the marketing and retail stores of all kind of goods and services are implemented impulse action to induce the customer and try to maintain the customer with them. It is found in the study that Gender, Age and Family pattern have high level of influence on impact of Consumer Purchasing decision of FMCG Products.

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