

A Study on Consumers Buying Behaviour Towards FMCG Products with Reference to Manpuri District

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Abstract

This research made clear that consumers place more weight on the quality of fast-moving consumer goods when making purchasing decisions about particular brands. This study measures the degree to which different factors have an impact on the respondents' decisions to purchase FMCG products. Advertising for FMCG had become an essential component of customers' daily lives. Every day, consumers are actually presented with hundreds of different brands. This was done by finding the key factors of branding, quality, and the four Ps. (pricing, packing, promotion and purity) The research found that brand recognition and product quality are what influence consumers' decisions to buy, with all other factors having little bearing.

These days, all societies of people typically consume these products, even though rural consumers also use their popular branded products across all product categories and spend a sizeable percentage of their income on these goods. Reduce the likelihood that customers will choose these companies over others because they are well-known, familiar, or because of advertising. This research also shows that despite their failures in low involvement in some products, consumers still develop their behavioural and attitudes towards FMCG companies. Despite facing a number of criticisms, it was effective in instilling a sense of brand loyalty in consumers' minds for its products.

Keywords: FMCG, Brand, Rural Consumers, Consumer Behaviour, buying behaviour, customer satisfaction, consumer awareness.

INTRODUCTION:

Fast moving consumers are those who routinely or frequently buy consumable goods, i.e., items that can be used every day. Products that sell fast and cheaply are in high demand.

The FMCG industry in India is one of the fastest growing sectors of the economy. It includes packaged food products, toiletries, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories in addition to some electronic goods. These products have a high return and are designed for everyday or frequent consumption.

Given that India has a lower per capita consumption of FMCG goods than other developed nations, there is significant room for development in this sector.

The western and southern regions of the nation are where most FMCG products are produced. There are additional concentrations of FMCG production centres. Consumer packaged goods (CPGs) is another term

for Fast Moving Consumer Goods (FMCG) products. As the high growth in the income of the middle income group is one of the main factors for the growth of the Indian market, this FMCG market is highly concentrated in urban and rural areas.

Packaging is a key factor in the FMCG industry. To maximise effectiveness, physical delivery frequently needs both secondary and initial packaging. The unit package is essential for the protection of the product and offers higher customers information and sales incentives. Despite the earnings margin generated by Despite the fact that FMCG goods are typically sold in large amounts, their relative small size allows for sizable cumulative profits. The classic example of a high volume, low margin company is FMCG.

List of Top 10 FMCG Companies in India:

1. Hindustan Unilever Limited (HUL)
2. ITC Limited
3. Dabur India Ltd
4. Britannia Industries
5. Godrej Consumer Products Limited (GCPL)
6. Parle Agro
7. Amul
8. Pidilite Industries
9. Patanjali Ayurved
10. Haldiram's

Objectives of the Study :

- To know the profile of the FMCG products
- To know the brand awareness of the consumers
- To find out the level of preference among FMCG products

Review of Literature:

According to Sulekha and Kiran (2013), more than 72% of Indians reside in villages, and FMCG companies are well-known for marketing to middle-class households. This suggests that rural India is a lucrative and potential market for FMCG producers. Due to rising incomes, rural consumers are now more inclined to purchase goods that enhance their quality of living. FMCG manufacturers must develop distinctive marketing plans specifically for rural customers. They must comprehend the purchasing habits of rural consumers, which can vary regionally, during this process. The goal of the current research is to better understand FMCG purchasing patterns. The research focuses on the variables that affect rural consumers' shopping habits.

the significance of packaging design for packaged FMCG goods as a means of communication. Focus groups were used in this study's methodology to better understand how consumers behaved towards these goods. The difficulty for academics is to effectively incorporate packaging into by gaining a grasp of how consumers behave when it comes to FMCG product packaging. The product package may have pertinent and helpful information for customers when they look for procedure information in-store. Since product packaging is at the end of the "promotion-chain" and near to the time of the real purchase, it may be crucial in predicting consumer behaviour. Additionally, packages provide brand identification and label

information such as usage guidelines, contents, a list of ingredients or raw materials, cautionary statements, and directions for use.

to identify the variables/factors that influence customer impulsive purchasing behaviour in the FMCG industry taking into account the Indian retail market. On customer purchasing behaviour, the effects of different impulse buying variables have been studied, including sales and promotions, product placement, window merchandising, effective price strategy, etc. In this study, a hypothetical model was developed, which was taken into account for our research on consumers' impulse buying tendencies. The research is based on primary data that was gathered using a structured questionnaire and a Likert scale from malls, handlooms, and markets in the JODHPUR area. Software called SPSS has been used for data processing. Factor analysis was the statistical analysis technique used in this research. Following a careful analysis of the evidence.

STATEMENT OF THE PROBLEM:

Every aspect of human existence is impacted by the fast-moving goods sector. This is the largest potential market in the entire globe, and it will grow in the near future as income levels rise. There are numerous FMCG brands offered in the industry. As a result, the buyer cannot tell which is the best. They are having trouble deciding on a specific brand. However, they are also unwilling to alter their behaviour or their preferred FMCG brand. The precise reasoning behind choosing a specific FMCG company is a very uncertain factor. The FMCG product consumers are aware of its features and other information.

Objectives:

1. To Study the buyer behaviour towards FMCG brand in the study area.
2. To ascertain the factors, which influence the consumers to purchase a FMCG product?
3. To offer suitable suggestions based on the findings of the study.

Research Methodology:

As Consumer attitude Programmes have been improving day by day everywhere especially in this company, this topic is chosen, among consumer aspects, the Consumer attitude Programmes among FMCG products in MANPURI District. For this study Convince Sampling method was used. Both primary and secondary data were used.

Data Analysis:

The statistical tools are used to analyze the primary data collected from the above primary data collected. This involves a lot of calculation and computations.

Limitations of the Study:

- Every study has some restrictions because of the circumstances in which it must be conducted.
- Similar to that, the following restrictions apply to this study:
- Because only the main five areas of MANPURI were included in the study, the outcomes
- Conclusion might not be relevant in other situations.
- This research was restricted to FMCG brands of goods.
- Another reason for the restriction is the respondent's skewed perspective.
- Only respondents from those specific areas were used as a basis for the study's views.

Analysis and Discussion:

1. Age Wise Classification of Respondents

| Statement | No of respondents |
|-----------|-------------------|
| 15-25 | 10 |
| 25-35 | 20 |
| 35-45 | 30 |
| 45-55 | 20 |
| 55-65 | 20 |
| Total | 100 |

2. SOURCE OF AWARENESS:

| STATEMENT | NO OF RESPONDENTS |
|-----------------------|-------------------|
| NEWSPAPER | 20 |
| T.V | 20 |
| RADIO | 10 |
| FRIENDS AND RELATIVES | 30 |
| OTHERS | 20 |
| TOTAL | 100 |

INTERPRETATION: when we asked about the source of awareness of the fmcg products in which 50 heard about the media and 30 from the friends and relatives and 20 from others.

3. Consumer Preferred of FMCG Products

| Statement | No of respondents |
|----------------|-------------------|
| Kit kat | 30 |
| Nescafe coffee | 30 |
| Milkbar | 30 |
| Nastea | 10 |
| Total | 100 |

Interpretation: when we asked about consumer preference to fmcg products 30 of them said that kit kat, 30 of them said that necafe coffee, 30 of them said milkbar, 10 of them on nastea.

Decision at the time of Non – availability of brand

| Statement | No of respondents |
|--------------------|-------------------|
| Wait for the brand | 40 |
| Go for alter brand | 30 |
| Go for alter shop | 30 |
| total | 100 |

Interpretation: when we asked about decision of the time of non availability of brand the respondents 40 of them said they wait for the brand 30 of them said that go for alter brand and shop respectively.

4. Recommendation of Brand to Other:

| Statement | No of respondents |
|-----------------|-------------------|
| Recommend | 70 |
| Not recommended | 30 |
| Total | 100 |

Interpretation: when we asked about recommendation, they told that 70 pof them will recommend and 30 of them will not recommend.

FINDINGS OF THE STUDY:

1. The majority of responses (50%) are presumably between the ages of 21 and 30.
2. It can be assumed that most of the responses are women.
3. It is obvious that the bulk of respondents are single.
4. Consequently, it is evident that the majority of responses are undergraduates.
5. It is obvious that students make up the majority of the responses.
6. It can be assumed that the majority of individuals earn between Rs. 5001 and Rs. 10,000.
7. It can be assumed that the majority of respondents indicated that they had made a purchase choice.
8. According to the majority of respondents, a fair price for the product is expected.
9. The majority of respondents are discovered to be influenced by television.

RECOMMENDATIONS:

- All family members can participate, which increases the likelihood that any one of the family members will remember the company. This is crucial because family members frequently participate in purchasing decisions.
- It is possible to rethink a product from scratch. Modest modifications to an existing offering will not be successful. The product must function under challenging circumstances, including commotion, dust, and power outages, among others.

- Magazine/newspaper advertising could be expanded.
- Introduce exclusive show rooms for a specific FMCG brand, it is recommended.
- It is accurate to say that the profit margin for FMCG products is very low, but the local market is also very sizable.

CONCLUSION:

Fast Moving Consumer Goods are vital for the people in their day to day life. Their importance is giving the personality-oriented benefits to the people. From the above analysis, it is denoted that the FMCG Brands are able to provide good services to the satisfaction of the consumer in the way of goods quality, easy availability. More than that, it is also observed that the consumer face some problems. It is also concluded that the company may try to implement the above suggestion in the study area.

- 1) 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.
 - 2) 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.
 - 3) When marketing a product online, businesses shouldn't pay attention to gender. However, female customers value quality features and confidence a little bit more than male customers do.
 - 4) Customers prefer to explore and purchase products online, so businesses should ensure that the information about their products is accurate on their website.
- Customers prefer to routinely purchase FMCG products from the same portal; they do not transfer vendors right away, so businesses develop strategies to keep their current clientele while luring new ones.
- 6) Customers prefer to evaluate product prices across various portals before making purchases. Companies should therefore offer a higher price than a competitor.
 - 7) When purchasing FMCG goods online, customers do not wait for sales or offers.
 - 8) Customers are pleased with the details the seller gave online.

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