

A Study on Analysis of Consumer FMCG Product Purchasing Patterns

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ABSTRACT

People use fast-moving consumer goods (FMCG) in their daily life. Giving people advantages on a personal level is its value. As the aforementioned data makes clear, FMCG firms are well-positioned to provide consumers with high-quality, easily accessible services. The study's goal is to investigate how consumers behave when they purchase FMCG goods. The findings clearly show that there was no statistically significant correlation between the purchasing behavior of FMCG products and age, gender, education level occupation.

Keywords: Brand, FMCG items, quality, and healthful products; behavior

INTRODUCTION

Since there are so many close substitutes available, consumers have become extremely competitive, and firms must fight hard to keep them loyal. Companies find it difficult to retain brand loyalty from their customers over time. Businesses now place a great deal of importance on research on consumer behaviour about their products. The idea that a variety of factors, including cultural, political, medical, psychological, and psychological aspects, affect consumer purchasing behaviour is nothing new. The client lays out a number of brand beliefs regarding each company's position. After that, choices between the chosen brands can be established. Concise analyses of the data were conducted to determine the elements influencing consumer preference in order to transform the data into a format that could be understood and used for factor analysis. The study's conclusions indicate that six factors—product value, currency, trendy appeal, non-price advertising, trust, and consumer or association of companies help to clarify what consumers anticipate from a particular brand. Advertisers product and the variables that subsequent purchases may affect. Customer experience is also intended to be measured by the concept of measuring customer satisfaction. This study looks at and evaluates the many factors that affect consumers' buying intentions and explains the relationship between those factors and purchasing intentions. The study demonstrates that when determining the quality of a product, consumers are concerned about the nation and location in which it is made and take these variables into consideration. Customer expectations and views of the nation both have an impact on the goal. Concerns may arise from the political, cultural, and economic structures in the area. The behaviour of consumers is influenced by numerous factors. There are numerous variables at play. Investigate and approaches have demonstrated that, , The country of Building consumer loyalty through colour, look, and freshness is important for dealers One of the external indications that undoubtedly has a significant influence on the explicit purchasing process is the country of origin. For dealers, retaining customers through colour,

appearance, and freshness is crucial. India's FMCG industry is witnessing a prosperous product's explosive growth. In addition to the FMCG products they sell, their terms of service, and their reasonable pricing, marketers need to watch how customers respond to their own brand. Exactly how consumers buy FMCG products is one of the key issues.

OBJECTIVES

The study's goal is to investigate how consumers behave when they purchase FMCG goods. It looks into the relationship between purchasing patterns for FMCG products and demographic factors.

REVIEW OF LITERATURE

According to Maheswari (2015), he was attempting to examine how Sirkali Town, Tamil Nadu, residents behaved when it came to HUL toilet soap. There are four price categories for the soap: carbon soap, common, cost-effective, and premium.

Negative Ahuja (2015) outlines how a brand affects a customer's degree of satisfaction and purchase behaviour. In the clothing market, a brand's status symbolism conveys information about its quality, size, social standing, economic bracket, and other attributes. The author comes to the conclusion that if consumers have a positive perception of a brand and are satisfied with it, they won't switch to another one unless a better option becomes available.

METHODOLOGY

Since a descriptive study was the most effective way to conduct the research, the researcher decided to employ a survey research design for this investigation. The clients that purchase FMCG products in MADURAI are the study's target population. A non-probability sampling technique was employed in the investigation. Due to time constraints and a lack of knowledge about the entire universe, convenience sampling was utilised to pick responders. The research encompasses a sample size of 100 participants.

ANALYSIS

The Chi-square test is employed to assess the correlation between demographic factors and consumer purchasing behaviour. The elements of buying behaviour The analysis compared the variables of age, gender, education, and occupation with aspects such as brand ambassador, brand perception, healthiness, quality, and pricing The following table displays the analysis's complete description.

Age	Factors					Chi-square Value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Below 20 Years	5 (17.2%)	8 (27.6%)	2 (6.9%)	9 (31.0%)	5 (17.2%)	13.115	0.361
21 – 30 Years	3 (15.8%)	4 (21.1%)	7 (36.8%)	3 (15.8%)	2 (10.5%)		
31- 40 Years	5 (18.5%)	3 (11.1%)	6 (22.2%)	7 (25.9%)	6 (22.2%)		
Above 41	9	7	4	10	3		

Years	(27.3%)	(21.2%)	(12.1%)	(30.3%)	(9.1%)		
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H0: There exists no relationship between the ages of respondents and their purchasing behaviors regarding fast-moving consumer goods (FMCG).

H1: The age of respondents and their purchasing habits for FMCG products are related. According to the data, 31% of consumers under the age of 20 believe that quality is more important than brand, with 27.6% following suit. Brands and healthy products were more closely linked to consumers between the ages of 21 and 30 (36.8% and 21.1%, respectively). Quality (25.9%), health (22.2%) and pricing (22.2%) showed the strongest correlations with customers in the 31–40 year age range. Customers over 41 were more inclined to identify brand ambassadors (27.3%) and high-quality items (30.3%) with each other. Factors related to age and purchasing habits had secured the chi-square.

Gender	Factors					Chi-square Value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Male	8 (16.0%)	10 (20.0%)	9 (18.0%)	17 (34.0%)	6 (12.0%)	3.158	0.532
Female	14 (24.1%)	12 (20.7%)	10 (17.2%)	12 (20.7%)	10 (17.2%)		

H0: There is no correlation between respondents' gender and their purchasing habits for FMCG goods.

H1: Respondents' gender and their purchasing habits for FMCG products are related.

The data indicates that male participants placed a higher value on quality (34%), as opposed to brand (20%). Conversely, female respondents were more likely to be linked with quality (20.7%) and brand ambassador (24.1%). The correlation between gender and product purchasing behaviour was found to be 0.532 with a chi-square value of 3.158. There was a significance level over 0.05. As a result, the study came to the conclusion that the hypothesis was not supported, statistically

Education qualification	Factors					Chi-square value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Under Graduates	4 (22.2%)	5 (27.8%)	3 (16.7%)	4 (22.2%)	2 (11.1%)	10.066	0.610
Graduates	5 (18.5%)	7 (25.9%)	2 (7.4%)	7 (25.9%)	6 (22.2%)		
Post Graduates	2 (8.0%)	4 (16.0%)	7 (28.0%)	8 (32.0%)	4 (16.0%)		
Professional	11	6	7	10	4		

Qualification	(28.9%)	(15.8%)	(18.4%)	(26.3%)	(10.5%)		
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H0: There is no correlation between respondents' level of education and their purchasing habits for FMCG goods.

H1: Respondents' educational attainment and their purchasing habits for fast-moving consumer goods are related.

The data table showed that quality (22.2%), brand ambassador (2.2%), and brand (27.8%) were important to undergraduates. Graduates showed higher propensities for price (22.2%), brand (25.9%), and quality (25.9%). Postgraduates placed a premium on healthy items (28%) and quality (32%). Brand ambassadors were valued by professional qualified responders at 28.9% and high-quality products at 26.3%. Next, the value of the chi-square for Purchase behaviour and educational attainment were 10.066, with a significance of 0.610 ($P > 0.05$). Consequently, the null hypothesis was disproved, demonstrating that respondents' educational attainment

Determine whether buying habits for FMCG products are related to one's work.

	Factors					Chi-Square Value	Sig
	Brand Ambassador	Brand	Healthy	Good Quality	Price		
Business	7 (21.9%)	5 (15.6%)	5 (15.6%)	8 (25.0%)	7 (21.9%)		
Employee	4 (15.4%)	4 (15.4%)	7 (26.9%)	8 (30.8%)	3 (11.5%)	11.351	0.499
Students	4 (15.4%)	6 (23.1%)	2 (7.7%)	9 (34.6%)	5 (19.2%)		
Home Maker	7 (29.2%)	7 (29.2%)	5 (20.8%)	4 (16.7%)	1 (4.2%)		

H0: There exists no relationship between the occupations of respondents and their purchasing behaviors regarding fast-moving consumer goods

H1: The occupation of respondents and their purchasing habits for FMCG products are related.

Businesspeople prioritised quality (25%), price (21.9%), and brand ambassador (21.9%), as the table illustrates. Workers prioritised healthy products (26.9%) and high-quality products (30.8%). Pupils were more likely to favour brands (23.1%) and high-quality products (34.6%). Homemakers valued brands (29.2%) and brand ambassadors (29.2%). The buying behaviour and occupation chi-square values were 11.351 and 0.499, respectively, with a significance level above 0.05. As a result, it was determined

FINDINGS

According to the analysis, respondents who were between the ages of 21 and 30 placed a greater value on healthy items. Male respondents with postgraduate degrees are crucial to the production of high-quality goods. Chi-square values revealed that there was no statistically significant correlation between the purchasing behaviour of FMCG products and demographic characteristics such as age, gender,

education level, and occupation.

CONCLUSION

People use fast-moving consumer goods (FMCG) in their daily life. Giving people advantages on a personal level is its value. As the aforementioned data makes clear, FMCG firms are well-positioned to provide consumers with high-quality, easily accessible services. The study's goal is to investigate how consumers behave when they purchase FMCG goods. Through a descriptive research, the behaviour of customers is evaluated. Samples are consumers of fast-moving consumer goods. Convenience sampling is employed alongside a non-probability sampling approach to identify the sample.. Age, gender, level of education, and occupation did not statistically correlate with the purchasing behaviour of FMCG products

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