



A STUDY ON CONSUMER PERCEPTIONS AND SATISFACTIONS OF SELECTED FMCG PRODUCTS IN COIMBATORE CITY

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-----ABSTRACT-----

The globalization of world economy has increased competition, locally as well as internationally. In such competitive business milieu, organizations need a distinguishing element that will keep consumers identifying and buying their products. With increase in competition annually, the traditional sources of competitive advantage like leadership in price and quality is not enough to ensure the success of a product anymore in both rural and urban markets. In other words, Company executives are recognizing that the true worth of the organization is not the tangible assets it owns, but the value ascribed to the brands it is developing to satisfy the needs of the consumer. Fast Moving Consumer Goods (FMCGs) is a booming sector of India and has a large part of the consumer's budget. Consumer Buying Behaviour plays an important role in the marketing of Fast Moving Consumer Goods (FMCG). FMCG products in different categories i.e. 1. Food product (Masala, Confectionary and prepared meal) 2. Personal care products (Toothpaste, Fairness Creams, Lotions, Moisturiser, Face wash, Hand Wash, Shaving Cream, Razor, Hair Oil, Shampoos, Lipstick, Nail Polish, Talcum Powder, Milk, etc.) and Household products (floor cleaner,) This paper identified the consumer more importance to the purchase of FMCG by customers in Coimbatore district. This study analyses brand loyalty for FMCGs in rural and urban markets. For this comparative study, the relationship between variables on the preferences of food, personal care and household products of the consumers in respected and selected product category was made. A randomly selected sample of 200 from Coimbatore district were selected for this study. Results show that among the variables namely gender, age, education and occupation, only age and education have the most significant impact on consumer's brand loyalty in urban areas and in rural areas. These variables were found insignificant after the study.

KEYWORDS: Consumer, Preferences, Food, Personal care, Household, Satisfaction, Fast Moving Consumer Goods (FMCG) -----

REVIEW OF LITERATURE

(Vibhuti, Ajay Kumar Tyagi, Vivek Pandey 2014) highlighted that today's era of globalization needs and wants of consumer's changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products.

(Deliya, 2012) studied the importance of packaging design for packaged FMCG products and concluded that packages also deliver brand identification and label information like usage instructions, contents, and list of ingredients or raw materials, warnings for use and directives for the care of the products.

(Tauseef, 2011) attempted to find the factors that affect customer impulsive buying behaviour in the FMCG sector considering the retail market in India. The study found that since the income of each individual is increasing and more and more people are moving towards western culture in dressing sense, in eating, etc., so the purchasing power of people has really gone up and thus the impulsive buying of commodities is on a high trend mainly due.

To pricing strategies of retail players and full festival offers throughout the year.



(Narayana & Mathew 2015) stated that price and quality are the most preferred factors, influencing purchase behaviour of consumer.

According to (Meera M. Rafaya, Mahalaxmi.R & Padmaja, 2017) majority of customers take their own decision while purchasing FMCG products and they preferred in the necessity of consumer's needs.

INTRODUCTION

The study of consumer helps firms and organization improve their marketing strategies by understanding the psychology of consumers, how they think, feel, reason, and select between different alternatives (e.g., brands, products); the psychology of how the consumer is influenced by his or her environment (e.g. Culture, family, signs, media). The "consumer" includes both personal consumers and business/industrial/organizational consumers. FMCG products are relatively small, they generally sell in large quantities, so the cumulative profits on such products can be large. Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods. FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store. Fast moving Consumer Goods (FMCG) goods are popularly named as consumer package goods. Items in this category include all consumables (other than groceries/pulses) that people buy at regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extend to certain electronic goods. These items are meant for daily use of frequent consumption and have a high return.

The sector is divided into two distinct segments-

- The premium segment catering mostly to the urban upper middle class and the popular segment with prices as low as 40% of the premium segment.
- The rapidly growing economy, increasing per-capita incomes, and rising trend of urbanization, the FMCG market in India is expected to further expand to Rs 2, 00,000 corer by 2015.

I. FAST MOVING CONSUMER GOODS

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). FMCG products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, cosmetics, tooth cleaning products, shaving products and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars. Subsets of FMCGs are Fast Moving Consumer Electronics which include innovative electronic products such as mobile phones, MP3 players, digital cameras, GPS Systems and Laptops. These are replaced more frequently than other electronic products. White goods in FMCG refer to household electronic items such as Refrigerators, T.Vs Music Systems, etc. But the consumers are maximum choosing personal and household products of FMCG.

OBJECTIVES OF THE STUDY

1. To study the product attributes influencing the buying behaviour of Products.
2. To assess other factors influencing the consumer in purchasing a particular FMCG product.
3. Comparative analysis of two FMCG giants' food, personal care and Household products focusing upon the brand awareness of the consumers.
4. To analyse reasons for brand switching behaviour of consumers

SCOPE AND LIMIDATION OF THE STUDY

The study was conducted in Coimbatore districts, Tamil Nadu. It is believed that the findings in these district are fair representative of the other parts of the States. Though FMCGs include many product categories, like foods, confectionaries, hair care, household care, beverages etc. In the market there are personal care products, food products and household products. I was chosen for the study of which products frequently purchasing of FMCG. Other limitations have been identified in this study are, the sample size do not



ensurerepresentative and conclusive finding , the behaviour of the consumers is changing fast and hence cannot be truly predicted and finally, a more robust analysis is needed to reach a strong conclusion.

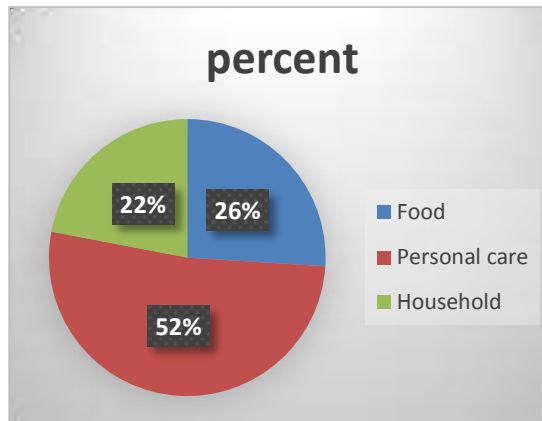
METHODOLOGY

This study is based on descriptive research. Data collected from both primary & secondary sources where primary data is collected through self-administered questionnaire among 200 consumers in the Coimbatore city and secondary data is collected from various texts, journals & websites. Stratified random sampling has been adopted to collect the data through questionnaire. The present study targets Mysore city consumers, understanding their behaviour helps to identify the taste and preferences, influence of brand in their purchase decision etc.,

DATA ANALYSIS & INTERPRETATION

1. Gender wise classification of respondents

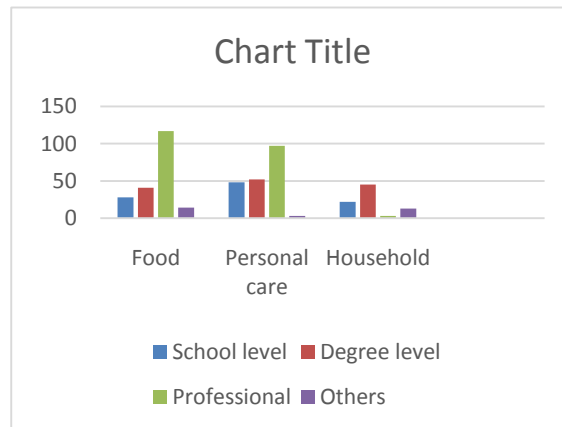
Products/Genders	Male	Female	Total	%
Food Products	22	41	053	26
Personal care products	36	68	104	52
Household products	17	26	043	22
Total			200	100



* In gender wise, 52 per cent customer prefer the personal care product of FMCG over than the other two Food products.

2. Education qualification wise classification of Respondents:

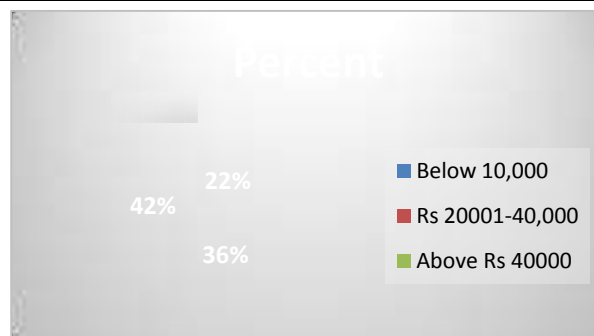
Educational qualification	Food Products	Personal care products	Household products	Total	%
School level	28	48	22	98	16
Degree level	41	52	45	138	23
Professional	117	97	120	334	56
Others	14	3	13	30	5
Total	200	200	200	600	100



*Most of the respondents are Professional and degree level educated persons likely to purchase the FMCG Products

3. Monthly Income of Respondents:

Monthly income (Rs)	Food Products	Personal care products	Household products	Total	%
Below Rs 20,000	16	22	06	44	22
Rs 20,001-40000	23	37	12	72	36
Above Rs 40,001	22	48	14	84	42
Total				200	100



* Medium and Highly income respondents were only prefer the FMCG Products, particularly in personal care products and Household products

4. Preference for Shopping for purchasing FMCG Products:

Products/shopping	Small stores	Markets	Departmental stores	Online shopping	Total
Food Products	40	36	14	0	80
Personal care products	31	18	52	13	114
Household products	17	11	24	06	58



* Maximum number of respondents given the preference to purchase and consume in FMCG personal care products

5.Ranking of Products:

Products/shopping	I	II	III	Total
Food Products	27	12	04	43
Personal care products	43	27	19	89
Household products	23	32	13	68
Total				200

Most of the respondents having FMCG products under basis of priority of needs and prices of commodity. The customers are given the first ranks in personal care products and second to household products.

CONCLUSION

This paper identified the importance attached by the customers for the purchase of FMCG by consumers. It is concluded that from each factors product education, packaging, availability, affordability, and quality of products are the most important variables for customers. The marketers should consider the factors and their variables influencing the purchase of customers to capture the market share.

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