



A STUDY ON CONSUMER BUYING BEHAVIOUR TOWARDS FMCG'S MOSQUITO REFILL PRODUCTS WITH REFERENCE TO SELECTED DISTRICTS OF STATE OF ANDHRA PRADESH

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ABSTRACT

FMCG products are the ones which can be sold easily and quickly by the store, and are generally available at different price points. FMCG products generally include a broad range of frequently purchased consumer products like soap, toiletries, cosmetics, shaving products, detergents, tooth cleaning products as well as other non-durable products such as bulbs, glassware, batteries, plastic goods, paper products and more. They may also include consumer electronics, pharmaceuticals, soft drinks, packaged food products, chocolate bars and tissue paper. The problem identified in this study is that there is no study that exclusively deals with the purchase behaviour of the consumers towards the fast moving consumer goods like Mosquito Refill products in Selected districts like Visakhapatnam. East Godawari, Vijayawada of State of Andhra Pradesh. This study is done based on both primary data and secondary data. It was found that some questions were ambiguous and some questions were to be included to uphold the objectives of the study. Subsequently there were changes in the hypothesis where some were added and some dropped. In this research study, best of communication and observation skills are used at various stages of data collection process. In case of rural and illiterate respondents, keen observation not only proved as the key factor for data collection, but also as an excellent tool to cross check the correctness and accuracy of information sought through questionnaire in personal interview.

KEY WORDS: *FMCG, Consumer, Purchasing, Behaviour, Mosquito Refill, Products*

A. INTRODUCTION

The Indian FMCG sector is the fourth largest sector in the economy and creates employment for three million people in downstream activities. Within the FMCG sector, the Indian food processing industry represented 7.5 per cent of GDP and accounted for 13 per cent of the country's exports in 2019-20. A distinct feature of the FMCG industry is the presence of most global players through their subsidiaries (HUL, P&G, Nestle), which ensures new

product launches in the Indian market from the parent's portfolio. The personal care category has the largest number of brands, i.e., 21, inclusive of Lux, Lifebuoy, Fair and Lovely, Vicks, and Ponds. There are 11 HUL brands in the 21 brands, aggregating Rs. 5,799 crore or 63 per cent of the personal care category. Cigarettes account for 27 per cent of the top 100 FMCG sales, ITC alone accounts for 60 per cent volume market share and 70 per cent by value of all filter cigarettes in India. The food category in FMCG

is gaining popularity with a swing of launches by HUL, ITC, Godrej, and others. This category has 18 major brands, aggregating Rs. 4,949 crore. Nestle and Amul slug it out in the powders segment.

The food category has also seen innovations like softies in ice creams, chapattis by HUL, ready to eat rice by HUL and pizzas by both GCMF and Godrej Pillsbury. This category seems to have faster development than the stagnating personal care category. Amul, India's largest food products manufacturing company, has a good presence in the food category with its ice-creams, curd, milk, butter, cheese, and so on. Britannia also ranks in the top 100. Johnson & Son's All Out and Godrej Company's Good Night are the major market shared products with more than 50 percent in both urban and Rural markets of India. In this Study the product taken is Mosquito Refill and it's purchasing behaviour of the consumers in selected Districts of State of Andhra Pradesh.

B. REVIEW OF LITERATURE

Gupta et al (2002) studied a lot of aspects related to consumer behaviour in India and identified that Indian consumers are influenced greatly by the traditions and values and they also take into account their family members advice when they purchase any product. According to Huhmann and Sara (2004) brand ambassadors play as significant role in developing an impact on the brand preferences of rural India. Promotion of brands requires special measures in the rural market. Branded products rarely fight for the share in the market; they have to be promoted in the right place. Schiffman et al (2007) point out that consumer behaviour is the behavior consumers display in purchasing, searching for and disposing of services and products which they expect will fulfil their needs. Sheth and Mittal (2004) describes consumer behaviour as the activities of physical and mental accounting undertaken by business and household customers which result in actions and decisions to make purchase, pay for and use products and services. ChandraSekhar (2012) carried out an investigation to find out the importance of brand in consumer behavior. 25 percent of the consumers purchases by seeing quality, 22 per cent by seeing price, 20.23 per cent by seeing brand name, 10 per cent by seeing the availability of the product, 15 per cent are always brand loyal and 10 per cent of the consumers sometimes are brand loyal. Garga,

Ghuman, and Dogra, 2009 have studied 300 rural consumers in 3 districts of Punjab and they found that, rural consumers prefer to buy the goods small packets at lower price. They want the more products at reasonable price, in other words value for money.

C. OBJECTIVES OF THE STUDY

- To understand the brand preferences of consumers towards FMCG Mosquito products;
- To assess the factors affecting buying decision of selecting Mosquito Refill products
- To examine the type of media through which consumers are aware of Mosquito Refill product brands;
- To identify the influence of product specific attributes of select Mosquito Refill products;
- To establish the relation of store attributes on selection of a particular brand of FMCG Mosquito Refill products;
- To study the post purchase behaviour of customers of select Mosquito Refill products;

D. RESEARCH METHODOLOGY

The following are the research questions in the study.

- Purchasing behaviour of the consumers from Selected cities of Andhra Pradesh towards the FMCG Mosquito Refill products changed during the recent years?
- What are the factors that influence consumers to purchase the selected Mosquito Refill products?
- How should today's marketers devise their marketing strategies according to the changing preferences of FMCG consumers?

From each quota, using proportional allocation, sub sample size is calculated by using the formula. The final sample size after using the above formula is 900 which is allocated to all the three districts proportionally by the using below formula.

$$nh = ss \times Sp / Tp$$

nh=Size of selected district

ss=Sample size Sp = Sub population size

Tp= Total population size

Sample size of Each District

S.NO	DISTRICT	CALCULATION SAMPLE	RESPONDENTS SELECTED
1	Visakhapatnam	900x40,53,463/90,01,051	405
2	East Godawari	900x23,44,474/90,01,051	234
3	Vijayawada	900x27,03,114/90,01,051	271
	Total	91,01,051	900



Chi-Square

In examining the relationship between two or more variables, chi-square is used to find whether or not two or more attributes are associated. The Test is conducted at 95% confidence (or 5 percent level of significance). The calculated value (chi-square) is compared with the table value (observed) at a given degree of freedom. If the calculated chi-square value works out to be less than the table value at a particular level of significance, the deviation of observed frequency from the expected frequency is considered to be insignificant. Consequently, Ho (null hypothesis) is accepted. If the table value is less than the computed value of chi-square, then Ho is rejected.

Factor Analysis

It analyses the interdependence of interrelationships among a total set of variables. Hence, it is extremely useful when a large mass of

data has to be simplified and condensed. F-Test is applied to check the significance level and Percentage method is applied to analyse the data.

E. LIMITATIONS

Only few FMCG products are selected for the study.

- The study has been limited to the consumer preferences of select FMCG Mosquito Refill products alone.
- The study has been restricted to Selected cities of Andhra Pradesh only.
- The sample size is limited to only 837 respondents from the three districts of Andhra Pradesh.

F. DATA ANALYSIS

Factors influencing buying decision of FMCG Mosquito Refill products.

Factors	1	2	3	4	5	6	7	8	9	Total	Total Score	Mean Score
Location	184	420	11	8	88	8	25	67	26	837	5848	6.99
Product and Brand Range	485	181	9	16	24	84	8	7	23	837	6489	7.75
Credit Facility	33	93	407	186	8	6	86	10	8	837	5356	6.40
Friendly nature of Shopkeeper	7	27	274	8	76	424	7	5	9	837	4361	5.21
Price and quality	13	88	56	420	8	204	16	17	15	837	4686	5.60
Shop of known person	78	4	56	5	433	8	238	10	5	837	4092	4.89
Home delivery	7	5	8	90	7	13	30	672	5	837	2225	2.66
Discount	21	9	8	97	192	10	19	27	454	837	2464	2.94
Bundled schemes	8	13	11	7	8	80	396	21	293	837	2178	2.60

Source: Primary Data

**Factors influencing buying decisions of FMCG Mosquito Refill Products**

Factors	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total
Changing financial position	148 (17.7)	225 (26.9)	227 (27.1)	165 (19.7)	72 (8.6)	837 (100.0)
Emerging beauty consciousness	161 (19.2)	162 (19.4)	113 (13.5)	310 (37.0)	91 (10.9)	837 (100.0)
To protect health	95 (11.4)	30 (3.6)	73 (8.7)	316 (37.8)	323 (38.6)	837 (100.0)
To be fashionable	63 (7.5)	87 (10.4)	116 (13.9)	399 (47.7)	172 (20.5)	837 (100.0)
To live healthy and hygienic life	84 (10.0)	24 (2.9)	73 (8.7)	267 (31.9)	389 (46.5)	837 (100.0)
To withstand pollution	53 (6.3)	143 (17.1)	90 (10.8)	330 (39.4)	221 (26.4)	837 (100.0)
To change along with changes in civilization	107 (12.8)	96 (11.5)	133 (15.9)	341 (40.7)	160 (19.1)	837 (100.0)
Sales and promotional activities of firms	76 (9.1)	209 (25.0)	255 (30.5)	191 (22.8)	106 (12.7)	837 (100.0)
Low-unit price of FMCGs products	88 (10.5)	186 (22.2)	238 (28.4)	183 (21.9)	142 (17.0)	837 (100.0)
Impressed by advertisements	66 (7.9)	193 (23.1)	274 (32.7)	253 (30.2)	51 (6.1)	837 (100.0)
To attain prestige and social status	139 (16.6)	133 (15.9)	283 (33.8)	194 (23.2)	88 (10.5)	837 (100.0)
Impress others	190 (22.7)	186 (22.2)	225 (26.9)	186 (22.2)	50 (6.0)	837 (100.0)
Inherent features and attributes of FMCGs products	109 (13.0)	116 (13.9)	344 (41.1)	171 (20.4)	97 (11.6)	837 (100.0)

Source: Primary data

Influence of Branding Decisions in the process of buying a Mosquito Refill product

Brand Decision maker	Respondents	Percent
Father/Father in-law	353	42.2
Mother/Mother in-law	232	27.7
Husband	68	8.1
Wife	53	6.3
Children	30	3.6
All the above	101	12.1
Total	837	100.0

Source: Primary Data

**Factors influencing brand while purchasing Mosquito Refill products at the store**

Factors	SDA	D	N	A	SA	Total	Total score	Mean score
Product Display	158 (18.9)	166 (19.8)	168 (20.1)	192 (22.9)	153 (18.3)	837 (100.0)	2527	3.02
Product Endorsed by (celebrity/famous personality)	145 (17.3)	238 (28.4)	279 (33.3)	99 (11.8)	76 (9.1)	837 (100.0)	2234	2.67
Product Range	114 (13.6)	93 (11.1)	233 (27.8)	294 (35.1)	103 (12.3)	837 (100.0)	2690	3.21
Recommendation by Shopkeeper	82 (9.8)	264 (31.5)	206 (24.6)	231 (27.6)	54 (6.5)	837 (100.0)	2422	2.89
Advertisement	70 (8.4)	151 (18.0)	304 (36.3)	233 (27.8)	79 (9.4)	837 (100.0)	2611	3.12
Views of other customers	63 (7.5)	207 (24.7)	239 (28.6)	216 (25.8)	112 (13.4)	837 (100.0)	2618	3.13
Product Availability	86 (10.3)	110 (13.1)	135 (16.1)	380 (45.4)	126 (15.1)	837 (100.0)	2861	3.42
Others Recommendation	70 (8.4)	205 (24.5)	228 (27.2)	255 (30.5)	79 (9.4)	837 (100.0)	2579	3.08
Scheme / Discount	102 (12.2)	147 (17.6)	229 (27.4)	268 (32.0)	91 (10.9)	837 (100.0)	2610	3.12

Note: SDA–Strongly Disagree, DA–Disagree, N–Neither agree nor disagree, A–Agree, SA–Strongly Disagree. Source: Primary Data

Post Purchase Behaviour of the Respondents at FMCG Mosquito Refill Pro

Product Factors	Strongly disagree	Disagree	Neither agree nor disagree	Agree	Strongly agree	Total
Advise others to buy product if satisfied	131 (15.7)	86 (10.3)	134 (16.0)	329 (39.3)	157 (18.8)	837 (100.0)
Speak well of the brand purchased	119 (14.2)	216 (25.8)	250 (29.9)	205 (24.5)	47 (5.6)	837 (100.0)
Talk ill of brand and product if dissatisfied	110 (13.1)	175 (20.9)	220 (26.3)	228 (27.2)	104 (12.4)	837 (100.0)
Return the product if the quality is not good	105 (12.5)	203 (24.3)	213 (25.4)	182 (21.7)	134 (16.0)	837 (100.0)
Express opinion (good or bad) to shopkeeper about the product when visiting next time	104 (12.4)	81 (9.7)	218 (26.0)	254 (30.3)	180 (21.5)	837 (100.0)
Complain to company / consumer forum about bad quality product	115 (13.7)	216 (25.8)	228 (27.2)	164 (19.6)	114 (13.6)	837 (100.0)
Try another product from same brand if you were dissatisfied with the earlier one	143 (17.1)	121 (14.5)	177 (21.1)	269 (32.1)	127 (15.2)	837 (100.0)

Source: Primary Data

Influence of different age group of consumers on attributes

Mosquito Repellent	Below 18 years	51	20.84	4.110	0.576	5.064**	0.000
	18-24 years	114	18.03	4.882	0.457		
	25-34 years	179	18.79	4.993	0.373		
	35-40 years	250	19.52	4.703	0.297		
	41-60 years	222	18.01	4.980	0.334		
	Above 60 years	21	20.24	4.288	0.936		
	Total	837	18.86	4.881	0.169		

**Significant at 1% level



Education and Product attributes of Mosquito Refill products

Mosquito repellent	High school	171	19.22	4.397	0.336	3.804*	0.010
	Graduate/ Diploma	323	19.30	5.035	0.280		
	Post graduate	260	18.48	5.002	0.310		
	Others	83	17.53	4.572	0.501		
	Total	837	18.85	4.881	0.168		

*Significant at 5% level.

Income and Product attributes of FMCG Mosquito Refill products

Mosquito repellent	Below 10000	129	18.68	4.703	0.414	12.850**	0.000
	10001-25000	144	20.18	3.841	0.320		
	25001-50000	217	19.82	3.444	0.233		
	Above 50001	347	17.76	5.773	0.309		
	Total	837	18.85	4.881	0.168		

**Significant at 1% level, *Significant at 5% level.

Occupation and Product attributes of FMCG Mosquito Refill products

Mosquito repellent	Agriculture	193	18.44	4.820	0.346	0.726	0.628
	Business	151	19.03	4.951	0.402		
	Gov. Employee	170	19.01	5.018	0.384		
	Pvt. Employee	183	19.03	4.803	0.355		
	Student	78	19.19	4.693	0.531		
	Home maker	50	18.64	5.216	0.737		
	Others	12	16.91	4.144	1.196		
	Total	837	18.85	4.881	0.168		

Family Size and Product attributes of FMCG Mosquito Refill products

Mosquito repellent	2 members only	24	15.95	5.721	1.167	4.439*	0.012
	3-4 members	645	18.96	4.825	0.190		
	Above 5 members	168	18.83	4.869	0.375		
	Total	837	18.85	4.881	0.168		

*Significant at 5% level.

Influence of demographic factors on post purchase behaviour of FMCG Mosquito Refill Products

Demographic Profile	Variables	N	Mean	Std. Devi.	Std. Error	f-value	p-value
Age	Below 18 years	51	19.69	7.339	1.028	2.129	0.060
	18-24 years	114	21.98	6.373	0.597		
	25-34 years	179	21.79	5.730	0.428		
	35-40 years	250	21.34	5.952	0.376		
	41-60 years	222	22.29	5.559	0.373		
	Above 60 years	21	23.24	5.309	1.159		
	Total	837	21.72	5.962	0.206		
Gender	Male	399	22.67	6.885	0.345	4.361**	0.000
	Female	438	20.86	4.824	0.231		
Marital status	Single/Unmarried	267	20.87	5.845	0.358	2.884**	0.004
	Married	570	22.12	5.979	0.250		
Education	High school	171	21.40	5.960	0.456	7.228**	0.000
	Graduate/Diploma	323	20.74	5.817	0.324		
	Post graduate	260	22.68	5.969	0.370		
	Others	83	23.22	5.844	0.641		
	Total	837	21.72	5.962	0.206		
House hold Income	Below 10000	129	25.18	5.748	0.506	18.716**	0.000
	10000-25000	144	21.08	5.385	0.449		
	25000-50000	217	20.70	5.836	0.396		
	Above 50000	347	21.35	5.916	0.318		



	Total	837	21.72	5.962	0.206		
Occupation	Agriculture	193	21.89	6.162	0.444	1.076	0.375
	Business	151	21.39	6.155	0.501		
	Gove. Employee	170	21.89	5.919	0.454		
	Pvt. Employee	183	22.37	5.795	0.428		
	Student	78	20.58	5.966	0.676		
	Home maker	50	21.12	5.546	0.784		
	Others	12	21.00	4.632	1.337		
	Total	837	21.72	5.962	0.206		
Size of family	2 members only	24	26.67	5.451	1.113	18.751**	0.000
	3-4 members	645	22.04	5.771	0.227		
	Above 5 members	168	19.79	6.145	0.474		
	Total	837	21.72	5.962	0.206		
Nature of family	Nuclear	694	21.90	6.008	0.228	1.993*	0.048
	Joint	143	20.85	5.673	0.474		

**Significant at 1% level, *Significant at 5% level.

Commonalities in FMCG Mosquito Refill Products

	Initial	Extraction
Changing financial position	1.000	0.899
Emerging beauty consciousness	1.000	0.732
To protect health	1.000	0.824
To be fashionable	1.000	0.676
To live healthy and hygienic life	1.000	0.836
To withstand pollution	1.000	0.717
To change along with changes in civilization	1.000	0.741
Sales and promotional activities of firms	1.000	0.698
Low-unit price of FMCGs products	1.000	0.813
Impressed by advertisements	1.000	0.783
To attain prestige and social status	1.000	0.827
Impress others	1.000	0.733
Inherent features and attributes of FMCGs products	1.000	0.659

Extraction Method: Principal Component Analysis.

Total Variance Explanation FMCG Mosquito Refill Products

Component	Initial Eigenvalues			Extraction Sums of Squared Loading			Rotation Sums of Squared Loading		
	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %	Total	% of Variance	Cumulative %
1	5.995	42.821	42.821	5.995	42.821	42.821	3.024	21.600	21.600
2	1.772	12.658	55.479	1.772	12.658	55.479	2.623	18.736	40.336
3	1.175	8.392	63.872	1.175	8.392	63.872	1.904	13.601	53.937
4	0.907	6.480	70.352	0.907	6.480	70.352	1.893	13.520	67.456
5	0.778	5.558	75.909	0.778	5.558	75.909	1.183	8.453	75.909
6	0.614	4.382	80.292						
7	0.588	4.199	84.491						
8	0.477	3.406	87.897						
9	0.434	3.097	90.994						
10	0.398	2.842	93.836						
11	0.287	2.050	95.886						
12	0.228	1.630	97.515						
13	0.194	1.388	98.904						

Extraction Method: Principal Component Analysis.

Rotated Component Matrix of FMCG Mosquito Refill Products

	Component				
	1	2	3	4	5
Changing financial position	0.140	0.119	0.232	0.202	0.878
Emerging beauty consciousness	0.614	0.212	0.181	0.338	0.403
To protect health	0.840*	0.168	0.137	0.265	0.027
To be fashionable	0.758	0.137	0.275	0.004	0.087
To live healthy and hygienic life	0.811*	0.214	0.333	0.123	0.072
To withstand pollution	0.546	0.045	0.614	0.081	0.183
To change along with changes in civilization	0.467	0.167	0.677	0.035	0.187
Sales and promotional activities of firms	0.197	0.127	0.090	0.780	0.160
Low-unit price of FMCGs products	0.106	0.254	0.176	0.835*	0.101
Impressed by advertisements	0.092	0.559	0.509	0.387	0.231
To attain prestige and social status	0.154	0.880*	0.143	0.095	0.007
Impress others	0.096	0.779	0.049	0.230	0.250
Inherent features and attributes of FMCGs products	0.229	0.737	0.219	0.119	0.043

H_{0 1} : There is no significant difference between the **demographic variables** and post purchase behaviour of FMCG Mosquito Refill products.

VARIABLE	f-Value	p-Value	H ₀
Age	2.129	0.06	Accepted
Gender	4.361	0.000	Rejected
Marital status	2.884	0.004	Rejected
Education	7.228	0.000	Rejected
Income	18.716	0.000	Rejected
Occupation	1.076	0.375	Accepted
Size of family	18.751	0.000	Rejected
Nature of family	1.993	0.048	Rejected

H_{0 2} : There is no significant difference between the demographic variables of the respondents and sources of media through which consumers are aware of FMCG products.

VARIABLE	Chi-Square Value	df	Table Value	H ₀
Age	45.53	35	49.8	Accepted
Gender	29.67	7	18.5	Rejected
Marital status	11.66	7	14.1	Accepted
Education	65.46	21	38.9	Rejected
Income	156.66	21	38.9	Rejected
Occupation	49.73	42	55.8	Accepted
Size of family	140.84	14	29.1	Rejected
Nature of family	55.09	7	18.5	Rejected

G. MAJOR FINDINGS

- It has been observed that from among the respondents most preferred to buy Good Knight liquid ,Allout and Odomos lotion. Other products like Mortein Coil, Mortein

Liquid and Tortoise coil are least preferred by the consumers and the reason might be because of the popularity of Good knight Brand and its easy availability.



- The study revealed that there is a significant difference between demographic variables (age, gender, education, income, occupation, family size and nature of family) and brand preferences of toothpaste, bathing soap, hair shampoo, hair oil and mosquito repellent brands.
- It has been depicted that there is no significant relationship between marital status and brand preferences of toothpaste, bathing soap, hair shampoo, hair oil and mosquito repellent.
- It has been observed that there is no significant relationship between occupation and brand preferences of mosquito repellent.
- It is observed that most of the respondents preferred nearest shop for purchasing FMCG products followed by big retail store, shop in town and other places. The reasons could be like high consumption of these products and small packs availability which are priced low for which consumers may not like to travel to far off places to procure them.
- It has been revealed that most of the respondents felt that product range and location of the store followed by credit facility, price & quality, friendly nature of shop keeper and shop of known person were considered as most important factors which affects their buying decisions while purchasing FMCG Mosquito Refill products.
- It was depicted that most of the respondents felt that promotional offers such as buy two get one free were preferred over the other offers like price discount, bundled offer with another product and free gift. It can be inferred that with the evolution of organised retail schemes such as buy one get one (BOGO) have become very popular.
- It has been observed that changing financial position, emerging beauty consciousness, to protect health, to be fashionable and to live healthy and hygienic life are factors preferred by the respondents to buy a particular Mosquito Refill product.
- In accordance with India being a patriarchal society the study revealed that branding preference decisions in buying FMCG Mosquito Refill products are taken by father/father-in-law as they are considered as head of the family followed by others like husband, wife, mother, mother-in-law and children. From among the 837 respondents of 101 agreed that all the members in the family take decisions.
- The study depicts that gender, marital status, education, income, size of family and nature of family of the respondents have significant relationship with the post purchase behaviour towards select FMCG Mosquito Refill products.
- It has been revealed that age and occupation of the respondents has no significant relationship with the post purchase behaviour towards selected FMCG Mosquito Refill products.
- It was observed that most of the respondents agreed that they will not visit more than one store to collect information about FMCG Mosquito Refill products as these are low price products and much information need not be gathered before buying the product.
- It has been revealed that majority of the respondents change branding decisions while at the store and the reason could be multiple brands being made available by the retailer and changing promotional offers at the stores.
- It has been depicted that product availability, product range are the factors influencing brand decisions while purchasing at the store followed by discounts, views of other customers, products endorsed by celebrity/famous personalities and products recommended by the shop keeper.
- For not changing the brand It was observed that majority of the respondents in mosquito repellent, could be the confident with which consumer holds on the brand and availability.
- It has been revealed that majority of the respondents felt that price is an important factor which they consider while purchasing the product.
- The study revealed that majority of the respondents agree that product quality is considered as an important factor while purchasing brands of mosquito repellent.
- The study revealed that most of the respondents considered kills mosquito faster and has a good fragrance as very important product attributes while purchasing brands of mosquito repellent followed by past experience, new arrival and influenced by advertisements.
- The study depicted that age and gender of the respondents has significant relationship and product attributes of mosquito repellents.
- It is found that marital status of the respondents has no significant relationship



with the product attributes of mosquito repellents.

- It is noteworthy that education of the respondents has significant relationship with the product attributes of mosquito repellent.
- It is observed that income of the respondents has significant relationship with the product attributes of mosquito repellents.
- The study revealed that occupation of the respondents has no significant relationship with the product attributes of mosquito repellents.
- It has been observed that family size of the respondents has significant relationship with the product attributes of mosquito repellents.
- The study revealed that family size of the respondents has no significant relationship with the product attributes of bathing soap.
- It has been observed that nature of family of the respondents has significant relationship with the product attributes of mosquito repellents.
- It has been depicted that most of the respondents gave importance to brand while buying brands of mosquito repellent. Brands have become popular even in rural areas because of the advent of small packs in the above mentioned categories of products and display of these products have increased with the evolution of organised retail formats.
- Nature of family of the respondents is also an influencing factor in deciding consumer behaviour in FMCG products purchase since the quantity and quality of purchase is depending upon the number of family members. A maximum of 82.9 % of the respondents' belong to nuclear family and the rest 17.1 % are from joint families.

H. SUGGESTIONS

- The manufacturers should establish their brands and penetrate into all markets in the years to come through implementation of effective marketing strategies.
- Companies should advertise in TV channels during prime time and also use digital media for advertising with a focus on the product attributes, characteristics and nature of the product so as to induce the brand knowledge.
- Corporate should pay attention to demographic variables such as gender, age, income and social status and design products which suits each segment and at different price points so as to increase demand for the products.

- Manufacturers should take care of the total process in producing good quality product so as to retain its image in the long term.
- It is advisable that the companies stock enough inventory with the retailers located in rural areas and also depute sub-stockiest to cater to these markets through proper incentive model.
- Packaging decisions needs to be taken according to the market and product category needs to be reviewed over a period of time with the changes in the consumer behaviour.
- As respondents demonstrated relatively little trust in the conventional promotional messages, corporate world needs to develop rural specific promotional strategy, which is conducted at local level to promote and sell FMCG Mosquito Refill products in rural areas.
- Consumers are aware of affects of mosquito repellent usage, so a thorough check has to be made and verify the chemical ingredients used to manufacture mosquito repellents before they buy the products. Manufacturers should maintain transparency in educating customers on health impact of using mosquito repellents.
- The discount offer, free gifts, extra quantity for same price, shelf display measures, point of sale advertisement and more margins for the shopkeepers had been considered effective for all product segments. Though there is no predominant influence of these offers, these attempts will help consumers to move on to an expected level in purchase of at least select items. Hence, the manufacturers of products shall pay their attention to these aspects and try the possibility of winning through these promotional offers.

I. CONCLUSION

The research concludes that consumer awareness about FMCG Mosquito Refill products has increased and they are able to take decisions about which brand to buy and what type of promotions are available in various categories of products. They make planned purchases of quality products which is branded from the nearest store. They are able to collect maximum information of the product through television advertisements and shift to other brands of FMCG products if not satisfied. In recent times consumers based in Andhra Pradesh are accustomed to buy more of FMCG products and trying out various brands, so an understanding of the consumer behaviour enables the marketers to take marketing decisions which are in tune with consumer needs.

J. SCOPE FOR FURTHER RESEARCH

The study of consumer behaviour has become an important part for the business houses in the changing market scenario. So the study Consumer



preferences with respect to other food and non-food categories of FMCG products may be studied. A Study on Consumer Preferences of Selecting Fast Moving Consumer Goods in other parts of the country may also be studied in the future. And also various other products like Bathe Soaps, Tooth Paste, Hair Oils, Shampoos, Health Care, Food Products can be studied and compared in between.

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