



A STUDY ON CONSUMER BEHAVIOUR TOWARDS FMCG DURABLE GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY

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ABSTRACT

The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. The Fast Moving Consumer Durable Goods are electronic goods. The study used primary data of consumer to find out the brand awareness of the product that can helpful in finding preference of brand and satisfaction of the product. The various tools like simple percentage analysis, Ranking analysis and Likert Scale analysis were used in the study. The suggestion FMCG is adopting user friendly technology that can make consumer to buy the product. Finally FMCG Durable providing well in terms of goods and services and it is satisfied

KEYWORDS: Brand awareness, user friendly technology, high-end technology

1. INTRODUCTION

India is the seventh largest consumer market in the world. The Indian consumer profile has been developed and changed in terms of education, income, occupation, and reference group and media habits. The consumer buying preferences are rapidly changing and moving towards high-end technology products with acculturation. The consumer is brand-conscious, but not necessarily brand-loyal, and might even pick up a reliable private label if it offers good price and quality values. Durable and Non-durable items which include certain electronic goods like mobile phones, televisions, refrigerators, washing machines, and digital camera. These FMCG's electronic items are targeted towards frequent consumption of consumers from the high end to end.

2. STATEMENT OF THE PROBLEM

Fast Moving Consumer Goods (FMCG) are products that are sold quickly at relatively low cost. The profit from these products is relatively very

small and the selling is in large quantities, so the cumulative profit on such products can be large. The productions of Fast Moving Consumer Goods Companies have massive competition and they are forced to find new ways of making money. At present the consumers are more dynamic, their taste, preferences are also changing. The consumer has certain expectation from branded items in terms of its quality, price and packaging. The consumers are finding various problems in selecting their expectation to know the consumer behavior in the purchase decision in the FMCGs products in the field of consumer behavior of FMCG in the Coimbatore city

3. OBJECTIVE OF THE STUDY

- To know the brand awareness of FMCG durable goods
- To identify the factors influencing for buying decisions of FMCG electronics goods



4. RESEARCH METHODOLOGY

Source of Data	Primary Data
Period of Study	6 Months
Area of Study	Coimbatore city
Sample Size	120
Sampling Technique	Convenience Sampling technique

5. STATISTICAL TOOLS

1. Simple percentage analysis.
2. Ranking analysis.
3. Likert Scale analysis.

6. REVIEW OF LITERATURE

Dr. Vibhuti, Dr. Ajay kumar Tyagi(2019), 'have studied a case on consumer behaviour towards all FMCG goods items, in this category include all the consumables (other than groceries: pulses). The paper reveals that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. The researchers conclude that almost every FMCG company has been riding the waves of growth in the last 20 years and it won't be any different in the future.'

Dr. K. Vijayakumar, R. Nijanthan(2019), 'studied a case on consumer behaviour towards fmcg products in karur district, The paper reveals the brand awareness of the consumer and the level of

preference among FMCG products. The researcher conclude the FMCGs sector is a very dynamic sector in India, a major goal is to be satisfies their needs and wants of consumer, hence the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and better serving their customers.'

Dr. B. Kishore Babu, N. Rajeswari and Naidu Mounika (2018), 'conducted "An Empirical Study on Consumer Green Buying Behaviour, Vijayawada, Andhra Pradesh", at different places of Vijayawada, interviewed 180 respondents and found that there is a dramatic increase in the purchase and consumption of eco-friendly products but still there is a gap in the purchase. This is due to factors like availability i.e. normal products are much available compared to eco-friendly products and still there are consumers who pay more to acquire eco-friendly products.'

7. TABLE

• SIMPLE PERCENTAGE ANALYSIS

TABLE SHOWING WHO INFLUENCED TO TAKE UP FMCG PRODUCTS

S.No	Categories	No.of Respondents	Percentage (%)
1	Online Shopping	12	10
2	Retailers	38	31.67
3	Showroom	64	53.33
4	Agents	6	5
		120	100

INTERPRETATION

Table show that 10% of the respondents are influenced by Online shopping, 31.67% of the respondents are influenced by Retailers,53.33 of the respondents are influenced by Showroom,5% of the respondents are influenced by Agents.

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The majority (53.33%) of the respondents are influenced



• LIKERT SCALE ANALYSIS

TABLE SHOWING BRAND AWARENESS OF FMCG PRODUCTS

S.NO.	Factors					TOTAL	Likert Scale
	Likert Scale Value (x)	3	2	1			
1.	Sure decision about the brand before buying	f	55	40	25	120	2.25
		fx	165	80	25	270	
2.	Helps to recall the attributes of the products	f	15	60	45	120	1.75
		fx	45	120	45	210	
3.	Brand knowledge helps to identify the quality of the products	f	20	60	40	120	1.83
		fx	60	120	40	220	
4.	Stimulates the use of the same brand	f	65	35	20	120	2.375
		fx	195	70	20	285	
5.	Enables ones to understand the image of the brand	f	40	40	40	120	2
		fx	120	80	40	240	

INTERPRETATION

From the above table, it shows the level of opinion regarding brand awareness of FMCG products.

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Likert Scale value is 2.375 which is lesser than the Mid Value (2), So that the Respondents feel that they have neither satisfied nor neutral regarding brand awareness of FMCG products.

8. SUGGESTIONS

- Adopting user friendly technology in FMCG Durable goods.
- Provide brochure about FMCG Durable goods to the customer.
- Consider customer expectation for the sales.
- Provide quality services to customers in FMCG industry.
- Improve brand image with FMCG industry products.
- Improve the efficiency of customer care service.
- Provide free service and other facilities.
- Consultation service for FMCG Durable goods buyer in the market.

9. CONCLUSION

Consumer behaviour is an important aspect of each and every business organization. The

researcher has taken an effort to study to consumer behaviour towards FMCG durable goods in Coimbatore district. Consumers are able to realise the need of the product, have extensive awareness of the product, and have suitable information sources of the product. They are meticulous about purchasing from outlets of the FMCG durable goods. The present study reveals that, the consumers of FMCG goods mostly choose products by the quality and the brand loyalty of the FMCG products and services. They derive characteristics through their experience of the product and make careful study on the negative effect and quality of product. They also approach the stockists of FMCG and make suitable purchase decision. They are able to collect maximum information of the product through Television advertisements. In the present study, various factors of consumer behaviour provide greater satisfaction towards FMCG durable goods. Hence, the present study concludes that the FMCG durable goods and services have been providing a lot of satisfaction to the consumers in Coimbatore District

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