



Behaviour of Buyers in FmCG Market

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ABSTRACT

Marketing plays a dominant role in passage of goods from the producer to ultimate consumers. It's only the concept of marketing which helps the consumers to make their brand choice. The expansion of market to vast area necessitated collection of information about competition, consumer brand preference and their behavior. Every marketer must know the consumer attitude towards a particular brand for his survival.

Consumer makes their choice according to their educational income and occupational status and therefore, it becomes imperative to conduct this study to understand how the consumer makes a choice from amongst a vast ocean of products in FMCG market.

KEYWORDS : Brand, FMCG, Marketing and Sampling

Introduction

According to William J. Stanton, marketing is a total system of interfacing business activities designed to plan, price, promote, and distribute, products and services to present to the potential consumers. Every entrepreneur is buying to make his products more popular only through customer satisfaction. The behaviour of buyers is influenced by many factors such as age, income, occupation, family size, life style and so on.

Review of Literature

R. Rajendran, (2002) in his study on, "Consumer Preference with Special Reference to Toothpaste in Perambalur Town" has identified the factors influencing the purchase of a particular brand of toothpaste.

A. Muthulakshmi (2002) in her study on "Brand Preference of Cosmetic Products – A Study with Reference to Kovilpatti Town" has analyzed consumer awareness of cosmetic product.

R. Sahila (2004) in her study on "Consumer Behaviour towards Hindustan Lever Limited's Products with Special Reference to Sattur Town" has suggested that the consumers give more importance to the quality of the product.

S. Jeyakumar (2007) in his thesis on "Brand Preference of Fast Moving Consumer Goods with Special Reference to Sattur Town" has analyzed that the consumers do not bother about the price of the product, but they give importance to the quality of the product.

Objectives of the Study

To examine the FMCG market

To compile the profile of the respondents

To analyze the Buying Behaviour of Buyers in Madurai

To offer suitable suggestions based on the findings of the study.

Scope of the Study

The study has been undertaken with special reference to Madurai Town only. The study will be very useful to the candidates those who are going to take up the study in the related field. Besides, the findings of the study will be very helpful to the marketers and retailers and the like. 300 respondents' views are taken into consideration.

Limitations of the study

This study is restricted to Madurai Town only. The interview might not have given full fairness opinion about the brands. They may have hid-

den some of the fact, thinking of their weaknesses of purchase-decision.

Sampling

300 respondents were selected by applying simple random sampling technique.

Data Analysis

A total of 300 consumers were randomly selected and surveyed. A majority of the sample respondents were males and more than 56.67 per cent of them were in the age group of 20-30 years. The majority of them were unmarried. The respondents had different levels of Educational Qualifications and were engaged in different jobs; some of them were Government Employees. Above 28.67 per cent of the respondents were earning below Rs.5,000 per month.

Influence of Media

Particulars	No. of Respondents	%
Yes	97	32.33
No	203	67.67
Total	300	100.00

Source: Primary Data

Table shows that 32.33 per cent of the respondents are influenced through media to buy brands and 67.67 per cent of the respondents are not influenced by any of the media.

Occupation of the respondents and their purchase frequency

Occupation	Purchase Frequency			Total
	Once	Twice	Thrice	
Govt. Employees	21	34	18	73
Private Employees	22	43	16	81
Businessmen and Professionals	16	45	16	77
Agriculturists and Homemakers	9	44	16	69
Total	68	166	68	300

**Source: Primary Data
Chi-square Test**

Null Hypothesis: Occupation does not influence purchase frequency

O	E	O-E	(O-E) ²	(O-E) ² /E
21	16.5	4.5	19.832	1.199
34	40.4	-6.4	40.875	1.012
18	16.1	1.9	3.764	0.234
22	18.4	3.6	13.250	0.722
43	44.8	-1.8	3.312	0.074
16	17.8	-1.8	3.312	0.186
16	17.5	-1.5	2.112	0.121
45	42.6	2.4	5.728	0.134
16	16.9	-0.9	0.884	0.052
9	15.6	-6.6	44.090	2.819
44	38.2	5.8	33.872	0.887
16	15.2	0.8	0.672	0.044
Total				7.48

Source: Computed Primary Data

Degrees of Freedom	=	(c-1) (r-1)
	=	(4-1) (3-1) = 6
	=	
Calculated Value of χ^2	=	7.48
Table Value of χ^2 at 0.05	=	12.6

Since, the calculated value (7.48) is less than the table value at five (0.05) per cent level of significance, the null hypothesis is accepted. Hence, it is concluded that the occupation of the respondents does not influence the frequency of purchase.

Size of the Family and Purchase frequency

Size of the Family	Purchase frequency			Total
	Once	Twice	Thrice	
Upto 3 Members	8	31	12	51
3 – 4 Members	12	50	20	82
4 – 5 Members	28	50	27	105
Above 5 Members	20	35	7	62
Total	68	166	66	300

Source: Primary Data
Chi-square Test

Null Hypothesis: Family size does not influence purchase frequency.

O	E	O-E	(O-E) ²	(O-E) ² /E
8	11.6	-3.6	12.674	1.096
31	28.2	2.8	7.728	0.274
12	11.2	0.8	0.608	0.054
12	18.6	-6.6	43.384	2.334
50	45.4	4.6	21.406	0.472
20	18.0	2.0	3.842	0.213
28	23.8	4.2	17.640	0.741
50	58.1	-8.1	65.610	1.129
27	23.1	3.9	15.210	0.658
20	14.1	5.9	35.363	2.516
35	34.3	0.7	0.481	0.014
7	13.6	-6.6	44.090	3.232
Total				12.73

Source: Computed Primary Data

Degrees of Freedom	=	(c-1) (r-1)
	=	(4-1) (3-1) = 6
	=	
Calculated Value of χ^2	=	12.73
Table Value of χ^2 0.05	=	12.6

Since, the calculated value (12.73) is greater than the table value at five (0.05) per cent level of significance, the null hypothesis is rejected. Hence, it is concluded that the Size of the Family has influence over purchase frequency.

Suggestions

To create awareness and to retain loyal customers.

To make use of all modes of Promotions.

To focus on segmentation, targeting and positioning strategies.

To do product researches and product innovations.

To reduce the price of the products so as to increase the sales.

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