



A Study on Consumer Behaviour Towards Fast Moving Consumer Goods With Special Reference To Mayiladuthurai.

KEYWORDS

consumer behaviour, FMCG, consumption pattern, Analysis of different FMCG product.

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ABSTRACT

The study of consumer behaviour is the study of how individuals make decisions to spend their available resources-money, time and effort-on consumption-related items. The term consumer behaviour that consumer display in searching for purchasing, using evaluating and disposing of products, services and ideas, which they expect will satisfy their needs. FMCG is Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods. In recent years, the fast moving consumer goods sector (FMCG) is witnessing increased use of sales promotion activities all over the world. Both primary and secondary sources of data were used. Well structured schedule was designed to elicit necessary data. The primary data have been collected through questionnaire which was distributed to 150 samples chosen from Mayiladuthurai town.

Introduction:

The consumer behaviour plays an important role in marketing. This is influenced by various factors. The term consumer behaviour that consumer display in searching for purchasing, using evaluating and disposing of products, services and ideas, which they expect will satisfy their needs. The FMCG sector shows tremendous growth last few years. Compare to other sector investors prefer to make their investment in this sector only. However there is high growth tendency for FMCG sector it faces some difficulties in achieving their destination. Hence the purpose of this study is to identify the force that influence on consumer shopping pattern. The study of consumer behavior not only include reasons for buying but also the consumption process of the consumer at large. In the entire process of buying, consumers get driven by influences such as feelings, motivation, income, lifestyle, opinions, culture, personality etc.

Fast Moving Consumer Goods

Products which have a quick turnover, and relatively low cost are known as Fast Moving Consumer Goods (FMCG). Fast Moving Consumer Goods (FMCG) - alternatively known as consumer packaged goods (CPG). FMCG products are those that get replaced within a year. Fast moving consumer goods (FMCG) sector is one of the booming sectors of the Indian economy which has experienced outstanding growth in the past decade. This sector comprises of five main segments, which include personal care, household care, branded and packaged food, beverages and tobacco. Personal care comprises of oral care, hair care, toiletries soaps and cosmetics; household care comprises of fabric wash and household cleaners and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates and staples. In recent years, the fast moving consumer goods sector (FMCG) is witnessing increased use of sales promotion activities all over the world. India's FMCG sector is the 4th largest sector in the economy.

Scope of the Study

The present study target of MAYILADUTHURAI -FMCG consumers, understanding their behaviour helps to identify

the preference. This study would help to explore the consumption patterns, purchasing behaviour on the purchase of particular FMCG product. The insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer.

Statement of the Problems

The consumers are finding various problems to select their fast moving consumer goods. It is identified that there is a need for research work in the field of consumer behavior of FMCGS in Mayiladuthurai town. The research deals with the questions like.

1. What are the factors that influence the consumer in the purchase of FMCGS?
2. What is the level of awareness of consumer regarding FMCGS?
3. What is the level of satisfaction and problems faced by consumers in FMCGS?

Objectives of the study

- To study the conceptual framework of consumer behaviour in FMCGS.
- To analysis the attributes of different FMCG product.
- To examine the influence of demographic variance on the factors of need recognition evaluation of pre purchase behaviour and post purchase behaviour.
- To suggest suitable measures for strengthening the consumer Behaviour in FMCGS.

Methodology

Survey method has been followed for the study. Both primary and secondary sources of data were used. Well structured schedule was designed to elicit necessary data. The primary data have been collected through questionnaire which was distributed to 150 samples chosen from Mayiladuthurai town. The secondary data was collected from the books, journals and web portals. The tools used for analysis are percentage analysis and chi-square.

Sampling Technique

Convenient sampling techniques was used to select the respondents.

Hypotheses

- There is no association between age group and respondents know about this particular brand.
- There is no association between age group and respondent purchase shop
- There is no association between age group and respondent how long been used in the FMCG brand
- There is no association between age group and prefer a quality of FMCG product

CHI SQUARE TEST

Table : 1

From the data given below about the age and know about this particular brand.

particulars	Upto 30	31-40	41-50	Above 51	Total
Tv (or) Radio	11	7	14	4	36
News paper	5	12	12	5	34
Magazine	6	4	5	3	18
Friends	10	6	10	4	30
Neighbors	2	3	4	3	12
Colleagues	2	10	7	1	20
Total	36	42	52	20	150

HO : There is no significance of association between age group and respondents know about this particular brand.

Chi square value	d.f	Table value at 5%	Significance
14.55	15	25.0	Significant

This null hypothesis was Accepted

The calculated value of chi – square test is 14.55 which is less than the table value of 25.0 at 5 percent level of significance . It is inferred that there was no significance association between age and respondent know about this particular brand.

Table : 2

From the data given below about the age and respondents where do you purchase

Particulars	Upto 30	31-40	41-50	Above 51	Total
Grossary shop	8	25	25	6	64
Departmental Store	18	9	19	3	49
Supermarket	8	4	3	1	16
Medical shop	2	4	5	10	21
Total	36	42	52	20	150

HO : There is no significance of association between age group and respondent purchase Shop

Chi square value	d.f	Table value at 5%	Significance
42.50	9	16.9	Significant

This hypothesis was Rejected

The calculated value of chi – square test is 42.50 which is higher than the table value of 16.9 at 5 percent level of significance . It is inferred that there was significance association between age and where do you purchase in the respondent .

Table 3

From the data given below about the age and respondents how long been used

Particulars	Upto 30	31-40	41-50	Above 51	Total
Upto 3 years	22	19	14	5	60
4 to 6 years	11	12	14	2	39
7 -10 years	2	8	15	2	27
Above 10 years	1	3	9	11	24
total	36	42	52	20	150

HO : There is no significance of difference between age group and respondent how long been used in the FMCG brand

Chi square value	d.f	Table value at 5%	Significance
42.32	9	16.9	Significant

This hypothesis was Rejected

The calculated value of chi – square test is 42.32 which is higher than the table value of 16.9 at 5 percent level of significance . It is inferred that there was significance association between age and how long been where do you purchase in the respondent.

Table:4

From the data given below about the age and respondents prefer a quality

Particulars	Upto 30	31-40	41-50	Above 51	Total
High quality	22	10	12	9	53
Reasonable-quality	10	11	30	2	53
Lowest quality	4	21	10	9	44
Total	36	42	52	20	150

HO : There is no association between age group and respondent prefer a quality

Chi square value	d.f	Table value at 5%	Significance
37.32	6	12.6	Significant

This hypothesis was Rejected

The calculated value of chi – square test is 37.32 which is higher than the table value of 12.6 at 5 percent level of significance. It is inferred that there was significance association between age and prefer a quality of the respondents.

The Major Findings

- 35 percent of the respondent age in 41 - 50 years old. 13 percent of the respondent were above 51years old.
- The sex of the respondents 60 percentage of the respondent of them were male 40 percent of the respondent were them female.
- Majority 76 percent of the respondent were married. 24 percent of the respondent were single.
- The respondents were classified into two places, that 53% of the respondents belongs to village. 47 percent of the respondent belongs to town.
- It was observed that 74 percent of the respondents possess ITI/Diploma/Degree/Professional Course and 26 percent of the respondents had completed their up to Hrs.
- More than 37 percent of the respondents belonged to professional. 63 percent of the respondents belonged to agriculture.

- Majority 70 percent of the respondents earning an income up to 10,000. 30 percent of the respondents earning an income 10001 -20000.
- Majority of the respondents using the clinic plus shampoo. Rural area peoples were use various natural products like reetha seeds and amla for hair cleaning. Shampoos in India are available as a general hair cleaner and in anti-dandruff versions. Shampoos are generally viewed as expensive products and the lower consumer group uses the ordinary toilet soaps for hair wash.
- More than 70 percent of the respondents prefer softness the hair. Minimum 10 percent of the respondent prefer by the prevent dandruff control, prevent hair fall and keep the hair root healthy and strong.
- 47 percent of the respondents were satisfied in using this shampoo. Minimum 7 percent of the respondent were dissatisfied using the shampoo.
- More than 60 percent of the respondent were occupies the Marie Gold biscuit, minimum of 7 percent of the respondent were occupies the 50-50 biscuit and other 7 percent of the respondents were occupies tiger, Parle-g.
- More than 53 percent of the respondents to prefer the biscuit were very tasty and less than 10 percent of the respondents to prefer the biscuit were reduce their hungry.
- Using of biscuit is more than 43 percent of the respondents were satisfied, the below 7 percent of respondents were highly dissatisfied in the using of biscuit because their food habits.
- Majority 30 percent of the respondent were using the bathing soap is a minimum level of 7 percent of the respondents were using LUX.
- Majority of 33 percent of the respondent accept to prefer the bathing soap for reason is to avoid allergy. The minority of 7 percentage of respondent were preferred that soap reason for Fairness.
- More than 74 percent of the respondents were satisfied their bathing soap and less than 3 percentage of the respondent were natural and highly dissatisfied of using their bathing soap.
- The highest level of 67 percent of the respondent were using the toothpaste in colgate. The low level of 3 percent of respondent were using the toothpaste is vicco.
- Majority of the respondents were 30 percent prefer the toothpaste for reason to strong teeth and minority, 10 percent of the respondents prefer tooth paste in white ness teeth.
- The respondent were more than 67 percent were satisfied in using the toothpaste , the less than 3 percent of the respondents were highly dissatisfied for using the toothpaste.
- Mosquito Repellent is a highly well distributed product as evidenced from a high penetration level of 87%, which has a leveled distribution both in rural and urban areas. table 3.20, is represent the more than 43 percentage respondents using the mosquito repellent is Good knight , and less than 4 percentage of respondents were using the mosquito repellent are coils and mats.
- More than 60 percent of the respondents were prefer that mosquito repellent reason for it is safeguard from mosquito , less than 10 percent of the respondent were prefer that mosquito repellent reason for to get sound sleep and insects also.
- More than 70 percent of the respondents were satisfied in using the mosquito repellent. Less than 3 percentages of the respondents were highly dissatisfied of using the mosquito repellent.
- The respondents know about this particular brand is more than 70 percent know through TV (or) Radio and less than 4 percent of the respondent were know the particular brand through neighbors. Most of the respondent select in TV (or) Radio because easily understand in visually.
- 53 percent of the respondents were purchasing in Grossary shop and less than 20 percent of the respondents were purchasing in super market. More respondent choose grossary shops because easy available of good and communication process.
- More than 50 percent of the respondents prefer in quantity pack is above 100 grams because it is very economical.
- More than 43 percent of the respondents using FMCG product is above 10 years , and less than 7 percent of the respondents were using the FMCG product is 7 -10 years.
- More than 63 percent of the respondents were o prefer the FMCG product in with the reasonable quality and less than 7 percent of respondents prefer the FMCG product with the lowest quality because avoid high cost.
- Majority of 57 percent of the respondents prefer in this particular brand for high quality and minority of 6 percent of the respondents were prefer in this particular brand for low price because most of the respondents belongs to middle class family.
- More than 34 percent of the respondents often to purchase in FMCG usually for weekly once and less than 13 percent of the respondents represent often to purchase in FMCG usually for fortnight.
- More than 93 percentage of the respondents were don't want to change brand but 7 percent of the respondent were want to change in the brand.
- It was found that more than 54 percent of respondents were don't want to change in the product because it fits to respondents health and less than 3 percent of the respondents want to change in the product because other brands are better than this brand.

Suggestion

- To give the original advertisement about the product.
- Customer aware to choose the original product.
- MRP rate will be print in bold letter.
- Biscuit company to improve their product will be healthy.
- To add more chemical. It will affect our health. So reduce the chemicals.
- Producer to create awareness to introducing the new products.
- Many people to choose sample pack product and then purchase bulk. So manufacturer if introduce any new product first improve the sample pack.
- In initial stage customer expect free of the introducing product.

Conclusion

The FMCG industry includes food and non-food everyday consumer products. They are usually purchased as an outcome of small-scale consumer decision so they are heavily supported (advertising, promotion) by the manufacturers. Typical purchasing of these goods occurs at grocery stores, supermarkets, hypermarkets etc. The manufacturers are always exploring new outlets and sales locations while the traditional retailers have introduced private label brands to

capture additional profit. Every one of us uses fast moving consumer products every day.

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