



**ORIGINAL RESEARCH PAPER**

**Commerce**

**A BIRD VIEW ON USERS' AWARENESS TOWARDS FAST MOOVING CONSUMER GOODS**

**KEY WORDS:** Product, Customer, FMCG, Expenditure, Behaviour.

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**ABSTRACT**

Marketing is so much more than creating a catchy phrase or a jingle people will sing for days. Understanding consumer behavior is a vital aspect of marketing. Consumer behavior is the study of how people make decisions about what they buy, want, need, or act in regards to a product, service, or company. It is critical to understand consumer behavior to know how potential customers will respond to a new product or service. It also helps companies identify opportunities that are not currently met. People have always been fashion conscious and of late, that consciousness is gaining momentum in all walks of life. Every FMCG industry in India has development potential, which will be shaped by shifting consumer expenditure and behaviour. Richer family will drive growth in optional products while the rest of the residents embrace essentials. This briefing looks at the FMCG landscape at present and in the future, highlighting the trends and drivers that players in India need to be aware of. The present study aimed to know the user's awareness towards FMCG products in Erode district.

**INTRODUCTION**

Fast moving consumer products in India are facing increasingly competitive challenges as with other industries around the world. The advancement of science and technology offered the people new foods processing vessels, equipment and tools but still people are in search of new techniques to speed up the cooking process in order to cope up with mechanical life, as they do not have sufficient time to cook food in the conventional methods. FMCG sector is a significant contributor to India's Gross Domestic Product and is also the fourth leading sector in the Indian economy, accountable for providing employment. This sector also generates employment for about three million people in downstream activities, which are usually carried out in smaller towns and rural India. There is a much need to know consumer behavior towards fast moving consumer goods in Erode District of Tamilnadu. The growth of FMCG business is depends on consumer satisfaction when consumer satisfies the growth of the business in terms of sales would progressively increase. The Government of India's policies and regulatory frameworks such as relaxation of rules and approvals for foreign direct investment (FDI) in FMCG are some of the most important growth drivers in FMCG sector. There is a lot of scope for development in the FMCG sector from rural markets with consumption predictable to develop in these areas as penetration of brands increases. Thus, need was felt to protect consumers from excessive consumerism lawfully so that they can be protected. The present study aimed to know the user's awareness towards FMCG products in Erode district. Awareness gives satisfaction. Consumer satisfaction is a function of perceived performance and expectation. Feelings of satisfaction arises when customers compare their perception of the performance of a product or service to their desired and expectations. If the perceived performance of equals or exceeds a consumer's expectations then the consumer is satisfied. But is perceived performance falls short of his or her expectations then the consumers is dissatisfied decisions to defect or to patronize the products of a firm and products of a firm and dependent on a number of factors such as service, quality, relationship quality and over all service satisfaction. Every customer has certain wants and needs and a strong desire to satisfy them. To satisfy the wants they purchase certain goods under the impression that the goods would satisfy his wants. If the product satisfies him, the customer shall become the customer of the firm and also tell about the product to his friends and others. In this process, he advertises the product. This advertising improves the effectiveness of manufacturer's advertisements and other

sales efforts. Satisfaction is an important to the customer because it reflects a positive outcome from the outlay of scarce resources and / or the fulfillment of unmet needs.

**MATERIALS AND METHODS**

Poorani and Pakutarivu (2015) highlighted that the products that have a quick income are referred as fast moving consumer goods (FMCG). FMCG products are those that get restored within a year and are possible targets for brand FMCG sales promotion. FMCG, usually comprise a wide range of regularly purchased consumer products such as toiletries, cosmetics soap, tooth cleaning products, detergent cake, shaving product, and powder. FMCG also include pharmaceuticals, packaged food products, consumer electronics, soft drinks, chocolate bars and tissue paper. The current study aims to find out brand preference towards selecting a few FMCG products among consumer and the advertising media that reach the aim audience and make significant impact. Vipinkumar and Kavitha (2016) affirmed that consumer is the study of how consumer makes choice to use their respective resources such as time, money and effort for buying products using and disposing goods and services. Markets understanding of drivers of consumers successfully and attract new customers. In this study primary data were collected using structured questionnaire from a sample of 50 consumers. Secondary data were collected from various books, journals and website etc. Analysis and representations were done using correlation, percentages, and charts etc. The study tells certain facts relating to the scope of retailing and the changes in shopping behavior of consumers. The researcher has made some ideas for improving the scope of retailing in India.

Research design is the specification of procedures for collecting and analyzing the data necessary to help, identify or react to a problem or opportunity such that the difference between the cost of obtaining various levels of accuracy and the expected clue of the information associated with each level of accuracy is maximized. The validity of any research is based on the systematic method of data collection and analysis. The present study used both primary as well as secondary data. In this study descriptive design has been applied. The method of collection primary data is through questionnaires method. The researcher has collected 768 samples in Erode district by means of using questionnaires from the FMCG users. The respondents were selected on the basis of simple random sampling technique. Mean rank analysis was used for further analysis.

**RESULTS AND DISCUSSIONS**

The most successful brands are consistently creating an authentic customer experience around their consumable products, one that is worthwhile and personally engaging. These brands give their core target audience a more compelling reason to buy and create brand perceptions through their brands personality, promise, values, story and total brand world per se, which their customers find irresistible. Hence, the awareness of the FMCG consumers on various FMCG products was studied. Therefore it is necessary to identify the significant difference among the same for which a null hypothesis is formulated and tested with Friedman Test.

**Hypothesis**

H<sub>0</sub>: There is no significant difference between the awareness of the consumers and purchasing various brands of fast moving consumer goods.

H<sub>1</sub>: There is a significant difference between the awareness of the consumers and purchasing various brands of fast moving consumer goods.

**Table 1 Awareness Of The Consumers And Purchasing Various Brands Of Fast Moving Consumer Goods**

Products	Mean rank	Rank	Chi square value	'p' value
Household products	9.54	10	81.068	0.000*
Oral care	9.85	2		
Skin care	9.57	9		
Hair care	10.05	1		
Cosmetics	9.60	8		
Health products	9.41	14		
Dairy products	9.44	13		
Bakery products	8.70	17		
Paper products	9.67	5		
Confectionery	9.53	11		
Stationery products	9.40	15		
Foods	9.64	6		
Tobacco products	9.68	4		
Industrial products	9.33	16		
Garment products	9.78	3		
Natural products	9.50	12		
Beverages	9.62	7		
Match boxes and incense stick	8.69	18		

Note: \* Significant at 1% Level

It could be noted that hair care is ranked as first and followed by oral care which is placed in the second rank with a mean of 9.85. The remaining products such as garment items, tobacco products and paper products take up the ranks three, four and five respectively with a mean value of 9.78, 9.68 and 9.67. Food items and beverages were placed in sixth and seventh position with a mean value of 9.64 and 9.62. The eighth and ninth rank was given to cosmetics and skin care. Household products and confectionery were placed by the sample consumers in tenth and eleventh position with a mean value of 9.54 and 9.53. On the other hand natural, dairy, health and stationery products were earmarked on twelfth, thirteenth, fourteenth and fifteenth place. Lastly, the sample consumers had low awareness on industrial products, bakery products, match boxes and incense stick. The chi-square test shows that there is a significant relationship between the awareness of the consumers and purchasing various brands of fast moving consumer goods.

**RECOMMENDATIONS AND CONCLUSION**

FMCG companies and experts feel that the demand growth outlook in the near term looks healthy and that the consumer demand will be broad-based, meaning demand will come in from across the categories and across the markets. The rural

markets performed well. The growth of fast-moving consumer goods (FMCG) can mainly be attributed to the increase in the purchasing power of the Indian population and its sizeable youth population. There has been an increase in disposable incomes both in the urban cities as well as in rural India. Awareness-wise analysis shows that there is a significant relationship between the awareness of the consumers and purchasing various brands of fast moving consumer goods. Hence, it is suggested that FMCG companies will engage more in advertising, it will increase the brand awareness of consumers. The margin of profit on every individual FMCG product is less. However the huge number of goods sold is what makes the difference. Hence, profit in FMCG goods always translates to number of goods sold. Fast Moving Consumer Goods is a classification that refers to a wide range of frequently purchased consumer products including, toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets. 'Fast Moving' is in opposition to consumer durables such as kitchen appliances that are generally replaced less than once a year. The study infers that changing economic and social features has created a great impact on buying behavior of FMCG users. They are fully aware about the product and brand with their features and price. Hence, durable company should study these trends and implement their strategies for continued development.

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