

A STUDY ON CONSUMER SATISFACTION TOWARDS FMCG PRODUCTS IN TIRUNELVELI CITY

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ABSTRACT

The main aim of the study is to study the factors influencing consumer buying behavior and consumer decision making process and know the determinants of satisfaction of consumer towards FMCG products in Tirunelveli City. The researcher has used both the primary data and secondary data in this study. Field survey method was employed to collect primary data from 450 respondents framed questionnaire is used for data collection. Secondary data were collected through various journals, magazines, reports and newspapers. For the purpose of the study 450 respondents have been chosen in Tirunelveli City by using convenience sampling technique. The questionnaire was prepared and administered in person to all the respondents. The information collected have been edited for reliability and consistency and presented in a master table for analysis. The researcher has used different statistical tools namely ANOVA, multiple regression and correlation. It is concluded that occupation, educational qualification and monthly income of the consumer is a significant factor influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors. The study reveals that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and people's influence to purchase.

KEY WORDS: Consumer buying behavior, Consumer decision making process, Satisfaction and Determinants

INTRODUCTION

The growth of the FMCG sector, which primarily includes Food & beverages, personal care and household care has been driven in both the rural and urban segments. Rural consumption growth has outpaced urban consumption with the increase in percentage in monthly per capita expenditure in rural markets surpassing its urban counterparts over the past five years. Several government measures such as GST Bill, Food Security Bill and FDI in retail sector are expected to have a significant positive impact on the country's FMCG sector in the coming years.

STATEMENT OF THE PROBLEM

Fast Moving Consumer Goods (FMCG), are products that are sold quickly at reasonably low cost. The profit from these products is fairly very small and the selling is in large quantities, so the aggregate revenue on such products can be large. The fabrications of Fast Moving Consumer Goods companies have huge competition and they are forced to hook innovative means of making money. They did this by learning the consumer common needs and buying motives, and to developing the solution. This is very difficult because of the consumers has different needs, different prospects and also a sea changes in the standard of living and life styles. Presently the consumers are more vibrant, their sense of taste, favourites are also changing. The consumers are also considering product differentiation and the convenience offered. The consumer has certain expectation from branded items in terms of its quality, price and packaging. The money spent on advertisement makes the consumer aware of the up-to-date brands in the market. The markets conditions trendy do not adopt a structured functioning pattern. The status of marketing requirements to be understood in view of social dynamics and various economic and operational gap theories. Thus, suitable planning for market in terms of trade for channel infrastructure, technology and behavioural dimensions needs greater emphasis for achieving better economic efficiency. The consumers are finding various problems in selecting their fast moving consumer goods. It is very important for any company to know how the consumer perceive their products, services or the organization as a whole. It is the customer's perception which influences the products and services of the organization. If the organizations makes an attempt to find the consumer perception then, it can alter its products accordingly and offer to its consumer. In this study we are attempting to understand the customer perceptions so that the store can improve upon in the areas where the consumer does not have good perceptions. Ascertaining customer's perception becomes very complicated when it comes to retailing, as it is a part. In this background it is identified that there is a need for research work in the field of factors affecting consumer buying behavior and consumer decision making process and determinants of satisfaction of consumer towards FMCG products in Tirunelveli City.

SCOPE OF THE STUDY

The scope of the study in terms of objectives is restricted to the consumer behaviour towards Fast Moving Consumer Goods among the consumers in Tirunelveli City and to understand their behaviour to identify the preference and influence on the brand in taking purchase decision. In the present competitive scenario these insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also to retain the loyalty of the existing customer. The consumer is prepared to choose their right product not only based on their needs but also on the basis of delivering products to the interest of the consumers by the producers.

OBJECTIVES OF THE STUDY

- ✓ To study the factors influencing consumer buying behavior and consumer decision making process

- ✓ To know the determinants of satisfaction of consumer towards FMCG products in Tirunelveli City

HYPOTHESES

- There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and profile of customers.
- There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and satisfaction towards FMCG products.

METHODOLOGY

The researcher has used both the primary data and secondary data in this study. Field survey method was employed to collect primary data from 450 respondents framed questionnaire is used for data collection. Secondary data were collected through various journals, magazines, reports and newspapers. For the purpose of the study 450 respondents have been chosen in Tirunelveli City by using convenience sampling technique. The questionnaire was prepared and administered in person to all the respondents. The information collected have been edited for reliability and consistency and presented in a master table for analysis. The researcher has used different statistical tools namely ANOVA, multiple regression and correlation.

ANALYSIS AND INTERPRETATION

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Age group of consumer

In order to find out the relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and age group of consumer, analysis of variance (ANOVA) was attempted with the null hypothesis as, "There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and age group of consumer". The results of ANOVA is given in Table 1.

Table 1

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Age group of consumer - ANOVA

Purchase influential factors	Age	Sum of Squares	df	Mean Square	F	p Value
Products factors	Between Groups	125.104	3	41.701	2.600	0.052
	Within Groups	7153.954	446	16.040		
	Total	7279.058	449			
Price factors	Between Groups	355.774	3	118.591	5.005	0.002
	Within Groups	10567.417	446	23.694		

	Total	10923.191	449			
Place factors	Between Groups	178.563	3	59.521	2.934	0.033
	Within Groups	9046.994	446	20.285		
	Total	9225.558	449			
Promotion factors	Between Groups	122.642	3	40.881	1.171	0.320
	Within Groups	15567.858	446	34.906		
	Total	15690.500	449			

Source: Computed data

The above table shows the results of ANOVA based on factors influencing consumer buying behavior and consumer decision making process of FMCG products among different age group of consumer. Since the 'p' value of factors influencing consumer buying behavior and consumer decision making process of FMCG products namely price factors and place factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that age wise there is a significant difference in factors influencing consumer buying behavior and consumer decision making process of FMCG products namely price factors and place factors. Table further shows that since the 'p' value of factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors and promotion factors are higher than 0.05, the null hypothesis is accepted. Therefore it may be concluded that age wise there is no significant difference in factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors and promotion factors.

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Occupation of consumer

In order to find out the relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and occupation of consumer, analysis of variance (ANOVA) was attempted with the null hypothesis as, "There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and occupation of consumer". The results of ANOVA is given in Table 2.

Table 2

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Occupation of consumer - ANOVA

Purchase influential factors	Occupation	Sum of Squares	df	Mean Square	F	p Value
Products factors	Between Groups	1654.068	2	827.034	65.722	.000
	Within Groups	5624.990	447	12.584		
	Total	7279.058	449			
Price factors	Between Groups	4495.032	2	2247.516	156.287	.000
	Within Groups	6428.159	447	14.381		

	Total	10923.191	449			
Place factors	Between Groups	1473.881	2	736.941	42.496	.000
	Within Groups	7751.677	447	17.342		
	Total	9225.558	449			
Promotion factors	Between Groups	599.405	2	299.703	8.877	.000
	Within Groups	15091.095	447	33.761		
	Total	15690.500	449			

Source: Computed data

The above table shows the results of ANOVA based on factors influencing consumer buying behavior and consumer decision making process of FMCG products among different occupation of consumer. Since the 'p' value of factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that occupation wise there is a significant difference in factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors.

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Educational Background of consumer

In order to find out the relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and educational background of consumer, analysis of variance (ANOVA) was attempted with the null hypothesis as, "There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and educational background of consumer". The results of ANOVA is given in Table 3.

Table 3

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Educational Background of consumer - ANOVA

Purchase influential factors	Educational Background	Sum of Squares	df	Mean Square	F	p Value
Products factors	Between Groups	4003.853	3	1334.618	181.741	.000
	Within Groups	3275.205	446	7.344		
	Total	7279.058	449			
Price factors	Between Groups	3804.941	3	1268.314	79.467	.000
	Within Groups	7118.250	446	15.960		
	Total	10923.191	449			
Place factors	Between Groups	1471.275	3	490.425	28.208	.000
	Within Groups	7754.283	446	17.386		
	Total	9225.558	449			

Promotion factors	Between Groups	3716.299	3	1238.766	46.140	.000
	Within Groups	11974.201	446	26.848		
	Total	15690.500	449			

Source: Computed data

The above table shows the results of ANOVA based on factors influencing consumer buying behavior and consumer decision making process of FMCG products among different educational background of consumer. Since the 'p' value of factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that educational background wise there is a significant difference in factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors.

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Monthly Income of consumer

In order to find out the relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and monthly income of consumer, analysis of variance (ANOVA) was attempted with the null hypothesis as, "There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and monthly income of consumer". The results of ANOVA is given in Table 4.

Table 4

Factors influencing consumer buying behavior and consumer decision making process of FMCG products and Monthly Income of consumer - ANOVA

Purchase influential factors	Monthly Income	Sum of Squares	df	Mean Square	F	p Value
Products factors	Between Groups	529.295	3	176.432	11.658	.000
	Within Groups	6749.763	446	15.134		
	Total	7279.058	449			
Price factors	Between Groups	1074.584	3	358.195	16.221	.000
	Within Groups	9848.607	446	22.082		
	Total	10923.191	449			
Place factors	Between Groups	767.123	3	255.708	13.483	.000
	Within Groups	8458.435	446	18.965		
	Total	9225.558	449			
Promotion factors	Between Groups	1519.757	3	506.586	15.944	.000
	Within Groups	14170.743	446	31.773		
	Total	15690.500	449			

Source: Computed data

The above table shows the results of ANOVA based on factors influencing consumer buying behavior and consumer decision making process of FMCG products among different monthly income of consumer. Since the 'p' value of factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that monthly income wise there is a significant difference in factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors and promotion factors.

An attempt has been made to analyse the factors which determine the satisfaction of consumer towards FMCG products. The quantitative relationship between the satisfaction towards FMCG products and the determinants was studied by fitting a linear regression function with satisfaction towards FMCG products as the dependent variable and attractive product display, low price, product availability, brand image, product image, quality of the product, offer and cash discount as independent variables.

Table 5
Estimated Results of Multiple Regression Model for Determinants of Satisfaction of Consumer towards FMCG Products

R	R square	Adjusted R square	Std error of the estimate
0.895	0.802	0.799	2.4889

Source: Computed Data

The table 5 shows the relationship between independent variables with satisfaction of consumer towards FMCG products. The influence of the independent variables over dependent variable is 80.2 per cent.

Table 6
ANOVA for Determinants of Satisfaction of Consumer towards FMCG Products

	Sum of Squares	df	Mean Square	F	Sig.
Regression	11085.173	7	1583.596	255.632	.000
Residual	2738.119	442	6.195		
Total	13823.291	449			

Source: Computed Data

Table 7
Co-efficients for Determinants of Satisfaction of Consumer towards FMCG Products

Particulars	Unstandardized Coefficients	Standardized Coefficients	t	Sig.
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	B	Std. Error	Beta		
(Constant)	15.896	1.184		13.423	.000
Attractive product display	3.073	.247	.344	12.451	.000
Low price	4.947	.294	.444	16.845	.000
Product availability	5.122	.376	.536	13.611	.000
Brand image	2.427	.271	.257	8.955	.000
Product image	.162	.086	.222	.423	.673
Quality of the product	2.842	.448	.243	6.348	.000
Offer	1.683	.204	.202	8.254	.000
Cash discount	1.600	.266	.208	-6.010	.000

Source: Primary Data

The results of the multiple regression co-efficient are presented in equation as,

$$Y = 15.896 + .344b_1 + .444b_2 + .536b_3 + .257b_4 + .222b_5 + .243b_6 + .202b_7 + .208b_8$$

Where,

b_0 =Constant, b_1 -Attractive product display, b_2 -Low price, b_3 -Product availability, b_4 -Brand image, b_5 -Product image, b_6 -Quality of the product, b_7 -Offer, b_8 -Cash discount.

Y= Multiple regression co-efficient.

While analyzing the multiple regression equation with standardized co-efficient, it is clear that the variables product availability and low price had the higher level influence over the other. It indicates that one unit of change in this variable makes a change of 0.536 and 0.444 units on the dependent variable satisfaction towards FMCG products. The other variables having significant impact on dependent variable are attractive product display (0.344 units) and brand image (0.257 units).

In order to find out the relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place factors, promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors, people's influence to purchase and market wide factors, correlation analysis is attempted with the hypothesis as, 'There is no significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products and satisfaction towards FMCG products'. The results are presented below.

Table 8

Factors influencing consumer buying behavior and consumer decision making process of FMCG Products and Satisfaction towards FMCG Products – Correlation Analysis

Attributes	Factors			
	Products factors	Price factors	Place factors	Promotion factors
Place of purchase or location of shops	0.339**	0.473**	0.165**	0.209**

Product features	0.499**	0.225**	0.042	0.374**
Price of products	0.320**	0.188**	0.197**	0.484**
Promotional factors	0.314**	-0.040	-0.238**	0.093*
People's influence to purchase	-0.075	-0.343**	-0.481**	-0.358**
Market wide factors	0.239**	-0.022	-0.030	-0.080

Source: Primary Data

**Correlation is significant at the 0.01 per cent level (2-tailed)

*Correlation is significant at the 0.05 per cent level (2-tailed)

Table 8 shows that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and market wide factors. It is found from table that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely price factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products and people's influence to purchase. It is observed from table that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely place factors and satisfaction towards FMCG products namely place of purchase or location of shops, price of products, promotional factors and people's influence to purchase. Table reveals that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and people's influence to purchase.

SUGGESTIONS

- Manufacturers should open new service centers in rural market places which helps the consumers to get their products serviced without taking them to the service centers situated in far away cities and towns. In Tirunelveli rapid urbanization is happening, the vanishing of urban-rural disparity shall help the companies to diversify their market to the villages, for which more sales and service outlets in rural places shall be a pre-requisite.
- They should design a product mix which comprises of different range of products fulfilling varied needs of the consumers and also by satisfying the constraints bounded by their socio economic living conditions.

CONCLUSION

It is concluded that occupation, educational qualification and monthly income of the consumer is a significant factor influencing consumer buying behavior and consumer decision making process of FMCG products namely products factors, price factors, place

factors and promotion factors. The study reveals that there is a significant relationship between factors influencing consumer buying behavior and consumer decision making process of FMCG products namely promotion factors and satisfaction towards FMCG products namely place of purchase or location of shops, product features, price of products, promotional factors and people's influence to purchase.

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