

A Study On Factors Influencing Purchase Decision Towards Fmcg Products In Tirunelveli District

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ABSTRACT

The main aim of the study is to identify the factors influencing purchase decision of FMCG products and know the consumer behaviour towards FMCG products in Tirunelveli District. The present study has been conducted with a view to analyze consumer behaviour towards FMCG products in Tirunelveli district. The sample size of the customer is 100 selected by the random sampling method. A structured questionnaire covering various aspects of general and the opinions of the sample consumer are collected for the present study. To equip further in this area secondary data are collected from various books, journals and libraries of various universities contributed much for this study. Tables are prepared with the help of primary data collected during the study period. Statistical tools such as ANOVA and 't' test have also been used for the analysis of data. It is concluded that the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. Hence the researcher has enacted to describe the utility of all the manufacturers of Fast Moving Consumer Goods to sustain the market.

KEY WORDS: Consumer Behaviour, Fast-Moving Consumer Goods, Purchase Decision and Preference

INTRODUCTION

The Fast-Moving Consumer Goods (FMCG) sector is an important contributor to India's GDP growth. The sector includes food and dairy products, packaged food products, household products, drinks and others. FMCG is the fourth largest sector in Indian economy and provides employment to around 3 million people accounting for approximately 5% of the total factory of employment in India. The sector is characterized by strong presence of leading multinational companies, competition between organized and unorganized players, well established distribution network, and low operational cost. Growth in the country's FMCG sector is being fuelled by improving scenario in both demand as well as supply side.

STATEMENT OF THE PROBLEM

The consumer is very important and plays a crucial role in any process of marketing. Consumer is the kings of the market because the consumer loyalty and consumer

preference are built by the products and the services offered to the consumer and they seek for the more benefits and money's worth for the amount they spend. That is where the concept of consumer preference and consumer behavior comes because the consumer makes the marketers to rethink about designing the products and services. They have to think about the market segmentation, market strategies, consumer behavior, consumer's tastes, consumer's lifestyle etc also. Many marketers are smart enough to understand consumers' needs, wants and demands and perform beyond their expectations i.e. they delight them. It provides them growth, profitability and creativity of lot inventions. In the modern age the FMCG products are attractive and influence the customers due to the mechanical life of the customers, timeliness, usage, easy access and available at all places. In this regard, the researcher has given significance to study the consumer behaviour towards FMCG products in Tirunelveli district.

OBJECTIVES OF THE STUDY

- ✓ To identify the factors influencing purchase decision of FMCG products in Tirunelveli District
- ✓ To know the consumer behaviour towards FMCG products in Tirunelveli District

METHODOLOGY

The present study has been conducted with a view to analyze consumer behaviour towards FMCG products in Tirunelveli district. The sample size of the customer is 100 selected by the random sampling method. A structured questionnaire covering various aspects of general and the opinions of the sample consumer are collected for the present study. To equip further in this area secondary data are collected from various books, journals and libraries of various universities contributed much for this study. Tables are prepared with the help of primary data collected during the study period. Statistical tools such as ANOVA and 't' test have also been used for the analysis of data.

ANALYSIS AND INTERPRETATION

Table 1

Classification of Respondents according to Preference

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Convenience	28	28
2.	Easy to access	26	26
3.	Taste	31	31
4.	Economical	12	12
5.	Tenure	3	3
	Total	100	100

Source: Primary Data

In the table above 31 per cent of the respondents preferred for taste, 28 per cent of the respondents preferred to use for Convenience sake, 26 per cent of them preferred as it was easy to access, 12 per cent of the respondents preferred for economic reasons, and the

remaining 3 per cent of the respondents preferred using for tenure. Thus, 31 per cent of the respondents preferred for taste.

Table 2**Classification of Respondents according to Continuous Buying**

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Healthcare	12	12
2.	Groceries	58	58
3.	Cosmetics	7	7
4.	Sanitary care	22	22
5.	Toiletries	1	1
	Total	100	100

Source: Primary Data

Above table shows the preference of different products of FMCGs preferred by the respondents. 58 per cent of the respondents preferred grocery, 22 per cent of them preferred Sanitary items, 12 per cent of the respondents preferred Health care, 7 per cent of the respondents preferred cosmetics, and the remaining 1 per cent of them preferred Toiletries. Thus, 59 per cent of the respondents preferred groceries.

Table 3**Classification of Respondents according to Preference of Company**

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Colgate-Palmolive	17	17
2.	HUL	29	29
3.	ITC Ltd.	25	25
4.	Nestle	10	10
5.	Marico	19	19
	Total	100	100

Source: Primary Data

From the table it is inferred that 25 per cent of the respondents preferred using ITC products, 19 per cent of the respondents used Marico products, 10 per cent of the respondents used Nestle products, 29 per cent of the respondents used HUL products, 17 per cent of the respondents used Colgate products. Thus, 29 per cent of the respondents used the products of HUL.

Table 4**Classification of Respondents according to Influencing Factors**

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Advertisements	45	45
2.	Friends	3	3

3.	Relatives	8	8
4.	Neighbours	7	7
5.	Outlets	37	37
	Total	100	100

Source: Primary Data

From the above table it is inferred that 45 per cent of the respondents were influenced by their Advertisements, 37 per cent of the respondents responded Outlets was and influencing factor, 8 per cent of the respondents responded Relatives influenced them, 7 per cent of the respondents felt Neighbours were an influencing factor, and the remaining 3 per cent of the respondents said that suggestions by friends was an influencing factor. Thus, 45 per cent of the respondents were influenced by Advertisements.

Table 5

Classification of Respondents according to Mode of Purchase

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Cash	30	30
2.	Card	45	45
3.	Credit	15	15
4.	Vouchers	5	5
5.	Others	5	5
	Total	100	100

Source: Primary Data

The table above shows that 30 per cent of the respondents purchased on Cash, 5 per cent of the respondents purchased the products through Vouchers, 45 per cent of the respondents purchased the products through Cards, 15 per cent of the respondents purchased through Credits, and the remaining 5 per cent of the respondents purchased on others. Thus, 45 per cent of the respondents purchased the products through Cards.

Table 6

Classification of Respondents according to Repetitive Purchase

Sl. No.	Particulars	Frequency	Percentage
1.	Definitely will	31	31
2.	Probably will	54	54
3.	Might or Might Not	11	11
4.	Probably will not	2	2
5.	Definitely will not	2	2
	Total	100	100

Source: Primary Data

Table above shows that 54 per cent of the respondents said they probably will purchase the same products again, 31 per cent of the respondents said they definitely will purchase, 11 per cent of the respondents said they might or might not purchase the product again, and the remaining 2 per cent each of the respondents responded they probably will not

and definitely will not purchase the products. Thus, 54 per cent of the respondents said they probably will purchase the products again.

Table 7

Classification of Respondents according to Overall Satisfaction as customers

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Extremely satisfied	79	79
2.	Satisfied	15	15
3.	Neutral	6	6
4.	Dissatisfied	0	0
5.	Extremely dissatisfied	0	0
	Total	100	100

Source: Primary Data

In the above table we see that 79 per cent of the respondents were satisfied with the products as a customer, 15 per cent of the respondents were extremely satisfied with the products as a customer, and the remaining 6 per cent of the respondents responded neutral to overall satisfaction towards the products as a customer. Thus, 79 per cent of the respondents were overall satisfied with the products as a customer.

Table 8

Classification of Respondents according to Overall Satisfaction of FMCGs

Sl. No.	Particulars	No. of Respondents	Percentage
1.	Highly Satisfied	26	26
2.	Satisfied	69	69
3.	Neutral	5	5
4.	Dissatisfied	0	0
5.	Highly Dissatisfied	0	0
	Total	100	100

Source: Primary Data

The above table shows 69 per cent of the respondents were satisfied with the overall satisfaction of the FMCGs, 26 per cent of the respondents were highly satisfied with the overall satisfaction of the FMCGs, and the remaining 5 per cent of the respondents responded neutral about their overall satisfaction of the FMCGs. Thus, 69 per cent of the respondents were satisfied regarding overall satisfaction of the FMCGs.

Factors Influencing Purchase Decision of FMCG products and Gender group of customers

In order to find out the relationship between factors influencing purchase decision of FMCG products and gender group of customers, 't' test was attempted with the null hypothesis as, "There is no significant relationship between factors influencing purchase decision of FMCG products and gender group of customers". The results of 't' test is given in Table 9.

Table 9**Factors Influencing Purchase Decision of FMCG products and Gender group of customers – ‘t’ Test**

Purchase influential factors	Gender	F	Sig.	t	df	p Value
Products factors	Equal variances assumed	9.959	.000	3.674	98	.000
	Equal variances not assumed			3.333	91.467	.001
Price factors	Equal variances assumed	2.446	.000	7.707	98	.000
	Equal variances not assumed			7.371	96.781	.000
Place factors	Equal variances assumed	.980	.323	6.108	98	.000
	Equal variances not assumed			5.919	92.346	.000
Promotion factors	Equal variances assumed	2.942	.000	5.513	98	.000
	Equal variances not assumed			4.855	95.909	.000

Source: Computed data

The above table shows the results of ‘t’ test based on factors influencing purchase decision of FMCG products among different gender group of customers. Since the ‘p’ value of factors influencing purchase decision 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 gender wise there is a significant difference in factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors.

Factors Influencing Purchase Decision of FMCG products and Age group of customers

In order to find out the relationship between factors influencing purchase decision of FMCG products and age group of customers, analysis of variance (ANOVA) was attempted with the null hypothesis as, “There is no significant relationship between factors influencing purchase decision of FMCG products and age group of customers”. The results of ANOVA is given in Table 10.

Table 10
Factors Influencing Purchase Decision of FMCG products and Age group of customers
- 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	96	16.040		
	Total	7279.058	99			
Price factors	Between Groups	355.774	3	118.591	5.005	0.002
	Within Groups	10567.417	96	23.694		
	Total	10923.191	99			
Place factors	Between Groups	178.563	3	59.521	2.934	0.033
	Within Groups	9046.994	96	20.285		
	Total	9225.558	99			
Promotion factors	Between Groups	122.642	3	40.881	1.171	0.320
	Within Groups	15567.858	96	34.906		
	Total	15690.500	99			

Source: Computed data

The above table shows the results of ANOVA based on factors influencing purchase decision of FMCG products among different age group of customers. Since the 'p' value of factors influencing purchase decision 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 purchase decision of FMCG products namely price factors and place factors. Table further shows that since the 'p' value of factors influencing purchase decision 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 purchase decision of FMCG products namely products factors and promotion factors.

SUGGESTIONS

- It is recommended that the consumers of the FMCG products should be conscious about the media [especially television advertisement] which certainly do have an undue influence over them in the preference of the FMCG products.
- The FMCG producers should try to make their products available to the customers continuously without any shortage in order to maintain and safe guard the brand loyalty of the consumers towards their products
- Because of the severe competition existing in the marketing arena of FMCGs, the manufacturer has to adopt the right strategy relating to price adaptation.
- In setting the price, the analysis of Price elasticity and sensitivity is also to be taken in to consideration.

- Manufacturers should use the retailers like convenience stores, discount stores and off price leader etc. even though it is not popular in Indian markets.

CONCLUSION

It is concluded that the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. Hence the researcher has enacted to describe the utility of all the manufacturers of Fast Moving Consumer Goods to sustain the market. The groceries and toiletries are at the fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast moving consumer goods particularly the Tirunelveli District. In future, the retail outlets and shops are fine-tuned with several facilities to reach the consumers and their interest.

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