Research Paper

A STUDY ON CONSUMER'SPURCHASE BEHAVIOUR OF FMCG PRODUCTS

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ABSTRACT

FMCG products are important to people in their daily lives. Its value is to give people personal advantages. The above analysis points out that FMCG brands are in a position to offer good service to consumer satisfaction in a manner of good quality and easy accessibility. The objective of the study is to study the consumer behavior towards FMCG products. As observed from the studies, it makes clear that age, gender, education qualification, and occupation did not statistically associate with the buying behaviour of FMCG products.

Keywords: Behavior, FMCG products, Brand, Quality and healthy products

INTRODUCTION

Consumers have become highly competitive and businesses are faced with intense competition to maintain customer loyalty, as there are many near-alternatives to the market. Businesses can hardly keep customers loyal to the brand for a long time. Research on customer behavior towards their goods has become very important for businesses. Nothing new is that there are many factors, such as cultural, political, medical, psychological and psychological factors, that influence consumer buying behavior. The client sets out a series of brand beliefs about the position of each brand. It then allows preferences to be made between the selected brands. Usually, the purchaser plans to purchase the most famous mark. In addition, the decision-making process depends on the form of purchase decision. The product is expensive, has often been purchased under hazardous conditions in a highly involved product, such as a car, and a complex buying behavior follows. It generates an efficiency mentality, makes a rational choice. The marketer must therefore develop strategies to help the consumer know the characteristics and relative importance of the product and to draw attention to the high standing of the product on the most important features. It must therefore define the characteristics / benefits of the brand etc., in order to influence the final choice of

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the brand. Guided interactions with buyers and customers, followed by surveys, schedules or questionnaires. In order to convert data into a comprehension format and factor analysis, succinct analyzes of the data collected were carried out to identify factors affecting customer preference. Taking into account the findings of the study, the expectations of a given brand are clarified by six factors: product value, currency, trendy appeal, non-price promotion, trust and the sense of consumer or association of companies. Marketers need to respond to these problems when developing FMCG product. By conducting market research, the current research aims to answer some of the questions concerning the characteristics of FMCG product in India. These applications can help to understand what the purchaser or user feels about a FMCG product and what factors future purchases can influence. The idea of measuring customer satisfaction is also designed to measure customer experience. This paper examines and analyzes the complex variables that influence the purchase intentions of the customers and describes how the variables are linked to their purchase intention. The study shows that people are concerned about which country products are produced and where they are produced when deciding on the quality of the product and take these factors into account. The objective is influenced by perceptions of the country and expectations of consumers. The political, cultural and economic systems of the region can be a source of concern. There are many factors that influence consumer behavior. There are a lot of factors involved. Research and methodologies have shown that the effect of extrinsic indices has a greater impact on the assessment of the consumer product, even where consumers can evaluate all the inherent characteristics of the product by communicating it. One of the external signs is that country of origin; there is also no doubt that the country of origin significantly affects the explicit purchase process**.**

The significant aspect for dealers is building customer loyalty through colour, appearance, and freshness. There is a rapid growth of a prosperous product in the FMCG industry in India. Marketers need to experience the customer's response to their own brand and their available FMCG product, agreement and reasonable cost. The definition of consumer buying behavior towards the FMCG product is always a top issue for organizations. This current study attempts to detect the various factors that lend customer behavior to the FMCG product.

OBJECTIVES

The objective of the study is to study the consumer behavior towards FMCG products. It investigates the association between demographic variables and buying behaviour of FMCG products.

REVIEW OF LITERATURE

Maheswari (2015) said he was trying to analyze consumer behavior towards HUL toilet soap in Sirkali Town, Tamil Nadu. The relationship between the availability of toilet soap and the degree of brand loyalty was also significant. The soap can be divided into four price segments: premium, common, and cost-effective and carbon soap. At the same time, the penetration of toilet soap in urban areas is very high, but per capita consumption remains low. In this case, marketers need to know the behavior of users of toilet soap that will help them to adopt acceptable strategies.

Negate Ahuja (2015) explains that the brand impacts the purchasing behavior of the consumer and their level of satisfaction. The brand in the cloth industry is considered a status symbol that indicates the quality, size, society image, income group, etc. The author concludes that if the image was created in the minds of the customers and happy with that brand then these customers will not go for any other brand unless there is a suitable alternative on the market available. Brand is considered as one of the important marketing campaign tools that the marketer requires to define appropriately for market growth.

Ananda Kumar and S. Babu (2014) claimed that there were numerous attributes that had a significant effect on consumer purchasing behaviour. For which the researcher applied some statistical methods, such as percentage method followed by weighted average method and then descriptive method. The products here denoted dairy products. Consumers purchased dairy products based on freshness and how quickly they were available on the market and then taste followed by how well they were packaged and the distribution channel for selling the products. The retailer played a major role in motivating the customers towards the other brand in the shop.

Hemanth and Shruthi (2013) focused on rural India in their study of consumer buying behaviour determinants, which gives a different impact to urban India from the theory. Rural India has become much higher in its pattern of consumption due to higher income levels, unseasonal agricultural opportunities, literacy rates, awareness due to government technological growth and various schemes etc. The customers are faithful to the company only when the product's quality and reliability are up to the customer's expectations. Their decision-making power against a specific product is affected by the opinion of politicians, economic, sociological, psychological, family, cultural factors, gender, life cycle, etc. Before launching the product, and also after consumption of the drug, the marketer will decide the

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above factors. Pre-purchase and post-purchase decisions matter to the image of the brand and to an organization's growth. The belief and attitude of the consumer play a major role in the selection of products that should be considered by the marketer in order to achieve the targets set.

METHODOLOGY

The researcher chose a survey research design for the current study because a descriptive study was optimal for conducting the research. The study's target population is customers who buy FMCG products in Chennai. The study used a non-probability sampling technique. Convenience sampling was used to select respondents due to time limits and a lack of knowledge about the entire universe. The sample size for the study is 108.

ANALYSIS

The Chi-square test is used to evaluate the association between demographic variables and the buying behaviour of consumers. In this analysis, demographic variables of age, gender, education qualification, and occupation were compared with the factors of buying behaviour (brand ambassador, brand, healthy, good quality, and price). The detailed description of the analysis is shown in the subsequent table.

Age	Factors					Chi-square value	Sig
	Brand Ambassador	**Brand**	**Healthy**	**Good Quality**	**Price**		
Below 20 years	5 (17.2%)	8 (27.6%)	2 (6.9%)	9 (31.0%)	5 (17.2%)	13.115	0.361
21 – 30 years	3 (15.8%)	4 (21.1%)	7 (36.8%)	3 (15.8%)	2 (10.5%)		
31- 40 years	5 (18.5%)	3 (11.1%)	6 (22.2%)	7 (25.9%)	6 (22.2%)		
Above 41 years	9 (27.3%)	7 (21.2%)	4 (12.1%)	10 (30.3%)	3 (9.1%)		

H₀: There is no association between age of respondents and buying behavior of FMCG products

H₁: There is an association between age of respondents and buying behavior of FMCG products

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From the table, it observes that 31% of consumers who are under 20 years old associate quality more with quality, followed by 27.6% with brand. Consumers between 21 and 30 years old were associated more with healthy products (36.8%) and brands (21.1%). More associations were observed in quality (25.9%), health and price (22.2%) with the consumers between the age category of 31-40 years. Consumers over the age of 41 were more likely to associate with quality products (30.3%) and brand ambassadors (27.3%). Age and buying behaviour factors had secured the chi-square value of 13.115 and the significance was 0.361(p>0.05). As a result, the values showed that age was not statistically associated with the buying behaviour.

Gender	Factors					Chi-square value	Sig
	Brand Ambassador	**Brand**	**Healthy**	**Good Quality**	**Price**		
Male	8 (16.0%)	10 (20.0%)	9 (18.0%)	17 (34.0%)	6 (12.0%)	3.158	0.532
Female	14 (24.1%)	12 (20.7%)	10 (17.2%)	12 (20.7%)	10 (17.2%)		

H_0: There is no association between gender of respondents and buying behavior of FMCG products

H_1: There is an association between gender of respondents and buying behavior of FMCG products

As observed from the table, male respondents gave an emphasis more on quality, with 34%, than brand, with 20%. Female respondents, on the other hand, associated with brand ambassador (24.1%), brand and quality (20.7%). Gender and buying behaviour of products had a chi-square value of 3.158 and the significance was 0.532. The significance value was greater than 0.05. Consequently, the study concluded that the hypothesis was rejected and thus proved statistically that there was no association between the gender of respondents and the buying behaviour of FMCG products.

Education qualification	Factors					Chi-square value	Sig
	Brand Ambassador	**Brand**	**Healthy**	**Good Quality**	**Price**		
Under graduates	4 (22.2%)	5 (27.8%)	3 (16.7%)	4 (22.2%)	2 (11.1%)	10.066	0.610
Graduates	5 (18.5%)	7 (25.9%)	2 (7.4%)	7 (25.9%)	6 (22.2%)		
Post graduates	2 (8.0%)	4 (16.0%)	7 (28.0%)	8 (32.0%)	4 (16.0%)		
Professional qualification	11 (28.9%)	6 (15.8%)	7 (18.4%)	10 (26.3%)	4 (10.5%)		

H_0: There is no association between education of respondents and buying behavior of FMCG products

H_1: There is an association between education of respondents and buying behavior of FMCG products

From the table, it was observed that undergraduates gave importance to brand (27.8%), brand ambassador (2.2%), and quality (22.2%). Graduates were more prone to quality (25.9%), brand (25.9%) and price (22.2%). Post graduates emphasised quality (32%) and healthy products (28%). Professional qualified respondents gave importance to brand ambassadors (28.9%) and quality products (26.3%). Next, the chi-square value of education qualification and buying behaviour was 10.066 and the significance was 0.610 (P>0.05). As a result, the null hypothesis was rejected, and thus it proved that the education of respondents was not associated with the buying behaviour of FMCG products.

Evaluate the association between occupation and buying behaviour of FMCG products

Occupation	Factors					Chi-square value	Sig
	Brand Ambassador	**Brand**	**Healthy**	**Good Quality**	**Price**		
Business	7 (21.9%)	5 (15.6%)	5 (15.6%)	8 (25.0%)	7 (21.9%)	11.351	0.499
Employee	4 (15.4%)	4 (15.4%)	7 (26.9%)	8 (30.8%)	3 (11.5%)		
Students	4 (15.4%)	6 (23.1%)	2 (7.7%)	9 (34.6%)	5 (19.2%)		
Home maker	7 (29.2%)	7 (29.2%)	5 (20.8%)	4 (16.7%)	1 (4.2%)		

H_0: There is no association between occupation of respondents and buying behavior of FMCG products

H_1: There is an association between occupation of respondents and buying behavior of FMCG products

As observed from the table, business people focused more on quality (25%), price (21.9%) and brand ambassador (21.9%). Employees gave importance to quality products (30.8%) and healthy products (26.9%). Students were prone to quality products (34.6%) and brands (23.1%). Brand ambassador (29.2%) and brand (29.2%) were important to homemakers. The chi-square value of occupation and buying behaviour was 11.351 and the significance was 0.499, which was greater than 0.05. Therefore, it concluded that the occupation of respondents was not associated with the buying behaviour of FMCG products.

FINDINGS

The analysis indicated that the respondents whose age was between 21 and 30 years gave higher importance to healthy products. Male respondents whose education are postgraduate and students are important to quality products. Chi-square values showed that demographic variables (age, gender, education qualification, and occupation) were not statistically associated with the buying behaviour of FMCG products.

CONCLUSION

FMCG products are important to people in their daily lives. Its value is to give people personal advantages. The above analysis points out that FMCG brands are in a position to offer good service to consumer satisfaction in a manner of good quality and easy accessibility. The objective of the study is to study the consumer behavior towards FMCG products. The assessment of customer behavior is through a descriptive study. Samples are customers who use FMCG products. The determination of sample is through non-probability sampling technique in which convenience sampling method. As observed from the studies, it makes clear that age, gender, education qualification, and occupation did not statistically associated with the buying behaviour of FMCG products.

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