

# Analysis of the Influencing Factors for Brand Preferences towards FMCG in Delhi NCR

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**Abstract:** Branding is a critical marketing system which motivates customer's perspective and purchasing behavior on time basis. Understanding customer purchasing practices will give promoters a close research how important for the marketers is to know the fundamental relationship the customer has with the brand. Along these lines, therefore, the research shares these issues into number of extents to consider that there is any association between customers buying behavior. However, it allows one to check whether branding can really motivate customer buying practice. The research focuses on the individual buying conduct and branding affiliations. The sample is gathered from the various zones of Delhi NCR to analyses the monthly income effect and in addition to place of racial, religion and geographic issue for suitable sampling. The significance of this research is to clarify how branding have an impact on diverse purchasers behaviors hypothesis towards FMCG brand items that are analyzed utilizing the consumer behavior variables.

**Keywords:** Fast Moving Consumer Goods (FMCG), Instant Drinks, Branding, Customer Buying Behaviors, Consumer Behavior Variables.

## 1. Introduction

Advertising is more than a tool for selling foods and services. All the more over relying upon an individual's age consumers perspective brands distinctively and subsequently have an impact on International brand alone, additionally in blend with International sponsorship and International Advertising together these elements impact the path in which a brand is seen and therefore impact buyer's inclination. The foods class in FMCG is gaining popularity with a swing of reports by ITC, HUL, Godrej and others. This class has 18 noteworthy brands, amassing Rs. 4,637 crore.

Application of consumer behavior analysis to marketing has an inevitable account of consumer marketing success from FMCG marketing, through promotion of telecommunications, in PR (public relations), advertising, maximizing sales and profits and improvement on sales promotions to high-return marketing. Awareness of Consumer Behavior and business to consumer marketing delivers proficient and optimal marketing promotion strategies.

Cost-effective Marketing promotion strategies need use of the knowledge of marketing. Market study needs to be implemented with the skills and experience; mass media advertising can sting money for excessively fast if not implemented - from marketing brief through media & production - if not directed by a 'knowing' hand.

As of now the purchaser looks at the brands and items that are in their suggested set. In what capacity can the advertising association improve the probability that their image is a piece of the buyer's induced set? Consumers assess options as far as the serviceable and perceptual profits that they offer. The marketing association needs to comprehend what profits buyers are looking for and in this manner which traits are most vital regarding decision making. It additionally needs to check different brands of the customer's thought set to the right arrangement for its own particular brand.

### 1.1 Objectives of the study

1. To assess the factors which improves the selection or preferences of FMCG brand products than others.
2. To study the factors impacting on consumer behavior for brands preferences among FMCG sector.

### 1.2 Need of the study

The perception of products that consumers have is an imperative certainty for marketers to deal with. It is bound up with a consumer's self-image. Finally, an awareness of possibility in making a purchase may apply to a given product for a given consumer. Marketers require being aware of this possibility so they can help the potential purchaser minimize this perceived risk.

### 1.3 Scope and Limitations of the Study

#### Scope of the study

The study is the systematic analysis of the purposes behind consumer decisions, used particularly by advertisers and marketers to measure approaches toward products and services. Studies accompanied in order to conclude the inspirations behind consumer purchases. The research is sensitively concerned with challenges to learn why customers make certain purchases, why people behave as they do, and why they answer to definite types of advertising demands. The resulting information is used by market analyzers and advertising organizations to develop advertising promotions, new product's launching, and, overall to produce more operative advertising. As to know about above issues we could clarify about the influencing factors of brand preferences.

#### Limitations

The specialists experienced a few challenges at present social affair data on the subject under study. Among such issues were;

- First, it was not possible to study the entire universe with the limited resources and time available at hand.
- The research concentrates with only few FMCG non-alcoholic beverages like instant drinks, nutritional drinks, juices and milk.

Since the study is conducted with the help of the primary data, the results are subject to respondents' biased information due to socio economic background.

## 2. Review of Literature

This study presents a review of the literature, in the field of consumer behavior towards FMCG products:

Nuntasree Sukat (2009) in this article "A prototypical of male consumer behavior in purchasing skin health management items in Thai- area" indicated male customer behavior". Suresh Bhagwat (2011) in their "focuses on empowering the rural consumer with the most recent forms and innovation and shows them approaches to enhance their standard of living C. Muthuvelayutham (2012) in his study demonstrated that among the variables age, qualification and sex have the most critical effect on customer's brand dedication. Deva prasana (2013) significance of packaging design as a vehicle for communication and branding is becoming in focused markets for packaging FMCG items. This analysis used a center group system to comprehend consumer behavior towards such items.

Ranu and Rishu (2012) analyzed the extent of Ingredient branding in making economical separation advantage for FMCG organizations. The consequences of the study discovered that careful planning must be carried out before going into a relationship so as to amplify the profits of any ingredient branding technique. Beside the expenses included in framing and maintaining the union, and the opportunity expense included for the collaborating firm, the buyer's quality affectability and their capacity to assess quality must be considered. Firms considering an ingredient branding technique should likewise assess the client's observation to each one brand before the union. The perceived fit of the items and also the brands must be comprehended, and the level of customer relationship with each brand must be gaged. This will help promoters in building up an effective Ingredient branding technique, which expands on the qualities of the cooperating brands and produces extra value for the buyer.

Jayswal and Shah (2012) examined the impact of some selected FMCG item's TV promotions with generally utilized negative animated offers on cognitive message behavior style of Indian house wives. The study finding distinctive impact of various advertisements with negative cognitive message determined that promoting imaginative perspective has considered most essential and it has been really said that "what you say is similarly vital to how you say." Through differed theory developed by the researcher, the findings is negative cognitive message request makes the cognitive reaction positive, serves to form positive attitude and this expands the client expectation to purchase the brand. The distinctive advertising themes have contrast in their impact on individual observation.

Jain and Sharma (2012) investigated the brand preferences and customer awareness for FMCG items in rural region of Garhwal location. The study found that normal awareness with the respondents in the rural business is more or less 75%, 70%, 72%, 64% and 73% in case of toothpaste, shampoo, soap, washing powder, tea, individually, which inferences that individuals in the rural region have on a normal awareness about the vast majority of the items. In the toothpaste class first rank to Colgate and last rank to Cibaca; in shampoo class, the study found that the respondents give first rank to Pantene and last rank to Chik; to soap classification, first rank to Dettol and last rank to Rexona; in the event of washing powder, first rank to Surf Excel and last rank to Nirma and if there should be an occurrence of Tea, first rank to Tata tea and last rank to Maharani tea of which gathers that advertising and marketing exercises have significant impacts in decisions of individuals in rural business. The study further found that among different components like quality, cost, accessibility, family adoring, advertising, credit characteristics of brand inclination, varieties; the quality is the first inclination if there should an occurrence of brand decisions and rural individuals give least inclination to assortment and credit traits. It is likewise recognized that there is a positive effect of media on brand inclination of FMCG items among buyers.

## 3. Research Methodology

### 3.1 Research Design

Its research design used reflects major research aspects which were the prime focus dealt with on the basis of empirical findings. The research process of the study began with the selection of research problem for formulation of basic premises. The hypotheses contained herein refer to the assumptions formulated on the basis of objectives and review of existing literature. The rationale of developing universe of sample design and construction of the questionnaire has also been elaborated.

### 3.2 Data Collection Techniques

The quantitative data collection technique was used as basic research instrument in order to collect primary data to carry out the study. It was designed for the collection of data which consisted of two parts comprising of 27 items. The Part-I was designed to gather general information on **demographic profile** of the participants comprising 7 items, which included gender, age, marital status, qualification, family size, occupation and income. The Part-II included 20 attributes related to **research area** which were selected on the basis of Hypothesis. Research area has been described as the consumer behavior for the FMCG products. The participants were asked to rank the preferences of brands of each of the FMCG products in considering their research selection.

### 3.3 Sampling Design

With a specific end goal to assemble the primary information a study will be utilized with questionnaire surveys. The specimen size to be talked with will be four hundred (400). This study is started with objectives of examining socio-

economic background of respondents, analyzing the factors influencing consumer preferences towards selected FMCG products that are Non- Alcoholic Beverages, checking the level of satisfaction of consumers and knowing expectation of the consumers.

#### 4.Data Analysis and Interpretation

**Hypothesis:** Brands are influential factors for the purchase of FMCG products.

##### 4.1 Data Analysis

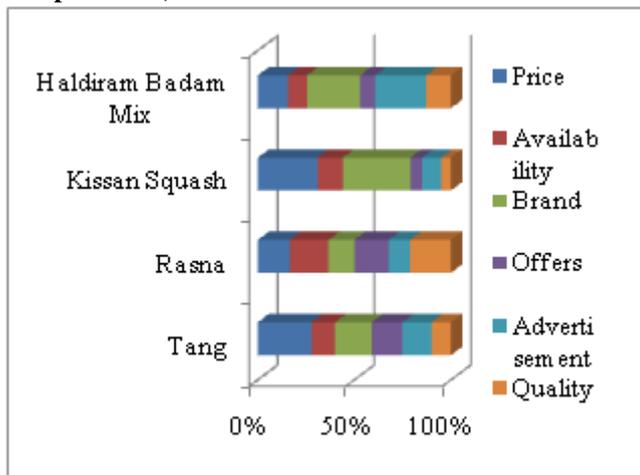
**Table 1:** Indicating Cronbach’s alpha reliability for the tools adopted on the present sample

Construct Measure	Number of Items	Cronbach’s Value
Factors promoting the FMCG products (FPF)	07	.871
Impact factors on people to purchase FMCG products (IPP)	04	.674
Impact on Personal life (IPL)	7	.913
Brand influential on Marketing Strategy (BMS)	9	.881
<b>Overall Reliability</b>	<b>27</b>	<b>.834</b>
Factors promoting the FMCG products (FPF)	04	.733
Impact factors on people to purchase FMCG products (IPP)	04	.711
Impact on Personal life (IPL)	04	.678
Brand influential on Marketing Strategy (BMS)	04	.800

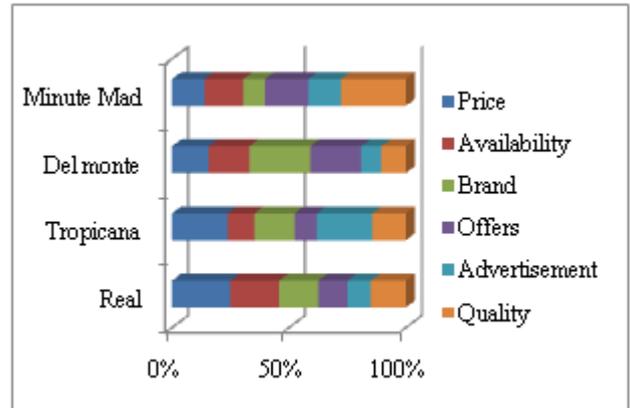
The following statistical techniques were used for analyzing the data.

1. Descriptive statistics – Frequency, Means, Standard Deviation and Percentages.
2. Canonical correlation analysis the measuring Consumer behaviour for FMCG non-alcoholic beverages Pearson’s Correlation analysis was used.
3. Stepwise regression analysis and
4. Differential statistics (ANOVA) for measuring the differences between demographic variables.

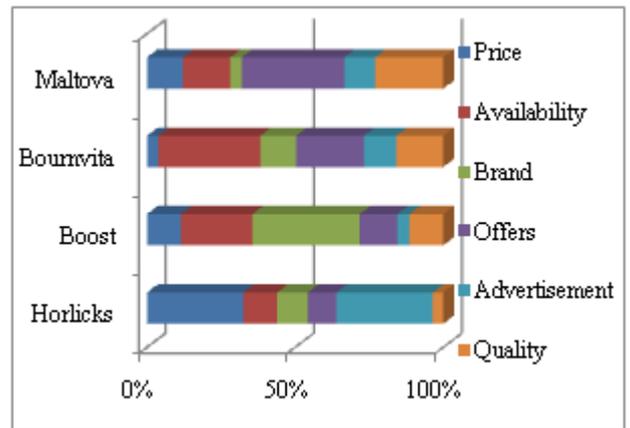
➤ **To identify the Brand influential on Marketing Strategy: Rank the following brands? (5 for most 1 for least preferred)**



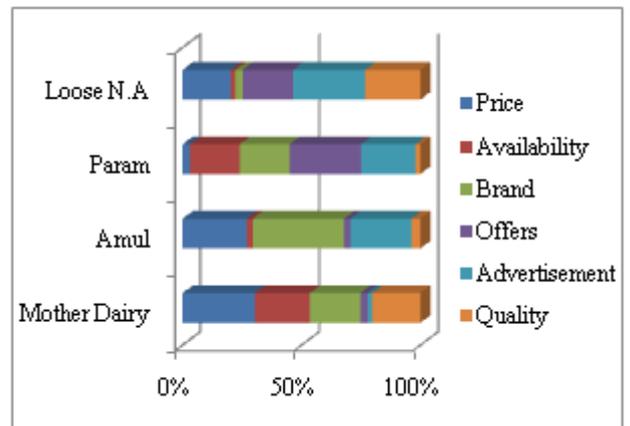
**Figure 1:** Percentage wise distribution of factors influencing the Instant drink’s brand preferences



**Figure 2:** Percentage wise distribution of factors influencing the Juice’s brand preferences



**Figure 3:** Percentage wise distribution of factors influencing the Health drink’s brand preferences



**Figure 4:** Percentage wise distribution of factors influencing the Milk’s brand preferences

##### 4.2 Data Interpretation

The intra correlation matrix indicated significant positive correlations consumer behavior and promoting FMCG products. Significant positive correlations were found between consumer behavior with personal life and promoting FMCG products factors interfering with personal life (.641\*\*), followed by promoting FMCG products with personal life and Factors impacting consumer behavior (.597\*\*). (See Table 2 in Appendix I)

The relationships between these variables were moderate.

Further significant positive correlations were found between Factors impacting consumer behavior with preferences related factors interfering with personal life (.361\*\*) followed by promoting related factors interfering with personal life and Level of risk to advertising play major role for purchase decision (.229\*), consumer behavior with personal life and Level of risk to medium influenced you for your purchase decision (.222\*), Factors impacting consumer behavior and Level of risk to advertisement influenced you most for brand switch (.197\*\*) and consumer behavior related factors interfering with personal life with brand of instant drink, milk, juice and health drink do you prefer (.090\*). The relationships between these variables were low.

### 5. Conclusion

Consumer behavior research instruments are critical from an organization's viewpoint as these empower the organization in better understanding and measuring buyer tastes, preference and conduct. The organization sees about the consumers' swapping tendencies and brand certainty. The findings recommend that variables under components like dependability and item properties assumes a critical part at this low monthly income and price cognizant set of respondents. The customers to a great extent remain brand committed. A significant share of monthly income is spent on purchasing basic need (counting FMCG items). Advertisements and offers have significant effect on bigger family unit and youths. In the meantime where they are purchasing tasteless items, they support desire value for branded items which stays limited because of absence of cash.

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### Appendix I

**Table 2:** Indicating Pearson's intra – correlation matrix for promotions of FMCG non-alcoholic products.

<i>FMCG non-alcoholic products</i>	<i>Which brand of instant drink &amp; juice do you prefer out of the following</i>	<i>Which brand of health drink &amp; milk do you prefer out of the following</i>	<i>Does advertising play major role for purchase decision</i>	<i>If yes, which medium influenced you for your purchase decision</i>	<i>Which advertisement influenced you most for brand switch</i>
Which brand of instant drink & juice do you prefer out of the following	<b>1</b>	.597**	.641**	.222*	- 0.015
Which brand of health drink & milk do you prefer out of the following		<b>1</b>	.361**	.197**	.025
Does advertising play major role for purchase decision			<b>1</b>	.229*	.090*
If yes, which medium influenced you for your purchase decision				<b>1</b>	.060
Which advertisement influenced you most for brand switch					<b>1</b>

\*\* . Correlation is significant at the 0.01 level.

\* . Correlation is significant at the 0.05 level

### **Author Profile**



**M Shehbaz Qasim** received his BHM degree from AIMS, Bangalore University, PGDPE from IIPM, New Delhi, MBA from SMU. His corporate experience include working with IDBI Bank, ICICI Bank etc in sales and marketing for more than a decade and now he is a research scholar with Shri Venkateshwara University.