

# Consumer Behavior towards FMCG Products

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**Abstract:** *This study attempts to investigate the Consumer behavior towards FMCG Products. A total of 55 customers were approached to collect data, by means of questionnaires. The Business Dictionary defines consumer perception as a “marketing concept that encompasses a customer’s impression, awareness or consciousness about a company or its offerings. Typically, customer perception is affected by advertising, reviews, public relations, social media, personal experiences, and other channels.” The truth is that everything affects customer perception, from the way you position your product vertically and horizontally on a shelf, to the colors and shapes you use in creating your logo. Even things outside of your control, which may seem innocuous, such as the time of the day when your customer interacts with your brand - even this will affect consumer perception.*

**Keywords:** Consumer behavior, Fast Moving Consumer Products (FMCG), Perception

## 1. Introduction

Consumer buying behavior is the study of when, why, how, and where people do Or do not buy product, it blends elements from psychology, sociology, socio anthropology and economics. It attempts to understand the buyer decision making process, both individually and in groups. It studies characteristics of individual consumers such as demographics and behavioral variables in an attempt to understand people’s wants. It also tries to assess influences on the consumer from groups such as family, friends, reference groups, and society in general.

Consumer behavior study is based on consumer buying behavior, with the consumer buying behavior, with the consumer playing the here distinct roles of user, payer and buyer.

Consumer behavior is nothing but getting the right goods to the right people, in the right place, at the right time, at the right place, and then how they evaluate it after the purchase & the impact of such further purchases and how they dispose of it. Buying behavior is importance in a consumer oriented marketing, planning & management.

## 2. Meaning

Consumer behavior is the study of how individual customers, groups or organizations select, buy, use, and dispose ideas, goods, and services to satisfy their needs and wants. It refers to the actions of the consumers in the marketplace and the underlying motives for those actions.

## 3. Definition

- 1) According to Engel, Blackwell, and Mansard, “consumer behavior is the actions and decision processes of people who purchase goods and services for personal consumption”.
- 2) According to Loudon and Bitta, “consumer behavior is the decision process and physical activity, which individuals engage in when evaluating, acquiring, using or disposing of goods and services”

## 4. Characteristics of consumer behavior

- a) Consumer behavior is the part of human behavior. This cannot be separated. Human behavior decides what to buy, when to buy etc. This is unpredictable in nature. We cannot say that what an individual is going to do in the next moment. Based on the past behavioral pattern one can at least estimate like the past he might behave.
- b) Knowing the consumer is difficult and complex as it involves the study of human beings. Each individual behaves differently when he is placed at different situations. Every day is a lesson from each and every individual while we learn the consumer behavior. Today one may purchase a product because of its smell, tomorrow it may vary and he will purchase another due to some another reason.
- c) Consumer behavior is dynamic. A consumer’s behavior is always changing in nature. The taste and preference of the people vary. According to that consumers behave differently. As the modern world changes the consumer’s behaving pattern also changes.
- d) Consumer behavior is influenced by psychological, social and physical factors. A consumer may be loyal with a product due to its status values. Another may stick with a product due to its economy in price. Understanding these factors by a marketer is crucial before placing the product to the consumers.
- e) Study of consumer behavior is crucial for marketers. Before producing a product or launching a product, he has to go through a clear analysis of the consumer behavior. If the people or prospects reject the product, he has to modify it.
- f) Consumer behavior is a continuous process as it involves the process starts before the buying and continuing after purchasing. Before buying there will be high confusions and expectations about the product. After buying it, if the buyer is satisfied with the product he shows a positive behavior, otherwise negative.

## 5. What are FMCGs

Regularly talk about things like butter, potato chips, toothpastes, household care products, packaged foods, etc. They are called FMCGs. FMCG is an acronym for “**Fast Moving Consumer Goods,**” which refer to things that we

buy from local supermarkets on daily basis, the things that have high turnover and are relatively cheaper.

Products which have a quick turnover, and relatively low cost are known as FMCG. Products are those that get replaced within a year. Examples of FMCG generally include a wide range of frequently purchased consumer products such as toiletries, soap, tooth cleaning products, and detergents, as well as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG may also include pharmaceuticals, consumer electronics, packaged food products, soft drinks, tissue paper, and chocolate bars.

Fast Moving Consumer Goods are products that have a quick turnover, and relatively low cost. Consumers generally put less thought into the purchase of FMCG than they do for other products. Although the absolute profit made on FMCG products is comparatively small, they are generally sold in large numbers. Hence profit in FMCG goods generally scales with the number of goods sold, rather than the profit made per item.

**6. Objectives of the Study**

- 1) To study the consumer behavior towards purchase decision towards fast moving consumer goods in Guledgudd Town.
- 2) To study the consumer pre-purchase behavior towards fast moving consumer goods.
- 3) To examine the consumer behavior at the time of purchase towards fast moving consumer goods.

**7. Data Collection**

The data collection is through Structured Questionnaire. The sampling method is simple random sampling.

a) Primary Data

A questionnaire was prepared and the primary data was collected through survey method.

b) Secondary Data Websites, books were referred.

Sample Size the population being large the survey was carried among 55 respondents.

**8. Interpretation**

**Table 8.1: Profile of the Respondents**

Sl. No	Particulars		Respondents	Percentage
1	Age	Up to 20	6	10.90
		21 – 30	28	50.90
		31 – 40	12	21.81
		Above 40	09	16.36
2	Sex	Male	36	65.45
		Female	19	34.54
3	Educational Qualification	No Formal Education	9	16.36
		Up to High School	4	7.27
		Graduate	29	52.72
		Post Graduate	13	23.63
4	Occupation	Profession	8	14.54

5	Monthly Income	Home Maker	38	68.09
		Employees	9	16.36
		Below 20000	25	45.45
		20000-40000	18	32.72
		40000-60000	8	14.54
6	Marital Status	Above 60000	4	7.27
		Married	36	65.45
7	Family Size	Unmarried	19	34.54
		Small	22	40.00
		Medium	19	34.54
		Large	14	25.45

Source: Primary Source

**Table 8.2: Purchasing Place**

Easy available	No of respondents	Percentage
Yes	38	69.09
No	17	30.90

Source: Primary Source

**Interpretation**

Above table shows that where the customers want to purchase the products, 69.09% of the respondents said they purchase where the products are easily available and 30.90% of respondents purchase anywhere.

**Table 8.3: Place of Purchase**

Stores	No of Respondents	Percentage
Departmental stores	05	9.09
Super market	04	7.27
Convenient store	15	27.24
Kirana stores	31	56.36

**Interpretation**

Above table reflects that 56.36% of respondents purchase at Kirana store, 27.4% are at convenient stores, 9.09% at departmental and 9.09% of respondents at Super markets.

**Table 8.4: Reason for purchase on your preferred store**

Reason	No of respondents	Percentage
Discount	5	9.09
Variety	23	41.81
Service	19	34.54
Ambience	8	14.54

**Interpretation**

Above table shows that 41.81% of respondents purchases in preferred stores because of variety of products are available, 34.54% of respondents purchase because of service of seller, 14.54% are because of ambience and 9.09% are Discount purpose.

**Table 8.5: Influence of Media for brands preference**

Media	Respondents	Percentage
Television	30	54.54
Newspaper	5	9.09
Pamphlets	9	16.36
Word of mouth	11	20.00

**Interpretation**

From the above table we can understand Majority of the respondents 54.54% are influenced by the television and impact of other media is less, i.e. word of mouth are 20%, 16.63% are by Pamphlets and 9.09% are by newspaper.

**Table 8.6:** Are branded products better than unbranded products?

Result	No of respondents	Percentage
Yes	42	76.36
No	13	23.63

**Interpretation**

Above table reflects that 76.36% respondents agree that branded products are better than unbranded products and only 23.63% respondents said unbranded products are also better.

**Table 8.7:** Reason for changing the brand preference

Factor	No of respondents	Percentage
Cost	07	12.72
Quality	23	41.81
Satisfaction	13	23.63
More benefit	08	14.54
Seasonal change	04	7.27

**Interpretation**

Table shows that 41.81% of respondents change their brand preference because of the quality of products, 23.63% are for satisfaction purpose, 14.54% are for more benefit and 12.72 are for less cost.

**Table 8.8:** Factor influencing preference for brands

Influence factor	No of respondents	Percentage
Family	06	10.90
Friends	14	25.45
Advertisement	26	47.27
Self	9	16.36

**Interpretation**

Above table shows that 47.26% of the respondents are influenced by the advertisements, 25.45% are by friends, 16.36% are by self and 10.90% are influenced by family.

**9. Findings**

- Majority of the people purchase the products where they are easily available.
- Lot of people purchase in Kirana stores only because these stores can available in rural areas.
- Most of the people purchase in preferred stores because of the availability of variety of products in the store and service rendered by the seller.
- At present television is influencing the customers for brand preference.
- Majority of the respondents agreed that Branded products are better than unbranded products.
- Lot of people changes their brand preference because of quality of the products and few change their preference because of satisfaction, benefit and cost.
- Most of the respondents are influenced by the advertisements of the Products and few are influenced by friends and family.

**10. Conclusion**

The finding of the survey is enough proof to show that FMCG products ranks high in quality, composition etc., It is observed that FMCG'S has a maintained better product

image the person who have used it and are using it. The company has also vast network of salesmanship no doubt these things will have a long way in improving not only product image but also the corporate image. But in competitive field one should not satisfy himself with present performance. In order to maintain higher competitive efficiency there should be continuous product planning and market improvement.

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