

# Consumer Buying Behaviour Towards FMCGs (A Case Study of Samastipur District of Bihar State)

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## Abstract

The Consumer Buying Behaviour plays an important role in marketing of Fast Moving Consumer Goods. The FMCGs market in India is expected to grow from US\$30 billion in 2011 to US\$74 billion in 2018. Hence, the buying behaviour of consumer has become a good topic for discussion. For this study the primary data has collected from 200 respondents of Samastipur District with structured questionnaires. The study intends to identify the level of influence of various factors on the purchase of FMCGs products among the rural consumers. The study emphasized that rural consumers gave more importance to the 'quality' of the FMCGs personal care brands they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media. The secondary data has been collected from various Books, Journals, Articles and Websites.

**Keywords:** FMCGs, Personal Care Products, Consumer Buying Behaviour, Demographics, Markets.

## **Introduction :**

The modern marketing concept makes customers the centre stage of organisation efforts. The focus, within the marketing concepts is to reach target and largest customer's sets ball rolling for analysing each of the conditions of the target market. Consumer behaviour can be defined as the decision making process and physical activity involved in acquiring, evaluating, using and disposing of goods and services. This definition clearly brings out it is not just the buying of goods / services that receives attention in consumer behaviour, but the process starts much before the goods have been acquired or bought. The study Consumer Buying Behaviour is the study of how individuals make decisions to spend their available resources (time, effort, money) on consumption related item. It includes the study of what they buy it, where they buy it, how they buy it and how often they use it. It is important to know how consumer reacts towards different products. Buying behaviour involves a complicated series of stimulus and response.

Fast Moving Consumer Goods (FMCGs) are popularly known as Consumer Packaged Goods. Items in this category include all consumables, people buy at regular intervals. The most common Personal Care Products are Shampoos, Hair oil, Bathing soaps, Toothpaste, Cosmetics etc. These items are meant for daily of frequent consumption.

## **Consumer behavior :**

Researchers have drawn on attitude-behavior relationship, namely the theory of planned behavior, to explain consumer behavior. The extrinsic aspects also condition the attitude dimension, and the attitude functions (consumption motive) thus influencing the final purchase decision of the consumer. The purchasing decision of the consumer is an individual one and the complexity of the decision depends on the consumer's degree of information search, the evaluation of alternatives and the choice of products. The consumer decision-making process is a sequential and repetitive series of psychological and physical activities ranging from problem recognition to post-purchase behavior. Market-dominated variables (such as the environment and advertising) and consumer-dominated variables (such as needs, motives, personality and perception) simultaneously interact to influence the consumer's purchasing decision.

## **Samastipur District : At a Glance :**

Samastipur district occupies an area of 2,904 square kilometres (1,121 sq mi), comparatively equivalent to Indonesia's Muna Island. Samastipur is bounded on the north by the Bagmati River which separates it from Darbhanga district. On the west it is bordered by Vaishali and some part of Muzaffarpur district, on the south by the Ganges, while on its east it has Begusarai and some part of Khagaria district. The district headquarters is located at Samastipur.

Samastipur is traversed by a number of rivers including Budhi Gandak, Baya, Kosi, Kamla, Kareh and Jhamwari and Balan, which are both the offshoots of Burhi Gandak. The Ganges also skirts the district on the south. Samastipur is rich in agriculture, because of its fertile plain. Tobacco, maize, rice and wheat are the main crops. Leechi and mango fruits are grown in abundance.

Samastipur district comprises the following Sub-Divisions: Dalsinghsarai, Patori, Rosera, Samastipur Sadar. Samastipur sub-division comprises eight blocks:- Samastipur, Tajpur, Morwa, Khanpur, Sarairanjan, Pusa, Warisnagar, Kalyanpur. Rosera sub-division comprises 6 blocks: Rosera, Hasanpur, Bithan, Shivaji Nagar, Singhiya, Bibhutipur. Dalsinghsarai sub-division comprises 3 blocks: Dalsinghsarai, Ujiarpur, Vidyapatnagr. Patori sub-division comprises 3 blocks: Patori, Mohanpur, Mohiuddin Nagar. Total Population of Samastipur District is 4261566. Male Population is 2230003 and Female Population is 2031563 and Rural Population is 4113769.

## **Review of Literature :**

Review of related literature is an important research effort as it provides comprehensive understanding of what is already known about the topic. Familiarity with research work of others provides up-to-date knowledge of the latest developments, findings, recommendations, tools and loop holes of researches.

**Selvaraj (2007)** in his research regarding rural consumer behavior observed that 'nearness' was the most significant factor influencing their purchase of the non-durables. It was seen that high price was another important bottleneck for the rural consumers.

**Garga et al.(2009)** observed that in Punjab, majority of rural respondent's preferred FMCGs products in medium package sizes at medium price range and wanted more value for money products.

**Prialatha, P. and Mathi, K.Malar (2011)**The study focused on gaining insight in to the influence of various factors on the purchase behaviour of rural consumers. The factors included were related to the personal care brands and rural consumers. The study did not take into consideration about the influence of advertising and other promotional factors. From the study it is evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, nearness to selling point and retailer. With increased education the rational thinking of rural consumers is improved and impulse the buying is reduced. They make more rational decisions even though they belong to the rural regions. Income had a significant difference across marital status and gender respondents in influencing their purchase decision. Majority of the consumers do not mind visiting towns to purchase good quality brands of personal care products. Further, the marketers must constantly monitor the rural consumer purchase behaviour through local retailers and seek their assistance in curbing fake brands.

**Ms.Rashmi (2013)** As indicated by this research, Indian consumers and shoppers in the hair care market experience influence from various factors. These sources of influence, if properly managed by the marketers of hair care products, act as facilitators for sellers during the marketing and selling process. For instance, brand that have been in the market since long, such as HUL and P&G, can leverage the trust worthiness of their lineage to affect the buyers behaviour at the time of decision making and purchase. Similarly, parameters such as wuality can be stressed upon in marketing communications and testimonials on social platforms to positively the consumers buying behaviour.

**Dr.Surender singh kundu (2013)** It is found that rural buyers perceived that TV commercials followed by print advertisements and word of mouth plays a significant role for taking the decision to purchase these FMCGs. Further, they consider their own experience, display at shops, incentive schemes for the purchase of these FMCGs, where they do not fully agree that advice of beautician influences their decision towards the purchase of these FMCGs. Therefore, it may be recommended that the producers or marketers should frame ethical advertising strategies keeping in mind that rural people are fond of electronic and print media advertisements.

#### Objectives of the Study :

The main objective of the study is that, which factors influencing on consumer buying behaviour towards FMCGs Products Marketing in Samastipur District and following are the sub objectives of the study.

1. To present the Demographic and Socio economic profile of the Sample Respondants of Samastipur District.
2. To study the consumer brand preference towards FMCGs products in Samastipur District.
3. To analyse the factors, this influenced the consumer buying behaviour towards FMCGs Products in Samastipur District.
4. To know the level of satisfaction towards FMCGs Products in Samastipur District.

#### Research Methodology :

The present study was undertaken to understand the buying behaviour of the consumers towards FMCGs Products and to know the factors which influences the buying behaviour and how these factors play an important role in buying decision. The data required for the study were collected from the sample respondents of Samastipur District of Bihar state by personal interview method using well structured questionnaire. The total sample selected 200 which influenced the consumers. The major information was collected from primary data and secondary sources of information were collected from various books, records, annual reports, other publications and websites wherever required. Simple statistical tools have been used for analyse the data.

**Table: 1**  
Demographic and Socio-Economic profile of the sample Respondents

Profile		Frequency	Percentages
Age	Below 20 years	60	30
	21 to 40 years	88	44
	41-60 years	40	20
	61 and Above	12	06
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Marital Status	Un-Married	68	34
	Married	132	66
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Social Category	OC	44	22
	BC	96	48
	SC	36	18
	ST	24	12
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Income	LIG	64	32
	MIG	92	46
	HIG	44	22
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Education	Illiterate	16	08

	School level	56	28
	Inter	12	06
	Under Graduation	68	34
	Post Graduation	28	14
	Others	20	10
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Occupation	Agriculture	30	15
	Labour	20	10
	Employee	66	33
	Business	38	19
	Students	26	13
	Others	20	10
	<b>TOTAL</b>	<b>200</b>	<b>100</b>

(Source: Primary Data)

Demographic & Socio- Economic profile of the sample respondents are presented in the above table-1, it is inferred that among the 200 respondents 66 percent Married and remaining 34 percent Un-married. An attempt has also been made on the basis of consumer age group 44 percent respondents from 21 to 40 age group and followed by below 20 years age group stands at 30 percentage 41 to 60 years and 61 & above age group are 20 & 06 percents only. It reflecting up to 40 years age group i.e. 74 percent is using the personal care products.

Most of the sample respondents belong to BC category representing 48 percent followed by OC members standing at 22 percent. SC&ST category representation stands at only 18 and 12 percent respectively. It can be inferred that OBC category dominates the composition of overall consumers in district. Among the total respondents 46 percent are drawn from Middle Income Groups (MIG) and 32 percent representing Lower Income Groups (LIG), where as Higher Income Groups (HIG) stood at 22 percent. The participation of the consumers including MIGs and LIGs represents near about 78 percent and it is reflecting only MIGs and LIGs peoples are more when compare with HIGs in the district. On the basis of their education levels about 34 percent of the sample respondents had completed Under Graduation and 28 percent had completed Secondary Education, Post Graduation and others are representing at 14 & 10 percent. Only 8 percent were Illiterates. About 32 percent of sample respondents were representing as Employees in both private as well as public sectors, 20 percent belongs to Business and 15 percent stands for Agriculture, 13 percent indicates as Students. Both Labour and others are jointly representing 12 and 10 percent respectively. It can be said the consumers were engage.

**Table : 2**  
Brands used for FMCGs Products

FMCGs Products	Name of the brand	Frequency	Percentage
Shampoo	Clinic plus	28	14
	Sunsilk	36	18
	Pantene	20	10
	Head&Shoulder	36	18
	Vatika	16	08
	Meera	28	14
	Chik	08	04
	Pathanjali	20	10
	Others	04	02
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Hair Oil	Parachute	96	48
	Vatika	24	12
	Ashwini	20	10
	Samvridhi	00	00
	Meera	20	10
	Navaratna	08	04
	SESA	06	03
	Pathanjali	20	10
	Others	06	03
	<b>TOTAL</b>	<b>200</b>	<b>100</b>
Tooth paste	Colgate	76	38
	Close-Up	60	30
	Pepsodent	20	10
	Anchor	08	04
	Neem	04	02
	Promise	04	02
	Vicco	04	02
	Pathanjali	24	12

	TOTAL	200	100
FMCGs Products	Name of the brand	Frequency	Percentage
Bathing soap	Santoor	56	28
	Cinthol	50	25
	Medimix	10	05
	Lifebouy	12	06
	Lux	10	10
	Rexona	24	12
	Mysore Sandal	06	03
	Pathanjali	20	10
	Others	01	01
	TOTAL	200	100
Cosmetics	Lakme	36	18
	L` Oreal Paris	08	04
	Vicco	20	10
	Ponds	60	30
	Fair&Lovely	24	12
	Fair ever	16	08
	Fair & Handsome	16	08
	Pathanjali	08	04
	Others	12	06
	TOTAL	200	100

(Source: Primary data)

In the present study, Personal Care Products are taken as follows, Shampoo, Hair oil, Tooth paste, Bathing soap and Cosmetics. Table-2 presents the details about the brands used by the consumers. Regarding Shampoo, Sunsilk and Head&Shoulder are popular brands used by the respondents; its equal represents at 18 percent and followed by Meera and Clinicplus stands at equal 14 percent. It is clear that Pantene and Pathanjali are sharing equally represents each 10 percent, Chik and other shampoos are are represents at 4 and 2 percent respectively. It can be said that, Sunsilk and Head&Shoulder are popular brands in the FMCGs market because, of their extensive and effective advertisements. From the same table Chik shampoo is not well in the minds of the consumers. In case of Hair oil, Parachute is very popular brand used by the consumers represents 48 percent followed by Vatika stands at 12 percent. Ashwini, Meera and Pathanjali are sharing equally represents each 10 percent. SESA and other Hair oils are represents equally at 3 percent. Samvridhi brand is not used by single respondent. Colgate tooth paste is a popular brand represents 38 percent and followedby Close-up stands at 30 percent, Pathanjali and Pepsodent represents 12 and 10 percent respectively Colgate is popular brand because of strong brand loyalty due to effective advertisements. In case of Bathing soap, Santoor is a powerfull brand used by the consumer's represents 28 percent and followed by Cinthol stands at 25 percent and next followed brand Rexona stands at 12 percent, Lux and Pathanjali equally represents each at 10 percent. Santoor is very powerful brand due effective advertisements. In view of the Cosmetics, Ponds is a popular brand in the minds of consumers represents at 30 percent and followed by Lakme stands at 18 percent. All the consumers are using popular brands in the Cosmetics. By and large all the consumers prefer branded products for their frequent use; this may be due to increasing literacy levels and communication technologies in the district.

**Table : 3**

Factors influenced on buying behaviour of sample respondents towards FMCGs Products

Factors	High influenced	Moderate influenced	Low influenced
Culture	40(20)	84(42)	76(38)
Quantity	68(34)	100(50)	32(16)
Price	100(50)	64(32)	36(18)
Trial	84(42)	108(54)	08(04)
Reference Group	98(49)	86(43)	16(08)
Brands	160(80)	28(14)	04(02)
Television	176(88)	20(10)	04(02)
News Paper	136(68)	56(28)	08(04)
Display at shop	70(35)	96(48)	34(17)
Word	110(55)	64(32)	26(13)
Incentives schemes	120(60)	60(30)	20(10)
Age	96(48)	66(33)	38(19)
Family	96(48)	96(48)	08(04)
Income	124(62)	76(38)	20(10)
Quality	164(82)	34(17)	02(01)
Labelling	96(48)	60(30)	44(22)
Package	90(45)	70(35)	40(20)



(Source: Primary data, and figures in brackets shows percentages) In the above table-3 ,Television is the most powerful factor influenced the consumer buying behaviour with represents at 88 percent and followed by Quality and Brand loyalty stands at 82 & 80percent respectively, next powerful factors are Income and News paper which represents at 68 &62 percent. In case of Culture is the lowest influence factor at 38 percent and followed by Labelling and Age factors at 22 and 19 percent. Thus, a conclusion is possible here that, Television is the most powerful factor which influenced the buying behaviour of consumers and followed by Quality and Brand loyalty factors. New entrants in to the FMCGs markets can select the Television to create Brand awareness among the consumers with Quality product.

**Table : 4**  
Level of Satisfaction towards FMCGs Products

Products	High satisfied	Moderate satisfied	Low satisfied
Shampoo	84(42)	64(32)	32(16)
Hair Oil	136(68)	56(28)	08(04)
Tooth paste	96(48)	76(38)	28(14)
Bathing soap	124(62)	56(28)	20(10)
Cosmetics	90(45)	70(35)	40(20)

(Source: Primary data, and figures in brackets shows percentages)

The above table-4 indicates that, at 68 percent consumer highly satisfied with their used brands of Hair oil and followed Bathing soap at 62 percent, at 20 percent low satisfied with their used brands of Cosmetics and followed by Tooth paste stands at 14 percent.

#### Conclusion and Suggestions :

The Study on FMCGs products like shows that the rural consumers are more concerned about the quality, brand name and brand benefits of the personal care products purchased by them. Further it was also found that once the rural consumers found that certain brands are suitable to their, they do not change it easily due to influence of friends/social group and lack of availability of their usual brands. In case of non-availability of their personal care brand at the store where they purchase regularly, they often go to another retail store to get their preferred brand and do not compromise easily.

Local retailers were found to play a vital role, especially when the respondents are illiterate. These store keepers introduce and inform them about the brand, its benefits and also about the promotional offers. Hence the marketer has to develop a good rapport with the local retailers to reach the illiterate rural consumers. Support and cooperation from local retailers also helps in getting a competitive edge over local brands sold in rural areas. Friends/Social group were found to have considerable influence on respondents who were single, as they involve in brand discussions to decide their purchase.

Package factor has considerable influence on younger respondents as they prefer attractive package colors and design, while illiterates often identify their brand with the color of the package rather than the brand name. FMCGs are such a market where the level of loyalty remains low and this is because of many reasons. Quality is the most influencing factor in the purchase decision while price is also an important for purchase decision. Schemes always attract more and more consumers towards particular brand. Simultaneously it gives idea about the factors which consumers look most in the product before they make final decision. Price off and extra quantity is the two main offers/schemes which consumers have come across at the time of purchase.

Consumers remember that name of the product by the company name and also from the past performance of that company. Consumer remembers that name of the product by the company name and also from the past performance of that company. Marketer to provide better relationship with consumers and provide quality product through brand positioning. Sales promotions like Price off, product bundling and extra quantity are more demanded by the consumers over others schemes.

The study focused on gaining insight into the influence of various factors on the buying behaviour of consumers towards personal care products, it is found that consumers perceived that Television commercials and followed by Quality and Brand loyalty are significant factors which more influences on the consumer buying behaviour even though they are middle income groups and lower income groups. With increased education and below the 40 years age respondents are more using the personal care products. Further, they consider reach the branded products to the final consumers use the print media and incentive schemes. From the study it is evident that quality of personal care brands were given more emphasis and the difference in educational level of respondents is significant in case of certain factors namely quality, pricing and the retailer. With increased education the rational thinking of rural consumers improved, impulse buying can be reduced. The educated consumers make more rational decisions even though they belong to the rural regions. Income had a significant difference across Marital Status and Gender of respondents in influencing their purchase decision. Majority of the consumers did not mind visiting towns/city to purchase good quality brands of Personal care products. Further, the marketers must constantly monitor the rural consumer purchase behavior through local retailers and seek their assistance in curbing fake local brands. The findings of the empirical study indicate that unless the brand to be promoted is in the consideration set of the consumer, sales promotion by itself is unlikely to have any major impact. Clearly this shows that marketers need to invest into brand building exercise so that his/her brand appears in the consideration set of the target consumers and then on the sales promotion activities. Sales promotion should not be used in isolation but needs to be integrated with other tools and in line with the overall positioning of the brand. Also the importance of the role of mass media came out clearly in the study. There, it may be recommended that the marketers must constantly monitor the final consumers and to use the electronic media i.e. T.V. print media i.e. news paper to create awareness of their brands among the final consumers with quality products.

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