A STUDY ON THE CONSUMERS' BRAND PREFERENCE TOWARDS FMCG PRODUCT WITH REFERENCE TO MODERN RETAIL OUTLETS IN DELHI NCR

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Abstract: Consumers' Brand Preference is important factor in retailing for retailer. Brand preference is associated to brand choice, which can facilitate consumer decision making process and motivate brand Purchase/Sale. Retailer has a great interest to recognize how consumers form their preferences towards a specific brand knowing the pattern of consumer preference across the population is typical input for design and developing innovative marketing strategies. It reveals the heterogeneity of consumer choices leading to efficient marketing segmentations strategies. The cultural, social, psychological and personal factors of consumers lead to the preference of consumer products. It is important to known consumer preference towards FMCG products to understand the reasons why people prefer to buy particular brand. The researcher aims to study Consumers' Brand Preference towards FMCG products with reference to modern retail outlet in Delhi NCR. Researcher conducted survey with the modern retail buyers for FMCG products. The survey was done with 3000 customers only. The researcher observed that most of the customers around Delhi NCR were satisfied with the FMCG products irrespective of brands. Whereas they expect customer services to be improved. The customers give more preference towards the price of the product followed by the product quality, co-brand, Brand Multi variety, hygienic and protective etc. So, it also guides the retailer to understand their customer requirement and their satisfaction towards the FMCG products and services. In general, the study reveals the attributes of the customers brand preference towards the FMCG products and services. Using the spss to assessment of statistical calculations

Keywords: brand, heterogeneity, FMCG, Segmentation.

I. INTRODUCTION

Retailing means "Re-tailing" to the customers so that they come back towards them. Retailing consists of events involved in selling goods and services to consumers for their use. Today retailers are facing dynamic and competitive environment, with increase in globalization and competitiveness retailers are seeking better market campaign. Modern retail in India has experienced a remarkable transformation over the last two decades. As we review, the fundamental strengths of the India consumption story continue to surface. Rising incomes, urbanization and attitudinal shifts reaffirm this optimistic outlook, pointing to a certainty of growth in the future referred in [1][2]. Consumers are foremost for any segment of business also refer as king of marketing sector. Brand preferences have long been explained using traditional models, which largely focus on consumers' cognitive judgement of brand attributes on a rational basis. However, the shift to experiential marketing, the cornerstone of branding, has expanded the role of the brand from a bundle of attributes to experiences. It also considers both the rational and irrational aspects of consumer behavior. In addition, technological advances have increased the similarities between brands and product commoditization. Therefore, consumers find it difficult to differentiate between brands on functional attributes alone discussed in [3][4]5]. Instead, they seek the brand that creates an experience; that intrigues them in a sensorial, emotional and creative way. Such experiential appeals are important components of a brand, and are used in brand differentiation and enhancement of consumer preference discussed in [6][7][8]. Brands is an important preference in consumer's mind, and it also acts as an extensive asset for companies owning them. Because of close association between brands and consumers, and the specific nature of branded products as an element of consumer life style, the branded goods industry wants to extend its knowledge of the process of brand preference pattern in order to improve brand value. Consumers start to develop brand preferences at an early stage. Brand Preference is a selective demand for a company's brand rather than a product; the degree to which consumers prefer one brand over another. The author discusses insights into the relative importance of consumer perceptions on different brand knowledge factors in shaping brand preferences. It also demonstrates the significance of consumers' experiential responses towards brands in developing their brand preferences that in turn influence brand repurchase intention. The model therefore offers managers a new perspective for building strong brands able to gain consumer preferences [9]. FMCG (Fast moving consumer goods) products play a major role in modern retail formats. Robust consumption, rural markets to augment FMCG market [10][11]. FMCG market expected to increase to US$ 103.7 billion by 2020 from Rs 3.4 lakh crore (US$ 52.75 billion) in FY2018. [12] The purpose of the study is to understand the factors responsible for brand preference in FMCG products. As competition is increasing more and more due to globalization, and motivating many companies to frame their strategies almost entirely on building brands. Brand preference is a means to compare the different brands and decide on for the most preferred brand. This brand preference is influenced by various factors. The author witnessed that many factors were found out for preferring a brand like price, quality, Co-Brand, multi-brand, promotional offers, etc. Brand preference towards FMCG is to Measure of brand loyalty in which a consumer will choose a particular brand in presence of competing brands, but will accept substitutes if that brand is not available.

II. OBJECTIVE OF THE STUDY

- To identify the brand preference and understanding of consumers towards selected brand products
- To assessment of the consumer preference towards selected FMCG goods.
- To witness the significant factors impelling the consumers while buying the FMCG goods.

- To get recommendations from the customers regarding the features of the brand and its satisfactions.

III. SCOPE OF STUDY

The research is conducted in order to find out the brand preference among the customers for FMCG goods before and after purchasing the product and their preferences to measure the various factors as price, quality, brand loyalty, quality, side effects, co-brands, attractiveness, celebrity influence, multi-channel exposure that may satisfy their expectation towards the particular products.

- This study can be useful to recognize the consumers attitude of the different levels of people towards FMGC goods and services.
- The category of the different levels of the consumers in other demography.
- The study can be useful in understanding the customer preferences towards the other significant factors.

IV. HYPOTHESIS OF STUDY

- There is no significant Relationship between age and Brand Preference.
- There is no significant Relationship between Gender and product quality of their preferred brand.
- There is a significant relationship between family income and purchase of FMCG products co -brand.
- There is a significant relationship between educational qualification and purchase price of the preferred brand.
- There is a significant relationship between profession and promotional offer of the preferred brand.

V. RESEARCH METHODOLOGY

3.1 Research Design

The main aim of the survey is to know the brand preference and find out the factors that would help the customer to choose the particular brand. Therefore, descriptive research is being adopted in this study to find out the brand preference and characteristics of consumers.

3.2 Area of Study

The survey was conducted among all sorts of customers who were the regular purchasers and occasional buyers of FMCG Personal care products at the organized retail stores in Erode.
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3.3 Research Approach

Survey Method and Questionnaires Method

Primary data was collected through survey method. All the respondents are asked to fill in the questionnaire by themselves. The questionnaire contains open ended and closed ended questions and it is in a structured format is clear to the respondents.

3.4 Sample Size

Sample size taken in this study is 300. As all the possible items are considered for research, the sampling method adopted in his study is convenience sampling.

3.5 Data Usage

For analysis and interpretation, only primary data is used. However, for conclusion and recommendations both primary and the secondary data along with the verbal knowledge and information although obtained from respondents, though they are outside the parameters of questionnaire were also included. The data collected from these sources were analyzed using various tools like percentage analysis, chi-square test, correlation and cross table analysis method.

VI. DATA ANALYSIS AND DISCUSSION

6.1 General Profile of the Respondent

Table 1: Respondent Profile

PARTICULARS	CLASSIFICATION	NO. OF CONSUMERS	PERCENTAGE
Age in Years	20 and below	66	22.0
	21-30	93	31.0
	31-40	72	24.0
	41-50	42	14.0
	Above 50	27	9.0
Gender	Male	171	57.0
	Female	129	43.0
Education Qualification	School Level	42	14.0
	ITI/Diploma	27	9.0
	Graduate	67	22.3
	Post Graduate	75	25.0
	Professional	89	29.6
Profession	Unemployed	27	9.0
	Student	33	11.0
	Private Employee	82	27.3
	Govt. Employee	68	22.7
	Self Employed	35	11.7
	Housewife	28	9.3
	Retired	27	9.0

Family's Monthly Income in (Rs.)	Below 10000	24	8.0
	10001- 20000	46	15.3
	20001- 30000	65	21.6
	30001- 40000	99	33.3
	Above Rs.40000	66	22.0

Interpretation of Table 1

It is observed that highest number of the consumers belong to age group of 21 to 30 years attain a value of 31 percent, the participation of male is 57 percent and Professional includes a greater fraction with 27 percent. The private employees are more intend towards modern retail outlet sharing a percentage 29.6. The maximum number was from the Nuclear family 58 percent, and the income groups (Rs. 30001 to Rs 40000) are 33.3 percent. Average monthly purchase of customers is Rs 3001 to 5000 sharing the highest share 37.6. This reveals that education and income levels have a great significance for inclination towards modern retail outlets.

6.2 Weighted Average Rank

Table 2: Factors for customer satisfaction towards their preferred FMCG (Personal Care Product) brand

S.No.	Factors	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	Total score	Rank
1	Price	5 x 93	4 x 134	3 x 71	2 x 2	1 x 0	1218	I
2	Product Quality	5 x 102	4 x 113	3 x 84	2 x 1	1 x 0	1216	II
3	Brand Multi Variety	5 x 98	4 x 107	3 x 95	2 x 0	1 x 0	1203	VI
4	Hygienic and Protective	5 x 101	4 x 120	3 x 69	2 x 8	1 x 2	1210	IV
5	No Side Effect	5 x 88	4 x 117	3 x 86	2 x 8	1 x 2	1183	IX
6	Co-Brands	5 x 92	4 x 131	3 x 75	2 x 2	1 x 0	1213	III
7	Available for Kids	5 x 86	4 x 123	3 x 84	2 x 7	1 x 0	1188	VIII
8	Purchase Experience	5 x 97	4 x 116	3 x 71	2 x 13	1 x 3	1191	VII
9	Promotional offers	5 x 96	4 x 119	3 x 78	2 x 7	1 x 0	1204	V

(Personal care product) **Source:** Primary data

Interpretation of Table 2

The author observes that the factors that power the customer satisfaction in FMCG (personal care product) using statistical tool Weighted Average Rank. Respondents are sensed price, Product Quality, co-Brand and multi varieties are the significant factor followed hygienic and protective product quantity, promotional offers, purchase experience and etc.

6.3 Chi-Square

A chi-square ($\chi 2$) is a statistical hypothesis test used for validating when the test statistic is chi-square distributed under the null hypothesis, Pearson's chi-square test is used to determine whether there is a statistically significant difference between the expected frequencies and the observed frequencies in one or more categories.

Table 3: Relationship between age of the respondent and their level of satisfaction towards multi - varieties of their preferred brand

S.No.	Age	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	20 and below	19(21.56)	22(23.54)	25(20.9)	0	0	66
2	21-30	29(30.38)	37(33.17)	27(29.45)	0	0	93
3	31-40	17(23.52)	24(25.67)	31(22.8)	0	0	72
4	41-50	21(13.72)	14(14.98)	7(13.3)	0	0	42
5	Above 50	12(8.92)	10(9.63)	5(8.55)	0	0	27
	Total	98	107	95	0	0	300

Source: Primary data

(**Note:** ( ) The figures given in the parenthesis are expected frequencies)
Calculated value: 16.033
Degree of freedom: 8
Table value: 15.15

Interpretation of Table 3

The author observe that the computed value is 17.098 which is greater than the table value of 15.15 at 5% level of significance with degree of freedom df=8. The Null hypothesis is rejected and accept the alternate hypothesis. So, there is a significant relationship between age of the respondents and the brand preference.

Table 4: Relationship between gender of the respondents and their satisfaction level towards quality of their preferred brand

S.NO.	GENDER	SCORE					TOTAL
		Highly satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Male	49(58.14)	57(64.41)	64(47.88)	1(0.57)	0	**171**
2	Female	53(43.86)	56(48.59)	20(36.12)	0(0.43)	0	**129**
	Total	**102**	**113**	**84**	**1**	**0**	**300**

Source: Primary data

(**Note:** ( ) The figures given in the parenthesis are expected frequencies)
Calculated Value: 18.699
Degree of freedom: 3
Table value: 7.81

Interpretation of Table 4

The observe that the computed value is 18.699 which is higher than the table value of 7.81 at 5% level of significance with degree of freedom being df=3. The Null hypothesis is rejected and accept the alternate hypothesis. So, there is a significant relationship between the gender and quality of the preferred brands of therespondents**.**

Table 5: Relationship between income of the respondents and their level of satisfaction towards co- brands

S.No.	Income	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Below 10000	8(7.36)	11(10.48)	3(6)	2(0.16)	0	24
2	10001-20000	11(14.107	25(20.08)	10(11.50)	0(0.30)	0	46
3	20001-30000	18(19.933)	26(28.38)	21(16.25)	0(0.43)	0	65
4	30001-40000	32(30.36)	38(43.23)	29(24.75)	0(0.66)	0	99
5	Above 40000	23(20.24)	31(28.82)	12(16.50)	0(0.44)	0	66
	Total	92	131	75	2	0	300

Source: Primary data

(**Note:** ( ) The figures given in the parenthesis are expected frequencies)
Calculated Value: 31.659
Degree of freedom: 12
Table value: 21.03

Interpretation of Table 5

The author observe that the computed value is 31.659 which is higher than the table value of 21.03 at 5% level of significance with degree of freedom df=12. The Null hypothesis is rejected and accept the alternative hypothesis. So, there is a significant relationship between income of the respondents and their satisfaction level towards co-brands.

Table 6: Relationship between educational qualification of the respondents and their level of satisfaction towards the price of their preferred brand

S.No.	Educational Qualification	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	School Level	16(13.02)	21(18.76)	5(9.94)	0(0.28)	0	42
2	ITI/Diploma	8(8.37)	13(12.06)	4(6.39)	2(0.18)	0	27
3	Graduate	16(20.77)	27(29.92)	24(15.85)	0(0.44)	**0**	**67**

4	Post Graduate	22(23.25)	34(33.50)	19(17.75)	0(0.50)	0	75
5	Professional	31(27.59)	39(39.75)	19(21.06)	0(0.59)	0	89
	Total	93	134	71	2	0	300

Source: Primary data

(**Note:** ( ) The figures given in the parenthesis are expected frequencies)
Calculated Value: 30.95
Degree of freedom: 12
Table value: 21.03

Interpretation of Table 6

The author observe that the computed value is 30.95which is higher than the table value of 21.03 at 5% level of significance with degree of freedom df=12. The Null hypothesis is rejected and accept the alternative hypothesis. So, there is a significant relationship between income of the respondents and their satisfaction level towards co-brands.

Table 6: Relationship between Profession of the respondents and their level of satisfaction towards promotional offers

S.No.	Profession	SCORE					TOTAL
		Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly Dissatisfied	
1	Unemployed	16(8.64)	8(10.71)	3(7.02)	0(0.63)	0	27
2	Student	13(10.56)	11(13.09)	8(8.58)	1(0.77)	0	33
3	Private Employee	18(26.24)	32(32.52)	29(21.32)	3(1.91)	**0**	**82**
4	Govt. Employee	27(21.76)	25(26.97)	14(17.68)	2(1.58)	0	68
5	Self Employed	9(11.2)	14(13.88)	11(9.1)	1(0.81)	0	35
6	House wife	7(8.96)	16(11.10)	5(7.28)	0(0.65)	0	28
7	Retired	6(8.64)	13(10.71)	8(7.02)	0(0.63)	0	27
	Total	96	119	78	7	0	300

Source: Primary data

(**Note:** ( ) The figures given in the parenthesis are expected frequencies)
Calculated Value: 26.039
Degree of freedom: 18
Table value: 28.87

Interpretation of Table 6

The author observe that the computed value is 26.039 which is greater than the table value of 28.87 at 5% level of significance with degree of freedom df=18. The Null hypothesis is accepted and the alternative hypothesis. So, there is a significant relationship between income of the respondents and their satisfaction level towards co-brands.

VII. RESULTS AND DISCUSSIONS

The researcher observes that most of the respondents are of age group 21-30 years sharing a stake of 31 percent. Male percentage of participation in survey is also higher than female sharing 57 and 43 percent. Professional and private employee also prefer to purchase from modern retail 29.6 percent and 27.3 percent at same time middle-income group also prefer to purchase form modern retail 33.3 percent. Most of the respondent's 63 percent knows about the brand through T.V. and social media. A good number of respondents also discuss about their favorite brand is better than competitive brands is 59 percent and 46 percent stick with their preferred brand because of good in quality. Most of the respondent agree on the availability of the brand in modern retail outlets.

The researcher also identified that the Customer Service should be given more priority so that the customers can discuss their queries regarding their preferred brands without any difficulty. Before making a purchase, decision customer prefers to site on price of the product and also considering the quality attribute, retailers have to give due importance to the existing customers so that they may not switch over to other competitors brand. The modern retail outlets should give the more priority to the multi-brands who were loyal to the brands. The modern retail outlets make an effort to retain the regular customers and new prospective customers by serving the upgraded products to them.

VIII. CONCLUSION

The study on the consumers' brand Preference helps the modern retailers to focus on the factors as price, product quality, Multi Varieties, Available for Babies, Co-Brands, Hygienic and Protective, Purchase Experience, etc. which may satisfy the customer's expectation towards the products. The suggestions were given to the concern to focus its attention mainly on delighting the customer and to fulfill the requirements and expectation toward the products. Thus, in this study the researcher had made an attempt to find out the customers' feedback about the availability of product and services and also varied alternative solution have been given to improve the customers' requirements, and service which in turn could earn goodwill among public.

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