

RURAL CONSUMERS SATISFACTION FOR FMCG IN PUNJAB

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Abstract: Customers nowadays are conscious of their needs to avail utmost satisfaction from various products. FMCG companies put best of their effort to reap maximum benefits through the awareness of customers. Consumers spend a good amount of their earnings to buy FMCG products so that they can fulfil their requirement and attain satisfaction. Hence the present study is an attempt to understand the level of satisfaction of rural consumers of Punjab for FMCG products. For this present study 100 respondents were selected to understand the satisfaction level of consumers concerning various attributes and brands of FMCG products.

Keywords: *consumer satisfaction, FMCG, rural market.*

I. INTRODUCTION

FMCG are the packaged goods that are bought and sold at regular intervals. FMCG sector can be categorised into three sectors namely Personal Care, Food & Beverages, Household Care. With every passing day the demand for FMCG products is increasing manifold. In current times we can witness many FMCG brands available in the market. FMCG is one of the major contributors in India's GDP. FMCG sector in India is growing at an encouraging speed and FMCG industry is the fourth largest sector. FMCG sector has provided employment to over 3 million people. FMCG sector has witnessed a steady growth because of increase in disposable income of people, lifestyle change among people, rising awareness of brands among people and thriving young population of the country.

For over the years FMCG companies have cut throat competition among them because of increase in income and several developments taking place in rural areas. The FMCG sector has revamped its marketing strategies and has chosen for well-planned strategies to launch and penetrate their products in both urban and rural area.

II. REVIEW OF LITERATURE

(Subhadeep Chakraborty, Subhadeep Mukherjee, 2020) studied the effect of few independent variables on customer satisfaction. They found that besides gender of the respondents, none of the demographic variable have any effect on the satisfaction of the customers with FMCG products. Attributes like quality of the product, quality of service and perceived value have an impact on the customer satisfaction with FMCG products. (P. Banumathi, S.Mabel Latha Mabel Rani, 2018) analysed that product, price, place and promotion affect the customer satisfaction with FMCG product to a large extent, however the extent of customer satisfaction may differ from product to product. The most important factors for consumer satisfaction with FMCG products are the standard price of the product, good quality of the product. Availability of the product

also plays a crucial role in satisfaction of the consumers (A.M.Mahaboob Basha, 2016). Product range and location of the store are the most sought after factors by the customers when making a decision about the FMCG store. Good night is the most preferred brand among mosquito repellents due to its availability and popularity (Shaik Shamshuddin, T. Venkateswarulu, Haniefuddin Shaik, 2020). (K.Vijayakumar, R.Nijanthan, 2019) studied the factors impacting the consumer buying behaviour and consumer satisfaction and they concluded that consumer satisfaction depends on quality of the product, standard pricing and branding done by the company. (Kavita Narwal, Aditi Vats, 2011) stated that today's customer is aware of their needs to get maximum satisfaction from FMCG goods. As per their study, taste was the factor with which maximum respondents were satisfied, besides taste respondents were also content with quality of product, service and benefits of FMCG goods. (Mohammad Saleh Miralam, Maqsood Hussain Junnaidi, Sayed Moizuddin, 2019), analysed the factors influencing customer satisfaction for FMCG products. The study concluded that poor product quality and poor product service leads to poor customer satisfaction. (B. Albeert Nicholas, S. Praveen Kumar, 2020) studied the customer satisfaction for Nestle Kitkatis and they concluded that the satisfaction level of the customers from this product is satisfactory and mostly the customers are satisfied with its design and taste. (P.K.Uma Maheswari, 2017) studies the consumer behaviour towards FMCG products and the study concluded that more attention needs to be given to the problems faced by the consumers. (A.Suguanthi, 2018) aims to analyse the satisfaction level of consumers for FMCG products and the study found that quality of the product is the most influencing factor for customer satisfaction with FMCG products.

III. OBJECTIVES OF THE STUDY:

- 1) To determine the satisfaction level of respondents regarding various attributes of Selected FMCG – Hair Oil, Shampoo and Biscuits in rural Punjab.
- 2) To determine the satisfaction level of respondents regarding various brands of selected FMCG – Hair Oil, Shampoo and Biscuits in rural Punjab.

IV. RESEARCH METHODOLOGY:

For this current study data has been collected from both sources i.e. primary as well as secondary sources. Primary data was collected with the help of questionnaires from rural consumers of Punjab and secondary data was collected with the help of various newspapers, magazines, research paper publications, government reports, indexed journals etc. Descriptive research design has been used in the current study. The current study is descriptive and causal. The data was collected from 100 respondents using convenient sampling. All the respondents of this study have been selected from the rural population of Punjab. Analytical test like one sample T- Test is used in this study.

V ANALYSIS AND INTERPRETATION:

For the current study three FMCG products have been chosen i.e., Hair Oil, Shampoo and Biscuits. An effort has been made to analyse the level of satisfaction of rural consumers of Punjab towards these FMCG products

with respect to their various attributes and brands available in the market. One sample T- Test has been applied to draw the results for the same. The output of one sample T-Test are as in below tables.

A) Satisfaction level of respondents regarding various attributes of Selected FMCG – Hair Oil, Shampoo and Biscuits in rural Punjab.

To analyse the satisfaction level of respondents regarding various attributes of Hair Oil, one sample T-Test is applied and result of same are as in below table no I.

Attributes of Hair Oil	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Price	150	3.74	.977	9.257	.000
Availability	150	3.59	1.076	6.680	.000
Promotional Offers	150	2.81	1.363	-1.677	.096
Quality	150	3.85	1.039	10.061	.000
Prestige	150	3.47	1.008	5.671	.000
Nourishment to hair	150	3.76	1.115	8.345	.000

Table no I: One Sample T- Test: Satisfaction Level of Respondents with various attributes of Hair Oil

From the above table no I, it is evident that consumers are aware of attributes of Hair Oil like Price (Mean 3.74), Availability (Mean 3.59), Quality (Mean 3.85), Prestige (Mean 3.47) and Nourishment to hair (Mean 3.76). Hence, it is said that rural consumers of Punjab are most satisfied with the quality and Nourishment to hair of Hair Oils followed by price, availability and prestige. Rural consumers of Punjab are least satisfied with the promotional offers of hair oils being offered to them.

Similarly, to study the satisfaction level of rural consumers of Punjab regarding various attributes of Shampoo, one sample T-Test is applied and results of the same are as in below table no II.

Attributes of Shampoo	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Price	150	3.85	1.054	9.840	.000
Availability	150	3.71	1.058	8.260	.000
Promotional Offers	150	3.47	1.162	4.917	.000
Quality	150	3.57	1.131	6.207	.000
Prestige	150	3.39	1.209	3.985	.000
Fragrance	150	3.30	1.157	3.175	.002

Table No II: One Sample T- Test: Satisfaction Level of Respondents with various attributes of Shampoo

From the above table no II, it is evident that the consumers are quite satisfied with various attributes of shampoo like Price (Mean 3.85), Availability (Mean 3.71), Promotional Offers (Mean 3.47), Quality (Mean 3.57), Prestige (Mean 3.39), Fragrance (Mean 3.30). Hence it is said that the consumers are most satisfied

with price and availability of shampoo in rural markets followed by quality, promotional offers, prestige and fragrance.

Likewise to understand the level of satisfaction of rural consumers with various attributes of Biscuits , one sample T-Test is applied and results of the same are as in table no III.

Attributes of Biscuits	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Price	150	3.93	.967	11.821	.000
Availability	150	3.47	1.085	5.343	.000
Promotional Offers	150	2.76	1.329	-2.211	.029
Quality	150	4.21	.966	15.376	.000
Prestige	150	3.77	.923	10.177	.000
Taste	150	3.63	1.027	7.475	.000

Table No III: One Sample T- Test: Satisfaction Level of Respondents with various attributes of Biscuits

From the above table no III, it is clear that consumers are satisfied with the attributes of biscuits Price (Mean 3.93), Availability (Mean 3.47), Promotional Offers (Mean 2.76), Quality (Mean 4.21), Prestige (Mean 3.77) and Taste (Mean 3.63). Hence it is said that rural consumers are most satisfied with quality and price of biscuits followed by prestige, promotional offers, taste and availability.

B) Satisfaction level of respondents regarding various brands of selected FMCG – Hair Oil, Shampoo and Biscuits in rural Punjab.

To understand the level of satisfaction of rural consumers regarding various brands of hair oil, one sample T-Test is applied and results of the same are as in Table no IV.

Brands of Hair Oil	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Parachute	150	3.94	.971	11.857	.000
Patanjali	150	3.92	1.013	11.118	.000
Dabur	150	3.86	1.062	9.918	.000
Himalaya	150	3.78	.947	10.083	.000
Bajaj Almond	150	3.95	1.077	10.846	.000
Nav Ratna	150	3.91	1.012	10.969	.000

Table No IV: One Sample T- Test: Satisfaction level with various brands of Hair Oil

From the above table no IV, it is evident that consumers are satisfied with various brands of hair oil like Parachute (Mean 3.94), Patanjali (Mean 3.92), Dabur (Mean 3.86), Himalaya (Mean 3.78), Bajaj Almond (Mean 3.95), Navratna (Mean 3.91). Hence, it is said that consumers are most satisfied with Bajaj Almond and Parachute.

Similarly, to ascertain the level of satisfaction of rural consumers regarding various brands of shampoo, one sample T- Test is applied and results of the same are as in table no V.

Brands of Shampoo	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Clinic Plus	150	4.21	.966	15.376	.000
Head & Shoulders	150	3.99	1.017	11.887	.000
Sunsilk	150	3.39	1.175	4.099	.000
Pantene	150	3.87	.981	10.822	.000
Patanjali	150	3.63	1.033	7.428	.000
Tresemme	150	3.96	.889	13.225	.000

Table No V: One Sample T-Test: Satisfaction level with various brands of Shampoo

From the above table no V, it is understood that consumers are satisfied with various brands of shampoo Clinic Plus (Mean 4.21), Head & Shoulders (Mean 3.99), Sunsilk (Mean 3.39), Pantene (Mean 3.87), Patanjali (Mean 3.63), Tresemme (Mean 3.96. Hence, it is said that consumers are most satisfied with Clinic Plus and Head & Shoulders.

Moreover, to analyse the satisfaction level of consumers regarding various brands of Biscuits, one sample T- Test is applied and results of the same are as in under table no VI.

Brands of Biscuits	N	Mean	Std. Deviation	t	Sig. (2-tailed)
Cremica	150	3.98	.823	14.583	.000
Britannia	150	3.68	1.101	7.564	.000
Parle	150	3.47	1.008	5.671	.000
Sunfeast	150	3.59	1.076	6.680	.000
Patanjali	150	3.52	1.139	5.589	.000
Priyagold	150	4.01	.882	14.067	.000

Table No VI: One Sample T- Test: Satisfaction level of consumer regarding various brands of Biscuits.

From the above table no VI, it is understood that the consumers are satisfied with the various brands of biscuits Cremica (Mean 3.98), Britannia (Mean 3.68), Parle (Mean 3.47), Sunfeast (Mean 3.59), Patanjali (Mean 3.52) and Priyagold (Mean 4.01). Hence, it is said that consumers are most satisfied with Priyagold and Cremica Biscuits.

VI. FINDINGS:

It is observed that consumers are most satisfied with quality and nourishment to hair of hair oil but are dissatisfied with the promotional offers of hair oil. Among the various attributes of shampoo consumers are most satisfied with price and availability of biscuits. Similarly consumers are most satisfied with price and quality of biscuits.

Consumers are most satisfied with Bajaj Almond and Parachute brands of hair Oil. Likewise for shampoo consumers are most satisfied with Clinic Plus and Head & Shoulders, among several brands of biscuits consumers are highly satisfied with Priyagold and Cremica.

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