



A STUDY ON CUSTOMER SATISFACTION TOWARDS FAST MOVING CONSUMER GOODS (FMCG) SPECIAL REFERS WITH WARANGAL CITY

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ABSTRACT: Consumer behavior plays an important role in marketing. This influenced by various factors. In the changing global scenario we find that consumers needs and wants to buy a product also changes with it. In this study titled “A Study on Consumer Behaviour towards Selected Fast Moving Consumer Goods in Warangal City” the researcher has assessed the socioeconomic profile ,shopping pattern consumer and found out the factors influencing the consumer to purchase the selected FMCG products. The primary data required for the study for collected through questioner which was distributed to 135 samples choose from Warangal city .The tools used for analysis are percentage analysis,Garrett ranking and chi-square. From this study it was found that most of the consumers are influenced by brand and quality in purchase of FMCG products. There by the researcher has suggested to improve the quality in FMCG product through product development and external monitoring.

KEYWORDS: FMCG , Consumer Behaviour, awareness, preference.

INTRODUCTION

Globally, India is becoming one of the most attractive markets for foreign FMCG players due to easy availability of imported raw materials and cheap labor costs. The urban segment is the biggest contributor to the growth of India FMCG sector, accounting for around two-thirds of the total revenues. However, the share of semi-urban and rural segments in the country's FMCG sector is anticipated to increase by the end of 2020. Fast-moving consumer goods (FMCG) can be defined as packaged goods that are consumed or sold at regular and small intervals. The prices of the FMCG are low and profits earned are more dependent upon the volume sales of the products. The FMCG market can be broadly categorized as Personal Care, Household care, Food & Beverages and Others. The Indian FMCG sector is the fourth largest sector in the economy with a total market size of USD49 billion in 2016. The sector is projected to grow at a CAGR of 20.6% to reach USD103.7 billion by 2020. The FMCG industry in India, has grown rapidly over the last decade, predominantly on account of increasing income levels and changing lifestyle of Indian consumers..

Fast Moving Consumer Goods are inexpensive products that require little shopping efforts. These are non-durable products which are sold in packaged forms. These products are purchased by the end-consumer in small quantities and frequently. The main FMCG segments can be classified as Personal Care, Household care, Branded and Packaged Food and Beverages.

Personal Care: It consists of oral care, hair care, skincare, personal wash (soaps), cosmetics and toiletries, deodorants; perfumes; paper products (tissues, diapers, sanitary), shoe care etc.

Household Care: It comprises of fabric wash (laundry) soaps and synthetic detergents; household cleaners

(dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellants, metal polish and furniture polish).

Branded and Packaged Food and Beverages: It consists of health beverages; soft drinks; staples/cereals; bakery products (biscuits, bread, cakes), snack food, chocolates, ice cream, tea, coffee, processed fruits, vegetables and meat, dairy products, bottled water; branded flour, branded rice, branded sugar, juices etc.

HISTORY

Fast moving consumer goods (FMCGs) constitute a large part of consumers' budget in all countries. Retail trade in these products, that is, their supply to households, has attracted considerable interest from consumers and policy-makers because a well functioning retail sector is essential for daily provision of these essential products at high quality and low cost.

Fast Moving consumer Goods are products that have a quick shelf turnover, irrelatively low cost and do not require a lot of thought, time and financial investment to purchase. The margin of profit on every individual FMCG product is less. However, the huge number of goods sold is what makes the difference.

Fast Moving Consumer Goods is a classification that refers to a wide range of frequently purchased consumer products including toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets.

FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. The Fast-Moving Consumer Goods (FMCG) are those consumables which are normally consumed by the consumers at a regular interval. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, etc.

OBJECTIVES OF STUDY

- To study the concept of FMCG.
- To identify the factors influencing for buying decision of fast moving consumer goods.
- To analyze the socio- economic status of the sample respondents.
- To understand the overall satisfaction level of respondent using FMCG products.
- To identify the factors influencing consumer buying behavior and consumer decision making process.
- To know the profile of the study area (Warangal District).
- To offer suitable suggestions based upon the study.

REVIEW OF LITERATURE

Rambabu Gopiseti and G.Linganna (2017)¹ in their article titled "Consumer Buying Behaviour towards Fast Moving Consumer Goods"- made an attempt to study the factors affecting the Consumer Buying Behaviour Towards selected Personal Care Products and how these factors play an important role in buying decision. The factors included were related to the personal care brands and rural consumers. The researchers found that consumers perceived that Television commercials and followed by Quality and Brand loyalty are significant factors which have more influences on the consumer buying behaviour even though they are middle income groups and lower income groups.

Ravi Sharma and Rachna Arya (2017)² In their article titled "Study of consumer oriented sales promotion in FMCG sector" suggest that promotion is one of the pillars of marketing mix and same way sales promotion is also one of the elements of promotion.

Saranya G.Surya (2016)³ In their research titled "The Preference of Women Consumers With FMCG Products With Special Reference to Pollachi Taluk" aimed to create awareness about FMCG products and to understand the overall satisfaction level of respondents using FMCG products prevailing in the FMCG's retail trade sector. Convenience-sampling method is used to collect the data and the sample selected for this study is 100. The researchers found that quality is the main motivating factor for the consumer to buy the product of FMCG.

In the article of Mahaboob Basha (2016)⁴ “A Study on Consumer Behaviour towards FMCG Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh”, the researcher aimed to examine the consumer behavior at the time of purchase, and analyze the factors that influence towards for buying fast moving consumer goods. For the purpose of the study 50 respondents have been chosen in Nellore city by using stratified random sampling technique. The author finds that creating awareness regarding products is essential to grab the market in the competitive world.

Shashank Singh Chauhan and Singh (2016)⁵ in their article titled “A Study of Indian Consumer Buying Behaviour of FMCG Products (With Special Reference of Bathing Soap)”, opined bathing soaps are fast moving consumer goods that have seen a surge in their sales in the past few decades in India.

METHODOLOGY OF THE STUDY

Exploratory research design is used for conducting this study. The survey was conducted in Coimbatore city.. For the purpose of the study 120 respondents have been chosen in Coimbatore city by using convenient sampling technique. The questionnaire was prepared and administered in person to all the respondents. The study has used both the primary data and secondary data. Secondary data were collected through various journals, magazines, reports and newspapers. The tools used to analyze the data are Simple Percentage Analysis.

SAMPLE DESIGN

Convenient sampling method is adopted for the purpose of study.

DATA COLLECTION

Data was collected to both primary and secondary data source. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

Primarily data

Primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaires .

Secondary data

Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

PERIOD OF THE STUDY

This study is based on a primary data collection. The study was conducted for a period of three months from December 2022 to February 2023.

TOOLS USED FOR THE STUDY

The rules of statistics in research is to function as a tool in designing research, analyzing the data, drawing its conclusion from most research studies result in large volume of raw data that must be suitable reduced so that the same can be read easily and can be used for future analysis. The tools used for Simple percentage analysis
Weighted average analysis
Chi-square Test.

Chi-square Test.

simple percentage analysis purchase from

S.No	Purchase from	No. of respondents	Percentage (%)
1	Departmental store	66	49
2	Super market	21	16
3	Convenient store	22	16
4	D mart	26	19
5	Total	135	100

INTERPRETATION

From the above table, it is found that 49% of the restaurants purchase from departmental store, 16% of the respondents purchase from super market, 16% of the respondents purchase from convenient store and remaining 19% of the respondents purchase from d mart.

Here majority 49% of the respondents purchase from departmental store.

weighted average analysis preferred brand category

Category	5	4	3	2	1	Total Score
Skin care	19	48	40	28	0	135
Haircare	27	55	10	28	15	135
Detergent powder	20	25	66	18	6	135
Toilet soap	28	37	47	8	15	135
Tooth paste	22	31	56	10	16	135
Cold drinks	18	32	46	10	19	135

Category	5	4	3	2	1	Mean Score	Mean	Rank
Skin care	95	192	120	56	0	463	30.87	1
Haircare	135	220	30	56	15	456	30.40	3
Detergent powder	100	100	198	36	6	440	29.33	4
Toilet soap	140	148	141	16	15	460	30.67	2
Tooth paste	110	124	168	20	16	438	29.20	5
Cold drinks	90	128	138	40	19	415	27.67	6

INTERPRETATION

The above table shows skin care ranks 1, toilet soap ranks 2, haircare ranks 3, detergent powder ranks 4, toothpaste ranks 5 and cold drinks ranks 6.

CHI SQUARE TEST

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN LIKING OF PRODUCT AND DURATION OF USAGE

Null Hypothesis Ho

There is no significant relationship between liking of product and duration of usage

Alternative Hypothesis Ha

There is significant relationship between liking of product and duration of usage

Usage Duration Liking	Last 6 months	6 months to 1 year	1-2 years	More than 2 years	Total
Price	3	1	13	6	23
Advertisement	14	16	3	8	41
Features	24	35	1	0	60
Brand	3	8	0	0	11
Total	44	60	17	14	135

Calculated value χ^2	97.84
Degree of freedom	12
Level of significant	50%
Table value	23.589
Result	Reject

INTERPRETATION

Since the calculated value is higher than the table value and our hypothesis is proved, null hypothesis is rejected. Hence alternate hypothesis is accepted. So there is significant relationship between liking of product and duration of usage.

CONCLUSION

In the present competitive business world, the market penetration and customer demand are not simply due to the product features, but due to the effort taken by the dealers to place the product in the hands of the right consumer. For this, dealers and distributors should be properly motivated by the manufacturers through awards and incentives based on their performance. Quantity discounts or trade in allowance should be offered to customers for making bulk purchases (individually or group) of the products of the company. It is recommended that the consumers of the FMCG products should be conscious about the media [especially television advertisement] which certainly do have an undue influence over them in the preference of the FMCG products. Manufacturers should use the retailers like convenience stores, discount stores and off-price leader etc. even though it is not popular in Indian markets. The regular and continuous improvements in the products are necessary after the careful research programmed that definitely not at the cost of the quality and hygiene

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