

**A STUDY ON CONSUMERS BUYING BEHAVIOUR TOWARDS FMCG PRODUCTS
WITH REFERENCE TO PERAMBALUR DISTRICT.****Dr. T. Selvam¹**Assistant Professor of Commerce (Computer Application)
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Women (Autonomous), Perambalur.**Abstract:**

This study made clear that consumers place more weight on the quality of fast-moving consumer goods making purchasing decisions about particular brands. This study identifies the level of various factors have an impact on the consumers decisions to purchase FMCG products. The research found that brand recognition and product quality are what influence consumers' decisions to buy, with all other factors having little bearing. In recent days, these products are normally consumed by all societies of peoples even though the rural consumers are also using their demandable branded products in all product categories and also considerable portion of their income spent on these goods. The evolution of technology development has unfastened the door of opportunity to exploit and provide competitive advantages over firms. Respondents have been taken by convenient sampling method simple percentage analysis and Chi-square analyses are used. This study motivation is to analyze the Consumer buying behaviour towards Fast moving consumer goods in Perambalur district. Total 100 samples used to test the hypotheses.

Key Words: FMCG, Brand, Consumer Behaviour, buying behaviour, consumer awareness.**Introduction:**

Fast-moving consumer goods (FMCG), also known as consumer packaged goods (CPG), are products that are sold quickly and at a relatively low cost. Examples include non-durable household goods such as packaged foods, beverages, toiletries, candies, cosmetics, over-the-counter drugs, dry goods, and other consumables.^{[1][2][3]} Fast-moving consumer goods have a high inventory turnover and are contrasted with specialty items, which have lower sales and higher carrying charges. Many retailers carry only FMCGs, particularly hypermarkets, big box stores,

and [warehouse club](#) stores. Small [convenience stores](#) also stock fast-moving goods; the limited shelf space is filled with higher-turnover items.

List of Top 10 FMCG Companies in India:

- ✚ Hindustan Unilever Limited
- ✚ ITC Limited
- ✚ Nestle India
- ✚ Britannia Industries
- ✚ Varun Beverages
- ✚ Godrej Consumer products limited (GCPL)
- ✚ Marico Limited
- ✚ Colgate Limited
- ✚ P & G Limited
- ✚ Tata consumer products limited

Objectives:

- ✚ To Study the consumer buying behaviour towards FMCG brand.
- ✚ To analyze the factors, which influence the consumers to purchase a FMCG product?
- ✚ To offer suitable suggestions based on the findings of the study.

Review of Literature:

Dr.K.Vijayakumar¹ , R.Nijanthan^{2*} (2019)⁴ This study investigated that consumers quality is more importance for the fast moving consumer goods purchasing behaviors of Consumers on selected brands. This study identifies the level of influence of various factors on the purchase of FMCG products to the respondents to this study. The branding of FMCG had becomes an integral part of the live hood of consumers. Consumers are literally confronted with hundreds of brands on a daily basis.

Prakash Natikar⁵ (2019) 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.

M.A. Prasad, 2Gayathri S.B⁶ (2022) The Indian FMCG sector is the fourth largest sector in the economy with a total market size of Rs 167,100 Crores. The market is estimated to grow to US\$ 100Billion by 2025. According to Market research Firm Nielson. It has a strong MNC presence and is characterized by a well – established distribution network, intense competition between the organized and unorganized segments and low operational cost.

Sunny Yadav⁷ (2023) This research made clear that consumers place more weight on the quality of fast-moving consumer goods when making purchasing decisions about particular brands. This study measures the degree to which different factors have an impact on the respondents' decisions

to purchase FMCG products. Advertising for FMCG had become an essential component of customers' daily lives. Every day, consumers are actually presented with hundreds of different brands.

Hypotheses:

- ✚ H1: Consumers are satisfied with FMCG Products.
- ✚ H2: Prices of products positively affects the consumers' buying behavior.
- ✚ H3: There is a relation between perceived risk and consumers' buying behavior.
- ✚ H4: There is a positive influence of trust on FMCG products.



Limitations of the Study:

- ✚ Similar to that, the following restrictions apply to this study:
- ✚ Conclusion might not be relevant in other situations.
- ✚ This research was restricted to FMCG brands of goods.

Statement of the Problem

In a competitive world, there are many problems in marketing of goods. Some problems can be solved, but many problems may not be solved. India is a developing country. So, most of the people are living in rural areas. The consumers are facing various problems in selecting their fast moving consumer goods. It is identified that there is a need for research work in the field of consumer behavior of FMCG in the Perambalur District of Tamilnadu.

Research Methodology

The methodology of the research indicates the general pattern of organizing procedure for gathering valid and reliable data for the purpose of investigation. The methodology of this study includes the description of research design, sample size, sampling techniques, development and description of the tools, data collection procedure and analyzing the data.

Research design

The research is descriptive in nature. The objectives of this design are to portray accurately the characteristics of the consumer buying behaviour of FMCG Products in Perambalur district. Attempts are made to ascertain the attitude and buying behaviour towards FMCG by the result of the study.

This study title is "A Study on consumers buying behaviour towards FMCG products in perambalur district" and the methodology discussed the data collection, period of the study, sampling design, reliability analysis, pilot study and statistical tools and techniques. The validity of a research depends on the systematic method of collecting the data and analyzing them in the sequential order. In the present study, extensive analysis of both Primary survey data and Secondary source were used systematically.

SOURCES OF THE DATA

Primary Data: Primary data is the first hand information that is obtained through experiment, surveys, etc. in this study the primary source of data is obtained by interview schedule to various respondents in Perambalur district. The selection of samples would help the researcher to carry out a reliable analysis.

Secondary Data: Secondary sources are the facts that are available already. In this study the secondary data were collected from the previous records, magazines, published articles, submitted thesis, and internet etc.

Analysis:

In order to achieve the objectives of the study an analysis is made to understand the consumer buying behaviour of FMCG Products in Perambalur district. The Collected data from the respondents have been tabulated and analyzed using simple percentage and chi-square analysis. The socio-Economic profiles of the respondents are shown in the following tables.

Percentage Analysis:

1. Gender:

The table 1 described the gender wise classification of the respondents selected for the study. The gender is classified as male and female.

S. No	Category of Respondents	No. of Respondents	Percentage
1	Male	65	65.0
2	Female	35	35.0
	Total	100	100

Source: Primary Data

The table explains that out of 100 respondents, were 65 respondents (65.0 per cent) of the male and the remaining 35 respondents (35.0 per cent) are female. It is concluded that the majority (65.0 per cent) of the respondents selected for the study is male.

2. Age of the Respondents

Table 2 describes the age of the respondents selected for the study. The age is classified as Below 25 years, 26 to 35 years, 36 to 45 years, 46 to 55 years and above 56 years.

S. No	Age of the respondents	No. of Respondents	Percentage (%)
1	Below 25 years	20	20.0
2	26 to 35 years	35	35.0
3	36 to 45 years	14	14.0
4	46- to 55 years	15	15.0
5	Above 56 years	16	16.0

	Total	100	100
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Source: Primary Data

Table 2 shows that out of 100 respondents, 35 respondents (35.0 per cent) are the age group between of 26-35 years, 20 respondents (20.0 per cent) are the age group between Below 25 years, 16 respondents (16.0 per cent) are in the age group Above 56 years, 15 respondents (15.0 per cent) of age group of 46 to 55 years, and 14 respondents (14.0 per cent) are 36 to 45 years. Hence it is concluded that a considerable percentage (35.0 per cent) of sample is in the age group of 26-35years.

3. Factors Induced to buy FMCG Products.

	Factors induced	Number of Respondents	Percentage
1.	Quality		
2.	Influenced by offers		
3.	Brand image		
4.	Impact of advertisement		
5.	Brand loyalty		

Source: Primary Data.

Table 3 shows the Factors induced to buy the FMCG Products, out of 100 respondents, 30 respondents (30.0 per cent) opinion Brand image, 22 respondents (22.0 per cent) say impact of advertisement to influenced, 21 respondents (21.0 per cent) influenced by offers has influenced to buy, 16 respondents (16.0 per cent) opinion that Quality and 11 respondents (11.0 per cent) are Brand loyalty. Hence it is concluded that a considerable percentage (30.0 per cent) of sample is in the Brand image is most influenced to buy FMCG Products.

4. ASSOCIATION BETWEEN GENDER OF THE RESPONDENTS AND FACTORS INDUCED TO BUY FMCG PRODUCTS

Null Hypothesis (H₀): There is no significant association between gender of the respondents and factors induced to buy FMCG products

Factors induced	Gender		Total	Statistical inference
	Male	Female		
Quality	10	6	16	$\chi^2 = 3.84$ $v = 4$ $\chi^2_{0.05} = 9.488$ $3.84 < 9.488$ H_0 : Accepted Not Significant
Influenced by offers	13	8	21	
Brand image	20	10	30	
Impact of advertisement	16	6	22	
Brand loyalty	6	5	11	
Total	65	35	100	

Table 4 shows the association between gender of the respondents and factors induced to buy FMCG products. Applying chi-square test, Null hypothesis accepted. It shows that, “**There is no significant association between gender of the respondents and factors induced to buy FMCG products.**”

FINDINGS:

- ✚ Most consumers have a monthly purchasing practice.
- ✚ Purchases mainly depend on individual income, trend and their own lifestyle. Average consumers have an attitude of rarely switching between brands. Brand switching occurs mainly due to quality changes, product usage, new product desirability, and other discounts on branded products.
- ✚ Most consumers probably expect cheap price, best quality, reasonable packaging and occasional offers are educated and average traders are graduates.
- ✚ Pricing strategies and store design and presentation will attract more customers.
- ✚ More discounts, personal contact for home delivery and handing out coupons are techniques that can be used to maintain customer loyalty in the consumer market.

Suggestions:

In the competitive world, the market penetration and consumer 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.

Conclusion:

From this Research is observed that FMCG products have a good market share in the Study area. Though the study is related to consumer behaviour, most of the consumers are influenced by quality and brand in purchase of FMCG products. Majority of the consumers are satisfied with the FMCG products because of its good quality, reputation, easy availabilities. It is concluded from this study that FMCG sector is growing and will continues to grow very fast. The study on the consumer behaviour towards the FMCG products has received a pivotal position in the market for hair oil, shampoo etc. Although there are many competitors in the market, FMCG was able to maintain and hold its top rank providing quality product at reasonable price to consumers.

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