CUSTOMER PERCEPTION AND SATISFACTION OF FMCG’S WITH SPECIAL REFERENCE TO THOOTHUKUDI DISTRICT.

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ABSTRACT The consumer behaviour plays an important role in marketing of fast moving consumer goods. This behaviour is effected by various factors. In the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India’s GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. This paper highlights and identify the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The data for this study has been collected through questionnaire and findings have been theoretically presented. The paper reveals that consumer behaviour is largely affected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differ from product to product.

Keywords: Fast Moving Consumer Goods, Consumer Behaviour, Brand awareness, and

INTRODUCTION

FMCG Sector in India is one of the four largest sectors in Indian economy. The FMCG (Fast Moving Consumer Goods) companies have faced tough competition among themselves over the years which is continuously increasing. This is due to the increase in per capita income among individuals and also various developments in rural economy. The FMCG sector has changed its strategies and has opted for a more well-planned marketing of the products to penetrate both the rural and urban markets. To execute these tasks, the FMCG companies are hiring more and more people which has led to an increase in the job prospects in this sector. Thus, FMCG sector is creating massive employment with good career prospects. Marketing, retail, sales, services and supply are the key areas which generates maximum career scopes in FMCG Industry in India.

Literature Review

Vibhuti, et.al (2014)¹ In their article titled “A study on Consumer Buying Behavior towards Selected FMCG Products” The consumer behaviour plays an important role in marketing of fast moving consumer goods. The authors highlighted that the present era of globalisation needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India’s GDP. Therefore it is necessary to identify the changes in consumer buying behaviour towards FMCG products. The study reveals examines the factors affecting consumer buying behaviour towards FMCG products and finally effecting their decision making process. The study found that consumer behaviour is largely effected by place, product, price, promotion, physiological and psychological factors. However effect of these factors also differ from product to product.

Thanigachalam (2014)² In his article highlights “the consumer behaviour towards fast moving consumer goods in Puducherry.” The importance promotional offers, availability of brands are important that companies must give it sufficient consideration before they plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumer and their target markets more effectively and efficiently.

Ganesh (2015)³ - In his article titled Consumers’ Perception towards Brand Loyalty of FMCG Products - An Analysis. The author analysed that the consumers’ perception towards brand loyalty of the FMCG product is awareness, knowledge, attitude of the brand, risk aversion to change the brand, satisfaction and brand trust of the consumers, variables namely brand, image, product quality, product knowledge, product involvement, products attributes and brand loyalty of consumers. Mahaboob Basha (2016)⁴ This article highlights “A Study on Consumer Behaviour towards Fmcg Goods An Empirical Study with Special Reference to Nellore District of Andhra Pradesh. The author finds that creating awareness regarding products is essential to grab
the market in the competitive world. The researcher evaluates that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behaviour towards fast moving consumer goods in Nellore District of Andhra Pradesh.

OBJECTIVES OF THE STUDY

The objective of the study is to understand the buying behaviour and awareness of brands of the rural consumers towards selected FMCG products. For this the objective of the research work are as under:

1. To identify the factors affecting consumer buying behaviour and consumer decision making Process.
2. To study consumers' brand awareness in selected FMCG product categories.
3. To conclude and suggest strategies for effective marketing of FMCG products.

Methodology

The study has used both the primary data and secondary data. The primary data has been directly collected from the respondents by using questionnaire with the help of convenient sampling method. The total number of samples were 125 in six areas from Thoothukudi District. The information collected have been edited for reliability and consistency and presented in a master table for analysis. Secondary data were collected through various journals, magazines, reports and newspapers.

Significance of the study

There is a much need to understand consumer behavior towards fast moving consumer goods in Thoothukudi District of Tamil Nadu. The development of business is depends on consumer satisfaction when consumer satisfies the growth of the business in terms of sales would gradually increase FMCG's goods.

Sampling Design

For the purpose of the study 125 respondents have been chosen in Thoothukudi District by using convenience sampling technique. The questionnaire was prepared and administered in person to all the respondents. The information collected have been edited for reliability and consistency and presented in a master table for analysis.

Tools for Analysis:

In this study the raw data collected are classified, edited and tabulated for analysis. The following were the some of the tools used such as percentage analysis, Independent sample t test, and Analysis of Variance (ANOVA).

Hypotheses of the Study

“There is no significant relationship between factors influencing purchase decision of FMCG products and size of the family of customers”.

“There is no significant relationship between factors influencing purchase decision of FMCG products and educational background of customers”

Demographic Profile of the Respondents

The demographic profile of the respondents gives an overall information about personal profile of the respondents, which consists of gender, age, occupation, educational background, monthly income, residential status, and marital status, type of family and size of the family. The following table gives a brief account of the same.

<table>
<thead>
<tr>
<th>Table 4.1 Demographic Profile</th>
</tr>
</thead>
<tbody>
<tr>
<td>Variables</td>
</tr>
<tr>
<td>-----------</td>
</tr>
<tr>
<td>Gender</td>
</tr>
<tr>
<td>Male</td>
</tr>
<tr>
<td>Female</td>
</tr>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Age</td>
</tr>
<tr>
<td>Below 20</td>
</tr>
<tr>
<td>21-40</td>
</tr>
<tr>
<td>41-60</td>
</tr>
</tbody>
</table>
Table 1.1 shows that in respect of gender distribution, 77 respondents (61.6 percent) are male and 48 of them (38.4 per cent) are female. Majority of the respondents belongs to the age group (21-40) consist of 59.2 percent, middle aged consist of (41-60) 31.2 percent, 6.4 percent consist of below 20 years and above 60 years consist of only 3.2 percent.

With regard to occupation, 102 respondents (81.6 percent) belong to salaried class people, 17 of them (13.6 percent) agriculturist and 6 of them (4.8 percent) others. The literacy rate of the respondents who are the customers of FMCG products is normally good. 68 of them (54.4 percent) have completed their under graduation, 38 of them (30.4 per cent), are below higher secondary, 12 respondents (9.6 per cent) are post graduate and 7 respondents (5.6 per cent) are illiterates.

Out of 125 respondents, 57.6 per cent of the respondents have been earned an monthly income of below Rs.20,000, 22.4 per cent of them Rs.20,000-40,000, 16 per cent of them Rs.40,000 to Rs.60,000 and only 4 per cent of them have monthly income of above Rs. 60,000.

With regards to residential status, 71.2 per cent of the respondents belong to urban area and 28.8 per cent of them belong to rural area. With regards to the marital status reveals that 78.4 percent of them are married and 21.6 percent of them are unmarried.
1.2 Ranking of brand awareness of Hair care

The Rural areas are anticipated to be the chief carter for FMCG, as improvement continues to be high in these regions. Today's user wants packed goods that perform better, faster, and smarter. This study aims to recognize the level of brand consciousness and it will refined tastes of the consumers as well. Garret ranking analysis is used to find out the brand awareness of hair care. The result of garret ranking analysis is presented in the following Table.

**Table 1.2**
Garret ranking for the brand awareness of Hair care

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Brand</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Head &amp; Shoulder</td>
<td>6331</td>
<td>50.65</td>
<td>VI</td>
</tr>
<tr>
<td>2</td>
<td>Clinic Plus</td>
<td>7226</td>
<td>57.81</td>
<td>III</td>
</tr>
<tr>
<td>3</td>
<td>Pantene</td>
<td>8072</td>
<td>64.58</td>
<td>I</td>
</tr>
<tr>
<td>4</td>
<td>Meera</td>
<td>5289</td>
<td>42.31</td>
<td>IX</td>
</tr>
<tr>
<td>5</td>
<td>Dove</td>
<td>6836</td>
<td>54.69</td>
<td>IV</td>
</tr>
<tr>
<td>6</td>
<td>All clear</td>
<td>5894</td>
<td>47.15</td>
<td>VIII</td>
</tr>
<tr>
<td>7</td>
<td>Garnier</td>
<td>6431</td>
<td>51.45</td>
<td>V</td>
</tr>
<tr>
<td>8</td>
<td>L’orel Paris</td>
<td>4694</td>
<td>37.55</td>
<td>X</td>
</tr>
<tr>
<td>9</td>
<td>Sun silk</td>
<td>7664</td>
<td>61.31</td>
<td>II</td>
</tr>
<tr>
<td>10</td>
<td>Alovera</td>
<td>6234</td>
<td>49.87</td>
<td>VII</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>6466</td>
<td>51.73</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary data

It is seen from the result obtained through garret ranking Pantene in the hair care selected products ranks first with a mean score of (64.58) which is followed by Sun silk (61.31), Clinic Plus (57.81), Dove (54.69), Garnier (51.45), Meera (42.31) and L’orel Paris (37.55). There are four variables which are above the average score of 51.73 and the rest six variables (products are) score lower than the average.

**GARRET RANKING FOR THE BRAND AWARENESS OF SKIN CARE**

Garret ranking analysis is used to find out the brand awareness of skin care. The result of garret ranking analysis is presented in the following Table.

**Table 1.3**
Garret ranking for the brand awareness of skin care

<table>
<thead>
<tr>
<th>Sl. No</th>
<th>Brand</th>
<th>Total Score</th>
<th>Mean Score</th>
<th>Rank</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fair &amp; Lovely</td>
<td>6071</td>
<td>48.57</td>
<td>V</td>
</tr>
<tr>
<td>2</td>
<td>Garnier</td>
<td>8476</td>
<td>67.81</td>
<td>I</td>
</tr>
<tr>
<td>3</td>
<td>Ponds</td>
<td>7928</td>
<td>63.42</td>
<td>II</td>
</tr>
<tr>
<td>4</td>
<td>Nivea</td>
<td>4024</td>
<td>32.19</td>
<td>IX</td>
</tr>
<tr>
<td>5</td>
<td>Lakme</td>
<td>7363</td>
<td>58.90</td>
<td>III</td>
</tr>
<tr>
<td>6</td>
<td>Face care</td>
<td>6519</td>
<td>52.15</td>
<td>IV</td>
</tr>
<tr>
<td>7</td>
<td>Lotus</td>
<td>5580</td>
<td>44.64</td>
<td>VI</td>
</tr>
<tr>
<td>8</td>
<td>Olay</td>
<td>3433</td>
<td>27.46</td>
<td>X</td>
</tr>
<tr>
<td>9</td>
<td>Elf</td>
<td>4644</td>
<td>37.15</td>
<td>VIII</td>
</tr>
<tr>
<td>10</td>
<td>Aloe</td>
<td>5215</td>
<td>41.72</td>
<td>VII</td>
</tr>
<tr>
<td></td>
<td>Average</td>
<td>5925</td>
<td>47.40</td>
<td></td>
</tr>
</tbody>
</table>

**Source:** Primary data

It is seen from the result obtained through garret ranking Garnier in the skin care selected products ranks first with a mean score of (67.81) which is followed by Ponds (63.42), Lakme (58.90), Face care (52.15), Fair & Lovely (48.57), Lotus (44.64), Aloe (41.72), Elf (37.15), Nivea (32.19) and Olay (27.46). There are five variables which are above the average score of 47.40 and the rest five variables (products are) score lower than the average.

**Factors Influencing Purchase Decision of FMCG products and Size of the family of customers**

In order to find out the relationship between factors influencing purchase decision of FMCG products and size of the family of customers, analysis of variance (ANOVA) was attempted with the null
hypothesis as, “There is no significant relationship between factors influencing purchase decision of FMCG products and size of the family of customers”. The results of ANOVA is given in Table 1.4.

### Table 1.4

**Factors Influencing Purchase Decision of FMCG products and Size of the family of customers - ANOVA**

<table>
<thead>
<tr>
<th>Purchase influential factors</th>
<th>Size of the family</th>
<th>Mean</th>
<th>Standard Deviation</th>
<th>df</th>
<th>F</th>
<th>p Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Product factors</td>
<td>Below 3</td>
<td>22.3881</td>
<td>2.6626</td>
<td>2</td>
<td>11.434</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>3-5</td>
<td>24.9494</td>
<td>2.1434</td>
<td>122</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 5</td>
<td>24.6866</td>
<td>1.2878</td>
<td>124</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price factors</td>
<td>Below 3</td>
<td>33.7015</td>
<td>4.0378</td>
<td>2</td>
<td>12.312</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>3-5</td>
<td>36.7247</td>
<td>3.6100</td>
<td>122</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 5</td>
<td>32.7164</td>
<td>3.4237</td>
<td>124</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place factors</td>
<td>Below 3</td>
<td>40.3881</td>
<td>2.6626</td>
<td>2</td>
<td>5.560</td>
<td>.005</td>
</tr>
<tr>
<td></td>
<td>3-5</td>
<td>38.9491</td>
<td>3.8862</td>
<td>122</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 5</td>
<td>35.7164</td>
<td>6.9562</td>
<td>124</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion factors</td>
<td>Below 3</td>
<td>40.7313</td>
<td>4.2232</td>
<td>2</td>
<td>8.786</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>3-5</td>
<td>42.8892</td>
<td>4.6096</td>
<td>122</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Above 5</td>
<td>37.0597</td>
<td>9.4290</td>
<td>124</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Computed data

The above table shows the results of ANOVA based on factors influencing purchase decision of FMCG products among different size of the family of customers. Since the 'p' value of factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that size of the family wise there is a significant difference in factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors.

**FACTORS INFLUENCING PURCHASE DECISION OF FMCG PRODUCTS AND EDUCATIONAL BACKGROUND OF CUSTOMERS**

In order to find out the relationship between factors influencing purchase decision of FMCG products and educational background of customers, analysis of variance (ANOVA) was attempted with the null hypothesis as, “There is no significant relationship between factors influencing purchase decision of FMCG products and educational background of customers”. The results of ANOVA is given in Table 1.5.

### Table 1.5

**Factors Influencing Purchase Decision of FMCG products and Educational Background of customers - ANOVA**

<table>
<thead>
<tr>
<th>Purchase influential factors</th>
<th>Educational Background</th>
<th>Sum of Squares</th>
<th>df</th>
<th>Mean Square</th>
<th>F</th>
<th>p Value</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products factors</td>
<td>Between Groups</td>
<td>212.921</td>
<td>3</td>
<td>70.974</td>
<td>19.170</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>447.991</td>
<td>121</td>
<td>3.702</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>660.912</td>
<td>124</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Price factors</td>
<td>Between Groups</td>
<td>799.608</td>
<td>3</td>
<td>266.536</td>
<td>27.860</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>1157.592</td>
<td>121</td>
<td>9.567</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>1957.200</td>
<td>124</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Place factors</td>
<td>Between Groups</td>
<td>405.520</td>
<td>3</td>
<td>135.173</td>
<td>7.784</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>2101.312</td>
<td>121</td>
<td>17.366</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>2506.832</td>
<td>124</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Promotion factors</td>
<td>Between Groups</td>
<td>1049.549</td>
<td>3</td>
<td>349.850</td>
<td>12.903</td>
<td>.000</td>
</tr>
<tr>
<td></td>
<td>Within Groups</td>
<td>3280.723</td>
<td>121</td>
<td>27.113</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td>4330.272</td>
<td>124</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Computed data
The above table shows the results of ANOVA based on factors influencing purchase decision of FMCG products among different educational background of customers. Since the ‘p’ value of factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that educational background wise there is a significant difference in factors influencing purchase decision of FMCG products namely products factors, price factors, place factors and promotion factors.

Suggestions

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.

CONCLUSION

The study reveals the perception towards Fast Moving Consumer Goods in particular reference to Thoothukudi District from the point of view of the customers. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. The quality products should not afraid of the higher pricing. The health and hygiene are important for the growth of FMCG products. The sales outlets and their service with good facets attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. This work is carried due to the increasing competition of the retail markets and outlets. In this modern age of business arena, the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. Hence the researcher has enacted to describe the utility of all the manufacturers of fast moving consumer goods to sustain the market. The groceries and toiletries are at the fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast moving consumer goods particularly the Thoothukudi like city. In future, the retail outlets and shops are fine-tuned with several facilities to reach the consumers and their interest.

REFERENCE