



CONSUMER'S EXPECTATION TOWARDS FAST MOVING CONSUMER GOODS AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO KRISHNA DISTRICT, ANDHRA PRADESH

Dr.T.Kiran Kumar

Associate Professor, Lingayas Institute of Management and Technology, Vijayawada, Andhra Pradesh.

Abstract

The FMCGs part is an extremely dynamic segment in India. A major goal is to satisfy the needs and wants of consumer. This study collects data from 300 consumers at various places in Krishna district. This study is started with objectives of examining socio-economic background of respondents, analyzing the factors influencing consumer behaviour towards selected FMCG products, checking the level of satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer is generally influenced by product, price, place, promotion, psychological and people impacts. This article highlights the consumers' expectation towards fast moving consumer goods in Krishna district of Andhra Pradesh.

Key Words: *Consumer, Marketing Strategies, Fast Moving Consumer Goods (FMCGs), Consumer Packaged Goods (CPG), Consumer Behavior.*

Introduction

Fast Moving Consumer Goods (FMCG) Industry in India is one of the fastest developing sectors in the Indian economy. At present the FMCG Industry is worth US\$ 13.1 billion and it is the 4th largest in the Indian Economy. FMCG industry, alternatively called as CPG (Consumer packaged goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. In the present economic scenario, time is regarded as money, so the FMCG companies have to be very fast in manufacturing and supplying these goods. The Fast Moving Consumer Goods (FMCG) Industry in India include segments like cosmetics, toiletries, glassware, batteries, bulbs, pharmaceuticals, packaged food products, white goods, house care products, plastic goods, consumer non durables, etc. The FMCG market is highly concentrated in the urban areas as the rise in the income of the middle-income group is one of the major factors for the growth of the Indian FMCG market. This sector also creates employment for around three million people in downstream activities, which are generally carried out in smaller towns and rural India.

Consumer Perception And Expectation

Customer perception is the customer experience via consumption and interaction with the seller. Customer perception is subjective and can differ from person to person. Perception is a result of customer's individual assessment of a product or service quality based on consumption and interaction with the seller. Customer expectation is what the customer expects from a product or service. This can be influenced by cultural background, demographic factors, advertising, family lifestyle, personality, beliefs, reviews, and experience with similar products. These influencing factors help the customer in evaluating the quality, value and the ability of the product or service to meet the need.

Review of Literature

M. Shehbaz Qasim and Swati Agarwal (2015) "Consumer Behaviour towards selected FMCG (Fast Moving Consumer Goods) in Delhi NCR", this paper aims the consumers' attitude towards Non-Alcoholic Beverages. This study is started with objectives of examining socio-economic background of respondents, analyzing the factors influencing consumer preferences towards selected FMCG products (Non-Alcoholic Beverages), checking the level of satisfaction of consumers and knowing expectation of the consumers. This study reveals that consumer preferences are largely affected by age, sex, place, product, price, availability, psychological, people and brand influences.

Anilkumar N and Jelsy Joseph (2014) "A Study on Consumer Behaviour towards FMCG Products among the Rural-Suburban HHs of Ernakulum", The study intends to identify the level of influence of various factors on the purchase of FMCG products-soaps & detergents among the rural/ semi urban consumers. The study emphasized that rural consumers gave more importance to the 'quality' of the FMCG-personal care brands they bought rather than the normative influences or social appeal vide celebrity endorsements in the mass media.

Ankit Katiyar, and Nikha Katiyar, (2014) "An Empirical Study of Indian Consumer Buying Behavior of FMCG Products (With Special Reference Of Bathing Soap)", bathing soap are quick moving consumer goods that have seen a surge in their deals in the previous couple of decades in India an ever increasing number of individuals are opening up to testing and experimenting with more up to date bath soap. This study is endeavor to cover the different components that impact the



purchasing choice of shoppers who plan to buy as well as utilized bath soap. FMCG part is the fourth biggest area in India touching everyone life's in everyday.

Rajasekaran, B and Saravanan, P. A. (2014) "Consumer Satisfaction on Fast Moving Consumer Goods". The study throws on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

Shanmugapriya .G and Sethuraman .R, (2014) "Consumers" Satisfaction towards Hamam Soap in Thanjavur Town", the marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post-liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In the FMCG industry, especially in toilet soap sector there has been severe competition among the MNCs, national and local players. Brand loyalty is determined by several distinct psychological processes of the consumers and entails multivariate measurements.

Chitra. R (2014) "An empirical study on Customers Purchase Intention towards Branded Apparels", this paper aims to study factors affecting customers purchase intention towards branded apparel. Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value).

Statement of the Problem

Fast Moving Consumer Goods (FMCG), are products that are sold quickly at relatively low price. The profit from these products is relatively very small and the selling is in large quantities, so the cumulative profit on such products can be large. The productions of fast moving consumer goods companies have massive competition and they are forced to find new ways of making money. They did this by learning the consumer common needs and buying motives, and to developing the solution. This is very difficult because of the consumers has different needs, attitude, expectations and also a sea changes in the standard of living and life styles. At present the consumers are more dynamic, their taste, preferences are also changing. The consumers are also looking product differentiation and the convenience offered. The consumer has certain expectations from branded items in terms of its quality, price and packaging. The money spent on advertisement makes the consumer aware of the latest brands in the market. The markets conditions in do not assume an organized functioning pattern. Thus, appropriate planning for market in terms of trade for channel infrastructure, technology and behavioral dimensions needs greater emphasis for achieving better economic efficiency. The consumers are finding various problems in selecting their fast moving consumer goods. In order fulfill their expectation to know the consumer behavior in the purchase decision in the FMCGs products. In this backdrop it is identified that there is a need for research work in the field of consumers' perception and attitude towards FMCGs in Krishna district.

Objectives of the Study

The objectives of the research work are as under:

1. To study the consumer behavior towards purchase decision regarding fast moving consumer goods in Krishna District of Andhra Pradesh.
2. To analyze the factors are influencing the consumers' perception and attitude towards select fast moving consumer goods in Krishna district.
3. To ascertain the consumer behavior in their pre-purchasing and post-purchase of select fast moving consumer goods in Krishna district.

Methodology

The present study is descriptive in nature which is based on empirical evidences based on primary data. The study is based on both primary secondary data. The primary data were collected directly from the sample consumers through a well-devised interview schedule. Incomplete and inaccurate responses were dropped out, upon the respondents having select three fast moving consumer goods viz., personal care products, food products and household products as samples for the purpose of the study. The secondary data relating to the study were collected from books, journals, research articles, magazines, reports, newspapers and websites.

Statistical Tools

The processing, classification, tabulation, analysis and interpretation of data would be done with the help of SPSS package. The following statistical techniques had been applied depending on the nature of data collected from the respondents, Percentage analysis, descriptive analysis (mean and standard deviation), Independent samples T-test, one way ANOVA, correlation analysis and factor analysis. The reliability and validity analysis of the data in this study was analysed using Statistical Package for Social Sciences (SPSS v 20.0).



Suggestions of the Study

The following suggestions have been drawn:

- Indian companies should to improve their product standard and more push to build deals through deals advancement techniques. These companies need to make attention to buy the local domestic products.
- Information identifying with advancement techniques expected to impart to all customers to expand more mindfulness in regards to the deals special strategies.
- Brand dedication is a vital calculate FMCGs. It is extremely hard to actuate the customers for brand exchanging. Any firm ought to concentrate these things fundamentally. The quality viewpoints combined with focused cost may prompt to change of brands.
Consumer purchases their products just in the event that it gets his/her attention at the outlet. So makers and venders need to weight on alluring bundling and deals advancement.
- Price off, rebate, additional amount with same value, portable revives, and premium is more vital devices in the business advancement.
- Stores/shops are to encourage the regular buyers by way of promotional offers and advertisements.
- Information relating to promotion methods needed to communicate to all customers to increase more awareness regarding the sales promotional methods.
- Company should design their distribution system in such a way that, the product remains available all time in to the rural areas. Because of the rural customer prefers the products which are easily available.
- Product Quality is the most critical component that impacts the purchase of products. So companies should concentrate on product and quality.

Conclusion

The present paper concludes that the successes of many businesses depend on their ability to create and retaining the customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place. The insights gained in this pilot-study give researchers and FMCG marketers' useful information about consumers' behaviour and provide guidance for developing and promoting a group of non alcoholic beverages products. From our study, it was found that the most important choice is taste motive, followed by health aspects, so marketers should pay strong attention to this fact in designing their marketing channels preceded by health aspects, origin, brand and sensory appeal. The results obtained could be useful to researchers and dairy market sector in developing and promoting a group of non-alcoholic beverages based on innovations and health.

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