



CONSUMER SATISFACTION TOWARDS SELECTED FAST MOVING CONSUMER GOODS IN TIRUPUR DISTRICT

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Abstract

The aim of study is to identify the consumer satisfaction level while using Fast Moving Consumer Goods (FMCG) products. The data has been collected from 600 consumers in Tirupur District by applying simple random sampling technique. Statistical tools such as chi-square analysis have been used to analyse the data. From the study of the found that there is no significant relationship between Brand of Shampoo, Brand of Tooth paste and level of satisfaction. It is found that there is significant relationship between Brand of Bathing Soap, Brand of Fairness Cream , Brand of Beverages and level of satisfaction.

Keywords: Consumer Satisfaction, FMCG.

Introduction

Marketing is the process of creating or reorganizing an organization to be successful in selling a product or service that people not only desire, but are willing to buy. Therefore good Marketing must be able to create a “proposition” or set of benefits for the end Consumer, Shopper or Customer, that delivers value through products or services. This value will be made up of benefit/cost.

Consumers at present are well informed and they have a wide knowledge of the products available, their price, quality and performance. They buy only the product, which satisfies their needs, tastes and preferences depending upon their income, expected price and product satisfaction. The buying decision of a consumer is highly influenced by the buyer’s personal and psychological factors. The survival as well as growth of any business organization depends upon its ability to satisfy the present and potential consumers. Consumer’s decision to select the brand is influenced by two individual characteristics, product characteristics and situational characteristics. The buyer’s decision to select the brand varies from on individual to another and from region to region.

Everybody is a consumer. Every consumer consumes different commodities and uses the services right from birth to death. Entire business activities revolve around the consumer. In the words of Mahatma Gandhi, a consumer is the most important visitor of every business premises.

Fast Moving Consumer Goods (FMCG)

Fast Moving Consumer Goods (FMCG) sector is a corner stone of the Indian economy. This sector touches every aspect of human life. The FMCG producers have realized that there is ample opportunity for them to enter into the rural market. Today we notice this shift towards branded FMCGs in rural areas as a result of Socio Economic & Political changes in the last 5 years. This has made rural areas more viable markets even compared to urban areas. The Socio Economic and Political changes contributed to a great extent for changes in the life styles of countryside people who patronized branded FMCG products. The Government policies to promote education in rural areas enhanced their brand awareness due to the presence of at least one higher education pursuing student in their family or neighboring family. The different Government policies are also being helpful for rural people contributed in enhancing people's income followed by a change in their lifestyles resulted in patronizing the branded products.

Review of Literature

Shanmuga priya, Sethuraman(2014)¹ examined on consumers’ satisfaction towards Hamam soap among the 150 respondents in Thanjavur town by using convenience sampling method. It was reveals that quality followed by quantity, price, brand name and availability area the influencing factor to buy Hamam soap.

Rajasekaran, Saravanan(2014)² examined on consumer satisfaction on fast moving consumer goods among 100 respondents in sattur town by using convenient sampling method. The tools used for analysis were arithmetic mean, standard deviation, chi-square test. It was found that the quality was the major driver to prefer a particular brand of FMCGs. There was no significant relationship between educational qualification, occupation, family size, monthly income and level of satisfaction about the brand preference of consumer goods.

Objectives of the Study

1. To analyze the level of satisfaction of consumers' towards selected FMCG products.
2. To study the problems faced by consumers' towards select FMCG products.
3. To give suggestions based on the study for the improvement of the products.

Need for the study

Most of the companies want to know about the consumer satisfaction, because normally they had made a huge amount of investment to make the product known to the consumers. In order to know the effectiveness of sales and consumer satisfaction can be made through the particular survey. If the consumers are not satisfied they would switch over to the other products it is very difficult to bring back those consumers to make purchase and encourage them to make a word of mouth.

Statement of the Problem

Now days, a lot of Fast Moving Consumer Goods (FMCG) products producing products all over the world. One of the most popular or famous was FMCG product. Fast Moving Consumer Goods (FMCG) products are now fast becoming all class population and the rise in consumerism over the decade is the major force in driving demand. The foresaid reason has inspired the researcher to make out a study about the consumer buying behaviour and their position in choosing the particular brand of product. The research is an attempt to find out the level of satisfaction in the Fast Moving Consumer Goods (FMCG) product marketing in Tirupur District.

Research Methodology

Sampling Design

The present study proposes to cover the consumer satisfaction towards fast moving consumer goods in Tirupur District. As census method is not feasible, the researcher has proposed to follow sampling. The simple random technique has been adopted for the present study.

Area of the study:The survey was conducted in Tirupur District.

Data Source:The study is based on the primary data and secondary data Primary data required for the study were collected from the FMCG consumers who are located in Tirupur District, 600 respondents were taken for the study with the help of Interview schedule. The Interview Schedule has been prepared in a simple way so that the respondent can understand easily and give their opinion freely and frankly. The secondary data would be drawn from different sources like newspapers, magazines, journals, books, websites, pamphlets etc.

Statistical Tools Used

According to the nature of data and interpretations required, appropriate statistical tools has been applied. The following tools have been applied in the study: Chi-square analysis.

Hypothesis

The main aim of the study is to test the following hypothesis:

- H₀: Brand of Shampoo is not associated with level of satisfaction
H₀: Brand of Bathing Soap is not associated with level of satisfaction
H₀: Brand of Tooth Paste is not associated with level of satisfaction
H₀: Brand of Fairness Cream is not associated with level of satisfaction
H₀: Brand of Beverages is not associated with level of satisfaction

Analysis And Interpretation

Table.1,Brand of shampoo and level of Satisfaction

H₀: Brand Of Shampoo Is not associated with level of satisfaction

Brand of Shampoo	Level of Satisfaction			Total
	Low	Moderate	High	
Clinic Plus	21(08.30)	216(85.00)	17(06.70)	254
Sun Silk	7(06.70)	94(90.40)	3(02.90)	104
Pantene	5(10.40)	40(83.30)	3(06.30)	48
Head and Shoulder	6(21.40)	21(75.00)	1(03.60)	28
Dove	12(16.90)	58(81.70)	1(01.40)	71
Chick	10(10.50)	83(87.40)	2(02.10)	95
Total	61	512	27	600

Source: Primary data

Df:10
Calculated χ^2 Value:16.043

Table Value: Five per cent level: 18.307
One per cent level:23.209

The percentage of consumers with high level of satisfaction is found high among clinic plus shampoo. The percentage of consumers with low level of satisfaction is found high among head and shoulder shampoo. Thus, consumers clinic plus shampoo have high level of satisfaction. As the calculated Chi-square value is less than the table value at five per cent level, there does not exist significant association between brand of shampoo and level of satisfaction. Hence, the null hypothesis is accepted.

Table 2,brand of bathing soap and level of satisfaction

H₀: Brand of Bathing Soap is not associated with level of satisfaction

Brand of Bathing Soap	Level of Satisfaction			Total
	Low	Moderate	High	
Lifebuoy	27(19.60)	101(73.20)	10(07.20)	138
Dove	22(17.70)	96(77.40)	6(04.80)	124
Lux	33(19.60)	124(73.80)	11(06.50)	168
Vivel	5(62.50)	3(37.50)	0(00.00)	8
Cinthol	14(09.40)	119(79.90)	16(10.70)	149
Fiama-Di-Wills	1(07.70)	12(92.30)	0(00.00)	13
Total	102	455	43	600

Source: Primary data

Df:10
Calculated χ^2 Value:24.517

Table Value: Five per cent level: 18.307
One per cent level:23.209

The percentage of consumers with high level of satisfaction is found high among cinthol bathing soap. The percentage of consumers with low level of satisfaction is found high among vivel bathing soap. Thus, consumers cinthol bathing soap have high level of satisfaction. As the calculated Chi-square value is greater than the table value at five per cent level, there exists significant association between brand of bathing soap and level of satisfaction. Hence, the null hypothesis is rejected.

Table 3,brand of toothpaste and level of satisfaction

H₀: Brand of Tooth Paste is not associated with level of satisfaction

Brand of Tooth Paste	Level of Satisfaction			Total
	Low	Moderate	High	
Colgate	43(13.90)	246(79.40)	21(06.80)	310
Pepsodent	21(27.60)	52(68.40)	3(03.90)	76
Close up	13(12.10)	88(82.20)	6(05.60)	107
Promise	4(26.70)	11(73.30)	0(00.00)	15
Dabur Red	10(21.30)	35(74.50)	2(04.30)	47
Babool	3(06.70)	39(86.70)	3(06.70)	45
Total	94	471	35	600

Source: Primary data

Df:10
Calculated χ^2 Value:16.663

Table Value: Five per cent level: 18.307
One per cent level:23.209

The percentage of consumers with high level of satisfaction is found high among Colgate toothpaste. The percentage of consumers with low level of satisfaction is found high among Pepsodent toothpaste. Thus, consumers, Colgate toothpaste have high level of satisfaction. As the calculated Chi-square value is less than the table value at five per cent level, there does not exist significant association between brand of toothpaste and level of satisfaction. Hence, the null hypothesis is accepted.

Table 4, Brand of fairness cream and level of Satisfaction

H₀: Brand of Fairness cream is not associated with level of satisfaction

Brand of Fairness Cream	Level of Satisfaction			Total
	Low	Moderate	High	
Fair and Lovely	18(05.30)	288(85.00)	33(09.70)	339
Fair Ever	14(22.20)	47(74.60)	2(03.20)	63
Fair Glow	0(00.00)	10(90.90)	1(09.10)	11
Fair and Handsome	0(00.00)	34(85.00)	6(15.00)	40
Lakme	2(02.80)	65(90.30)	5(06.90)	72
Ponds	4(05.30)	65(86.70)	6(08.00)	75
Total	38	509	53	600

Source: Primary data

Df:10

Calculated χ^2 Value:36.234

Table Value: Five per cent level: 18.307

One per cent level:.23.209

The percentage of consumers with high level of satisfaction is found high among fair and handsome fairness cream. The percentage of consumers with low level of satisfaction is found high among fair ever fairness cream. Thus, consumers, fair and handsome fairness cream have high level of satisfaction. As the calculated Chi-square value is greater than the table value at five per cent level, there exists significant association between brand of fairness cream and level of satisfaction. Hence, the null hypothesis is rejected.

Table 5, Brand of beverages and level of Satisfaction

H₀: Brand of Beverages is not associated with level of satisfaction

Brand of Beverages	Level of Satisfaction			Total
	Low	Moderate	High	
3 roses	28(11.80)	198(83.50)	11(04.60)	237
Tata Tea	11(10.00)	96(87.30)	3(02.70)	110
Red Label	1(01.80)	55(98.20)	0(00.00)	56
Chakra Gold	1(01.30)	67(87.00)	9(11.70)	77
Nestea	3(05.80)	46(88.50)	3(05.80)	52
Lipton	3(04.40)	61(89.70)	4(05.90)	68
Total	47	523	30	600

Source: Primary data

Df:10

Calculated χ^2 Value:25.821

Table Value: Five per cent level: 18.307

One per cent level:.23.209

The percentage of consumers with high level of satisfaction is found high among Chakra Gold beverages. The percentage of consumers with low level of satisfaction is found high among 3 roses beverages. Thus, consumers Chakra Gold beverages have high level of satisfaction. As the calculated Chi-square value is greater than the table value at five per cent level, there exists significant association between beverages and level of satisfaction. Hence, the null hypothesis is rejected.

Limitations of the Study

The study of this work is limited to Tirupur District because of time and cost factor. Collecting the data from respondent became a tedious because most of them are busy and reluctant to spend the time for Interview schedule.

Suggestions

- Advertisements to be required for FMCG products.
- Some of the respondents feel door delivery is the best promotional measures. So the company can concentrate by the above factor.
- The company provides more discount for their product. This should be increasing the consumer the company can provide more discount for their product.



Conclusion

Consumers are the king of the market. Superiors in an organisation and goose laying eggs. consumer satisfaction play a significant role in modern marketing era. From the study found that there is no significant relationship between Brand of Shampoo, Brand of Tooth paste and level of satisfaction. It is found that there is significant relationship between Brand of Bathing Soap, Brand of Fairness Cream , Brand of Beverages and level of satisfaction.

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