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CONSUMER PERCEPTION TOWARDS FMCG

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Abstract

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, and other non-durables such as glassware, bulbs, batteries, paper products and plastic goods, such as buckets. 'Fast moving' is in opposition to consumer durables such as kitchen appliances that are generally replaced less than once in a year. The category may include pharmaceuticals, consumer electronics and packaged food products and drinks, although these are often categorized separately. The term Consumer Packaged Goods (CPG) is used interchangeably with Fast Moving Consumer Goods (FMCG).

INTRODUCTION

The growth potential for FMCG companies looks promising over the long term horizon, as per the capital consumption of almost all products in the country is amongst the lowest in the world. As per the Consumer Survey by KSA – Techno Park, of the total consumption expenditure, almost 40% and 8% was accounted by groceries and personal care products respectively. Rapid urbanization, increased literacy and rising per capita income are the key growth drivers for the sector.

Around 45% of the population in India is below 20 years of age and the proportion of the young population is expected to increase in the next five years. Aspiration levels, in this age group have been fuelled by greater media exposure, unleashing a latent demand with more money and a new mindset. In this backdrop, industry estimate suggest that the industry could triple in value by 2015.In our view, testing times for the FMCG sector are over and driving rural penetration will be the key to keep-going forward. Due to infrastructure constraints (this influences the cost-effectiveness of the supply chain), companies were unable to grow faster.

STATEMENT OF THE PROBLEM

Fast moving consumer good offers various products under the famous brands the products falling under FMCG sector are having recognitions world at a large. From supermarket or from advertisements on television the brands that make up this sector are the high profile once, which are known and loved by all. The consumers are always in need of buying the products created by FMCG companies. As FMCG industry is bigger and better industry. it has a long history of delivering what consumers want. In this back ground an attempt is made to conduct a research study for building knowledge have. Hence the present study.

REVIEW OF LITERATURE

T. Mamatha (2008) says that consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior iin fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss. Although some individuals find it difficult to make this 5 assumption, one must agree that behavior is not so erratic or mysterious that it defies explanation.

Study of rural marketing in the present scenario in India (2009) While we all accept that the heart of India lives in its villages and the Indian rural market with its vast size and demand base offers great opportunities to marketers, we tend to conclude that the purse does not stay with them. Nothing can be far from truth. Rural marketing involves addressing around 700 million potential consumers, over 40 per cent of the Indian middle-class, and about half the country's disposable income.

As per concern of my research, it is a detail study of different FMCG products used by rural consumers. It will provide detail information about consumers‟ preferences towards a good number of FMCG products which is too unique and different from those above researches.

OBJECTIVES

1. To study the purchase pattern and post purchase behavior of consumers.
2. To analyze the problems faced by the consumer while using FMCG

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RESEARCH METHODOLOGY

The study is intended to analyses towards select fast moving consumer goods. The methodology of the study includes the area of study, sample size, source of data. Sampling techniques, tools for analyses, limitation and chapter scheme.

SOURCE OF DATA

The primary data is being used for the study. The primary data is collected using questionnaire. Area of the study is confined to the Coimbatore city. 400 questionnaires were collected from the different consumers who are using fast moving consumer goods. The convenient sampling technique is used for study.The satisfied tools such as simple percentage and chi-square test have been used to analyses the data.

ANALYSIS AND INTERPRETATION

Analysis in generally means that how we are going to classify or find the values for the given table.Interpretations in generally means that what we are going to describe from the table . Simple percentage analysis method is used to compare between more series of data. Percentages also can be used to compare the relative term. In this chapter an attempt is made to fulfill the objective of the study .The collected data is analyzed by using percentage analysis ,chi-square Analysis have been used to analyse the data.

Percentage Analysis

The frequency distribution of the variables are calculated with help of simple percentage, by using the formula.

FD=F/N x 100

Where,

F-Number of respondents

N-Total number of Sample Population

Chi-Square Analysis

Chi-square is a non-parametic test of statistical significance for bivariate tabular analsis. It is to test the independence of two attributes.In other words,it is used to test the influence of one factor over the other. In this study, the chi-square testis performed between personal factors and all the tests are carried at 5% level by farming suitable hypothesis. An appropriate performed test of statistical significance lets you know the degree of confidence you can have in accepting or rejecting a hypothesis.

FORMULA

Chi-Square X2=(O-E)2/E

Where,

O-Observed Frequency

E- Expected Frequency

Table 4.1,Gender wise distribution of the respondents

S.no	Gender	No of respondents	Percentage to total
1	Male	62	41.33
2	Female	88	58.67
	Total	**150**	**100**

Source: primary data

Interpretation

The above table shows the gender wise distribution of the respondents. Majority of the respondents 58.67 percent were female. Whereas only 41.33 percent of were male. Thus majority of the respondents 58.67 were male.

Table 4.2, Age wise distribution of the respondents

S.no	Age	No.of respondents	Percentage to total
1	18-30 yrs	94	62.67
2	31-45 yrs	33	22
3	46-60 yrs	18	12
4	Above 60 yrs	5	3.33
	Total	**150**	**100**

Source: primary data

Interpretation

The above table indicates the age wise distribution of the respondents. Majority of the respondents 62.67 percent belonged to the age group of 18-30 years Rest of them were in the age group of 31-45 years,46-50 years and above 60 years. Thus majority of the respondents 62.67percent have fallen under young age group.

Table 4.3, Marital status wise distribution of the respondents

S,no	Marital status	No of respondents	Percentage to total
1	Married	66	44
2	Single	84	56
	Total	**150**	**100**

Source primary data

Interpretation

The above table shows the marital status of the respondents. Majority of the respondents 56 percent were single. Whereas only 44 percent of them married. Thus Majority of the respondents 56 percent were single.

Table 4.4, Occupation wise distribution of the respondents

S.no	Occupation	No. of respondents	Percentage to total
1	Employed	60	40
2	Agriculturists	30	20
3	Business man	52	34.67
4	Professional	8	5.33
	Total	**150**	**100**

Source: primary data

Interpretation

The above shows the occupation status wise distribution of the respondents. Most of the respondents 40 percent were employed. Rest of them was agriculturists, business men and professionals. Thus, most of the respondents were employed in the private and public concern

Table 4.5, Annual income wise distribution of the respondents

S.no	Annual income	No.of respondents	Percentage to total
1	Below 50000	42	28
2	50001-100000	46	26.67
3	100001-200000	50	33.33
4	Above 200000	18	12
	Total	**150**	**100**

Interpretation

The above table shows the annual income level distribution of the respondents. Most of the respondents 33.33 percentage earned the annual income between Rs.1,00001-Rs.2,00,000.Rest of them were in annual income of the below 50,000 and Rs.50001-Rs.1,00,000 ,and above 2,00,000.Thus most of the respondents 33.33 percent fall under the income group Rs.100001-Rs.2,00,000.

Table 4.6,Product usage pattern of the respondents

S.no	Particulars	Products	No of respondents	Percentage to total
1	**Toilet Soap**	Vivel	26	17.33
		Pears	38	25.33
		Hamam	40	26.67
		Dove	24	16
		Cinthol	22	14.62
		Total	**150**	**100**

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2	**Tooth Paste**	Colgate	47	31.33
		Close up	33	22
		Pepsodent	39	26
		Vicco	20	13.33
		Sensodine	11	7.33
		Total	**150**	**100**
3	**Shampoo**	Dove	32	21.33
		Head &shoulder	38	25.33
		Flama	20	13.33
		Clinic plus	30	20
		Himalaya	24	16
		Total	**150**	**100**
4	**Talcum powder**	Ponds	45	30
		Gokul sandal	50	33.33
		Nycil	17	11.33
		Spinz	14	9.33
		Cutticura	24	16

Interpretation

The above shows the distribution of the respondents using the brands of toilet soap.26.67 percent of the respondents were using the hamam soap and 25.33 percent of the respondents were using pears .Rest of the were using vivel, dove and cinthol .Thus the 26.67 percent of the respondents were using hamam soap.In the case of the tooth paste 31.33 percent of the respondents were using the colgate tooth paste and 26 percent of the respondents were using pepsodent paste .Rest of them were using closeup,vicco and sensodine. .

Table 4.7, Persuasion to use the brand

S.no	persuasion	No of respondents	Percentage to total
1	Advertisement	92	61.33
2	Friends & relation	41	27.33
3	Dealers	12	8
4	Sales person	4	2.67
5	Others	1	0.66
	Total	**150**	**100**

Interpretation

The above the table shows the persuasion to use the brands. Majority of the respondents 61.33 percent came to know the brand through advertisements and 27.33 percent of them came to know through their friends and relations. Rest of them were persuaded through the dealers, salesperson and others.

Table 4.8,Media preference of respondents towards media advertisements

S.no	Media	No. of respondents	percentage to total
1	TV	76	50.67
2	Radio	23	15.33
3	Newspaper &Magazines	32	21.33
4	Poster, Boarding & Banners	6	4
5	Internet	13	8.67
	Total	**150**	**100**

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Interpretation

The above table depicts the preference of respondents towards media advertisements. It was found that most of the respondents 50.67 percent preferred TV advertisements. Radio 15.33 percent news paper and magazines 21.33 percent, Internet 8.67 percent and posters, boarding's & banners 4 percent were the other media preferred by the respondents. Thus, majority of the respondents 50.67percent preferred tv advertisements.

Table 4.9, Duration of purchase by the respondents

S.no	Particulars	Duration of purchase	No.of respondents	Percentage to total
1	**Toilet Soap**	Less than 1 yrs	39	26
		1 to 5 yrs	70	46.67
		More than 5 yrs	41	27.33
		Total	**150**	**100**
2	**Tooth Paste**	Less than 1 yrs	29	19.33
		1 to 5 yrs	52	34.67
		More than 5 yrs	69	46
		Total	**150**	**100**
3	**Shampoo**	Less than 1 yrs	27	18
		1 to 5 yrs	69	46
		More than 5 yrs	54	36
		Total	**150**	**100**
4	**Talcum Powder**	Less than 1 yrs	28	18.67
		1 to 5 yrs	51	34
		More than 5 yrs	71	47.33
		Total	**150**	**100**

Interpretation

The above table signifies the duration of purchase of the respondents. In the category of toilet soaps, most of the respondents 46.67 percent purchased the product between 1 to 5 years. In the case of tooth paste and shampoo also, most of the respondents have the same level of purchase duration. As far as talcum powder is concerned, most of the respondents 47.33 percent were purchasing the products more than 5 years.

CONCLUSION

The study concludes that the awareness of the toilet soaps are much lesser than the other FMCG products. Most of the consumers worry about the quality of the shampoos. the addition of chemicals and the higher price are the major problems in the tooth paste .the satisfaction of the consumers must be considered for all the FMCG products. consumers are not finding any difficulty in purchasing the products. when the company starts concentrating on the satisfaction level of the consumers, they will get more consumers for their products.

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