

A STUDY ON CONSUMER PREFERENCE TOWARDS SELECTED FMCG PRODUCTS IN COIMBATORE CITY

Dr. P. DHANYA¹, Mr. GAUDAM. M²

¹Associate Professor, Department of Commerce with Professional accounting, Dr. N.G.P Arts and Science College

²Student of III B.com (PA), Department of Commerce with Professional accounting, Dr. N.G.P Arts and Science college, Coimbatore

ABSTRACT:

Globally, India is becoming one of the most attractive markets for foreign FMCG players due to easy availability of imported raw materials and cheap labour costs. The primary aim of the study is to identify the factors influencing for buying decision of fast moving-consumer goods. The Primary data and Secondary data were used for the study, which were analyzed with the help of various statistical tools. Consumer satisfaction is important for the company to build the sales and value of the brand. The product needs to modify on the quality and price basis so as to attract the consumers. Consumers need to understand the variables related to the product advantage.

Key words: Consumer preference, FMCG Products, Factors' influencing.

INTRODUCTION:

Globally, India is getting one of the most attractive markets for foreign FMCG players due to easy accessibility of imported raw materials and affordable labour costs. The civic member is the biggest contributor to the growth of India FMCG sector, counting for around two- thirds of the total earnings. still, the share of semi-civic and pastoral parts in the country's FMCG sector is anticipated to increase by the end of 2020. Fast- moving consumer goods(FMCG) can be defined as packaged goods that are consumed or sold at regular and small intervals. The prices of the FMCG are low and gains earned are more dependent upon the volume deals of the products. The FMCG market can be astronomically distributed as Personal Care, Household care, Food & potables and Others. The Indian FMCG sector is the fourth largest sector in the frugality with a total request size of USD 49 billion in 2016. The sector is projected to grow at a CAGR of 20.6 to reach USD 103.7 billion by 2020. The FMCG industry in India, has grown fast over the last decade, generally on account of adding income situations and changing life of Indian consumers. Fast Moving Consumer Goods are affordable products that bear little shopping sweats and these non- durable products which are vended in packaged forms. These products are bought by the end- consumer in small amounts and constantly.

STATEMENT OF THE PROBLEM:

FMCG product touches every phase of natural life. These products are constantly consumed by all corridor of the society and a considerable portion of their income is forked on these goods. Apart from this, the sector is one of the important contributors of the Indian economy. This sector has displayed an extraordinary growth over formerly numerous times, in fact it has registered growth during recession period also. The future for FMCG sector is truly promising due to its all-important volume and favourable changes in the terrain. In this study, the scholar makes an attempt to assay the customer perceptions. In this background it's linked that there is a need for disquisition work in the field of consumer behaviour of FMCG in the COIMBATORE CITY.

SCOPE OF THE STUDY:

The purpose of the present study is to examine the position of awareness and satisfaction towards named FMCG products among the consumers. The factor- impacting consumer in buying the products. The research aims at understanding prolong of customer satisfaction in Coimbatore District. The authority of the after sales services and the challenge faced by the consumers in using the product.

OBJECTIVE OF THE STUDY:

- To identify the factors influencing for buying decision of fast moving-consumer goods.
- To analyse their attitude towards buying products.
- The Customer Satisfaction and Purchase Decision.

RESEARCH METHODOLOGY:**1. Area of Study**

The area considered for the study in Coimbatore City.

2. Sampling Techniques

The Sampling techniques used for the study is Simple Percentage Analysis and Likert Scale Analysis.

3. Sample Size

Data was collected from 120 respondents studying in various colleges in Coimbatore city.

4. Data Collection**➤ Primary Data**

The data collected for this study was fully based on primary data which was collected by framing the structured questionnaire given to the respondents.

➤ **Secondary Data**

The secondary data was collected from various journals, magazines, websites, books, etc.

LIMITATIONS OF THE STUDY:

- The study is confined only to the Coimbatore city.
- The study is based on a questionnaire hence the result would vary according to the opinion of the respondents.
- The study is limited only to 120 respondents.
- Due to time constraints, particular periods were taken up for the study. Hence the results are applicable for that period study.

REVIEW OF LITERATURE:

Kavitha and Santhi (2017) investigated that the factors that influenced the purchase intention of female customers towards skin care products special reference to Perambalur town of Tamil Nadu. A total of 60 current customers using cosmetics were approached to collect data, by means of questionnaires. They were analyzed utilizing the descriptive research technique. The research had been conducted to know the people expectation and satisfaction towards ponds skin care product. The difficulties faced by the customers with regard to skin care products availability and quality were also inquired into and there by their overall satisfaction level was studied. This was a descriptive research and mainly primary data was used for the purpose of data collection through questionnaire. It was undertaken to determine the customer opinion and behavior of customers, price, quality, brand name was included in the study. Satisfaction level on ponds skin care products. SPSS package program was used to analyze the data.

Clay. Hutama Basera (2014) discussed that the ever-changing business environment, concentration on customer acquisition had since seen its prevalence slowly fading into thin air as firms are now battling to retain customers who had become highly sensitive to various marketing stimuli in highly competitive markets. This study therefore sought to examined the extent to which the three major Fast-food retailers in Masvingo use loyalty programs as the means and end for harnessing customer retention in highly competitive markets such as perfect competition. A descriptive research design was employed to establish the extent to which the retailers used the identified customer loyalty program variables. A structured questionnaire was administered face to face to 120 research subjects. Results of the research were analyzed quantitatively using descriptive statistical measures, namely mean and standard deviation. The major findings indicated that retailers in this sector least use loyalty programs to retain customers and that there is need for firms in perfect competition markets to use loyalty programs so as to maximize customer retention.

DATA ANALYSIS AND INTERPRETATION:

Table 1.1

TABLE SHOWING THE PREFERENCE OF FMCG PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Dabur	13	10.83
2	Colgate	3	2.50
3	Marie Gold [Britannia]	4	3.33
4	Atta [Aashirvaad]	74	61.67
5	Maggi	18	15
6	Horlicks	8	6.67
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

The table 4.1.9 shows that 61.67% of the respondents are Atta [Aashirvaad], 15.00% of the respondents are the Maggi, 10.83% of the respondents are Dabur, 6.67% of the respondents are Horlicks, 3.33% of the respondents are Marie Gold [Britannia] and 2.50% of the respondents are the Colgate.

Table 1.2

TABLE SHOWING BETTERMENT OF BRAND PRODUCTS THAN UNBRANDED PRODUCTS

S.NO	PARTICULARS	NO. OF RESPONDENTS	PERCENTAGE (%)
1	Yes	43	35.83
2	No	77	64.17
TOTAL		120	100

(Source: Primary data)

INTERPRETATION:

The table 4.1.16 shows that 64.17% of the respondents says that they think branded products are better than unbranded products and 35.83% of the respondents says that branded products are not better than unbranded products.

Table 1.3

**PREFERENCE OF RETAIL STORES FOR BUYING FMCG PRODUCTS OF KANNAN
DEPARTMENTAL**

S.NO	PARTICULARS	NO. OF RESPONDENTS	LIKERT SCALE(X)	TOTAL(FX)
1	Agree	21	3	63
2	Neutral	25	2	50
3	Disagree	74	1	74
TOTAL		120		187

(Source: Primary data)

INTERPRETATION:

The Likert scale value is 1.56 which is lesser than the middle value of 3, so the respondents are stated that disagree due to buying FMCG products of Kannan departmental.

FINDINGS:

- 61.67% of the respondents are Atta [Aashirvaad].
- 64.17% of the respondents says that they think branded products are better than unbranded products.
- The Likert scale value is 1.56 which is lesser than the middle value of 3, so the respondents are stated that disagree due to buying FMCG products of Kannan departmental.

SUGGESTION:

- 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.
- 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.

CONCLUSION:

Consumer satisfaction is important for the company to build the sales and value of the brand. The product needs to modify on the quality and price basis so as to attract the consumers. Consumers need to understand the variables related to the product advantage. Companies need to innovate design and grow to give better options to the market. Sales promotion has the impact on the satisfaction for the customers because this impact the perceptions and attitudes of consumers towards the products and sales. The ability of the firm to place the product in the market through the enhanced value attracts the customers and help in the retention of the customers. Loyalty can be increased and the ability to connect in the market increases.

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