CONSUMER BEHAVIOUR TOWARDS CHANGING TRENDS IN FAST MOVING CONSUMER GOODS INDUSTRY IN COIMBATORE

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ABSTRACT

The fast-moving consumer goods (FMCG) industry is characterized by intense competition and rapidly changing consumer preferences. This abstract presents a comprehensive overview of consumer behavior in the FMCG industry, highlighting key factors that influence consumer decision-making processes. The abstract begins with an introduction to the FMCG industry, emphasizing its significance in the global market and its role in catering to consumers' daily needs. The abstract also emphasizes the role of branding, packaging, and advertising in influencing consumer perceptions and choices. It discusses the power of emotional appeals, social influence, and brand loyalty in shaping consumer decisions, highlighting the need for FMCG companies to build strong brand equity and foster customer loyalty.

INTRODUCTION

Fast moving consumer goods are products that Sell quickly low cost. These goods are also called consumer packaged goods. FMCG have a short shelf life because of high consumer (e.g., soft drinks and confections).These goods are purchased frequently, are consumed rapidly ,are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store. They are divided into three different categories: Durable goods, non durable goods. Durable goods have a self life of three years or more while, non durable goods have a self life of less than one year .Fast moving consumer goods are the largest segment of consumer goods .They fall into the non durable category,as they are consumed immediately and have such a high turnover rate, the market is not only very large,it is also very competitive. Some of the world's largest companies compete for market share in this industry including coco-cola ,unilever , pepsico companies like these need to focus their efforts on marketing fast- moving consumer goods to entice and attract consumer to buy their products. That's why packaging is a very improtant factor in the production process. The logistics and distribution systems often require secondary and tertiary packaging to maximize efficiency. The unit pack or primary package is critical for product protection and shelf life,and also provides information and sales incentives to consumers.

RESEARCH METHODOLODY

Research methodology simply refers to the practical "how" of any given piece of research. More specifically, it's about how a researcher systematically designs a study to ensure valid and reliable results that address the research aim and objectives.

DATA COLLECTION

- **PRIMARY DATA**
  It refers to original data that is collected by researchers for a specific research project or   study. It ensures the accuracy and reliability of the data being used for their research.
- **SECONDART DATA**
  It refers to data that has been previously collected by others and is available for use in research.

SAMPLE DESIGN

- **SAMPLE UNIT**
  The sample unit in this study is taken from the consumer behavior towards changing trends in fast moving consumer goods industry in Coimbatore.
- **SAMPLE SIZE**
  In his study the sample size is taken from 105 respondents from Coimbatore through questionnaires.

AREA OF STUDY

The area of the study is within the Coimbatore.

TOOLS USED FOR ANALYSIS

Simple percentage refer to a special kind of ratio. These were used to describe relationship they reduce everything to a common base and there by allow meaningful comparisons to be made.

Simple percentage analysis:

Formula used for data analysis and interpretation'

• Simple percentage analysis $= \dfrac{\text{Number of respondents}}{\text{Total number of respondents}} \times 100$

STATEMENT OF PROBLEM

- In a competitive there are problems in marketing the goods and also difficult to stand in stable form.
- Most of the problem solved instantly. But some problems are not solved in rural areas majorly.
- Lack of problems in their size,remoteness, internet facility level of income, awareness etc.
- So to sort out this issue by gathering and analyzing the data and made a project over this in the field of consumer behaviour towards FMCG industry in coimbatore region.

OBJECTIVIES OF THE STUDY

- To identify the consumer's expectation from their preferred brands of selected FMCG products in Coimbatore.
- To find the importance and factors influencing buying behaviour of the consumer.
- To know the factors affecting the consumer satisfaction level.
- Providing suggestion to the FMCG industry.

SCOPE OF STUDY

- The target of the study is to understanding the consumer's buying behavior towards various FMCG products, and also to analyze the influencing factors towards buying decision of the consumer.
- This insight will help the manufactures to adopt new strategies which would help not only to attract new customer but also the maintain the loyalty of the existing customer.
- As in the present competitive scenario the consumer are prepared to choose their right product not only based o their needs but also on the basic personal interest towards the product.

LIMITATIONS OF THE STUDY

- The area of the study restricted to coimbatore only.
- The study would have been more effective if it was conducted for a longer period to understand the FMCG.
- In order to complete the study with in the frame, the number of respondents had been restricted to 105.
- It was not possible to directly interact with the laborers in the industry due their continuous work schedule.

DATA ANALYSIS AND INTERPRETATIONS
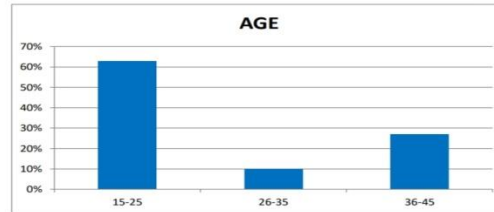
TABLE NO – 1 AGE OF THE RESPONDENTS

S.NO	AGE	NO.OF RESPONDANTS	PERCENTAGE
1	15-25	66	63%
2	26-35	10	10%
3	36-45	29	27%
TOTAL		105	100

INTERPRETATION

From the above table, it reveals that from the 105 respondents, 63% of the respondents belong to 15-25 age groups are highest, 10% of the respondents are belong to 26-35 age groups are lowest.

Majority 63% of the respondents are belong to 15-25 age group.

## CHART NO - 1 AGE

TABLE NO – 2 INFLUENCING FACTORS

S.NO	INFLUENCING FACTORS	NO.OF RESPONDENTS	PERCENTAGE
1	BRAND NAME	22	22%
2	QUALITY OF FACTORE	56	53%
3	PRICE	14	13%
4	PACKING	6	6%
5	AVAILABLITY	7	7%
	TOTAL	105	100

INTERPRETATION

From the above table, it reveals that from the 105 respondents, 53% of the respondents influenced by quality of the product are highest, and 6% of the respondents influenced by packing are lowest.

Majority 53% of the respondents influenced by quality of the product.

CHART NO - 2 INFLUENCING FACTORS
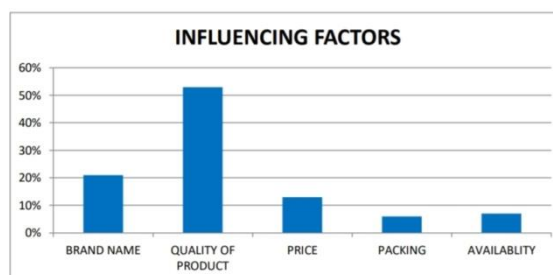
TABLE NO – 3 OTHER FACTORS

S.NO	OTHER FACTOR	NO.OF RESPONDENTS	PERCENTAGE
1	TASTE	43	41%
2	CONVIENCE	43	41%
3	BRAND	11	10%
4	COMPANY VALUE	8	8%
TOTAL		105	100

INTERPRETATION

From the above table, it reveals that from the 105 respondents, 41% of the respondents prefers taste, 41% of the respondents prefers convenience, are highest and 8% of the respondents prefers company value are lowest.

Majority 41% of the respondents prefers taste and convenience.

CHART NO - 3 OTHER FACTORS
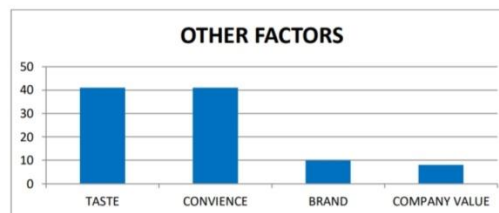
**TABLE NO – 4 IMPROVEMENTS DETAILS**

S.NO	IMPROVEMENTS	NO.OF RESPONDATS	PERCENTAGE
1	BETTER QUALITY	41	39%
2	MORE ECO-FRIENDLY PACKING	31	30%
3	MORE VARIETY	22	21%
4	LOWER PRICE	11	10%
TOTAL		105	100

INTERPRETATION

From the above table, it reveals that from the 105 respondents, 39% of the respondents needs better quality are highest, 10% of the respondents needs lower price are lowest.

Majority 39% of the respondents needs better quality product.

CHART NO – 4 IMPROVEMENTS
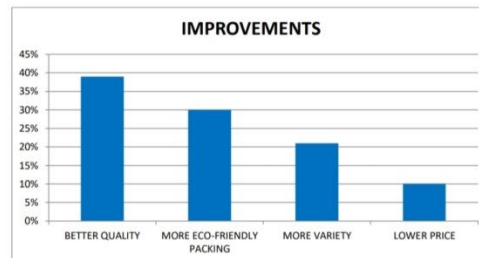
FINDINGS

- Among the 105 sample respondents ,majority of the respondents of the age belongs to 15-25.
- Majority 53% of the respondents influenced by quality of the product.
- Majority 41% of the respondents prefers taste and convenience .
- Majority 39 % of the respondents needs better quality product.

SUGGESTIONS

- Based on the analysis and interpretation, the study offers appropriate suggestions for improving the performance of (FMCG)Fast moving consumer foods in industry for the customers.

- The respondents of online purchase of FMCG is higher so it should be maintained.

- The taste and convenience should be improved, because only 41% of the respondents are satisfied with the taste and convenience.

- The industry should strive to produce and marketing low price, high quality for all FMCG products.

- The FMCG industry need to concentrate on middle age section of the consumers too as the majority of consumer were found to be the age 15-25 years.

CONCLUSION

FMCG industry in Coimbatore need to adapt to changing consumer behaviour to remain competitive in the industry. Consumers in Coimbatore are prioritizing health and wellness, convenience, eco-friendliness, and personalization in their purchasing decisions to cater to these evolving trends, FMCG industry must invest in research and development increase their marketing efforts, focus on sustainability, provide better in-store experience and offer personalization options. By implementing these strategies, FMCG industry can create innovative products that cater to consumer preferences and build brand loyalty. Industry must continue to monitor changing consumer behaviour to ensure that they stay up-to- date on trends and meet their customers evolving needs in essence, FMCG industry must stay agile, flexible and customer centric to succeed in the competitive. The FMCG organization can adopt the sampling and product. promotion methods to improve their market share. Further study on consumer behaviour of Coimbatore consumers can reveal more useful and interesting aspects of the consumers.

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