

A Study on Consumer Preference towards Fmcg Products: A Case Study on Telangana State

Dr. K Ramgopal

Principal Noble PG College, Hyderabad.

Date of Submission: 15-05-2023

Date of Acceptance: 30-05-2023

ABSTRACT:

Fast Moving Consumer Goods (FMCG) sector is the fourth largest sector in India touching everybody's life every day. The consumer behavior and preference plays an important role in marketing of fast moving consumer goods. This behavior is effected by various factors. In the present era of globalization needs and wants of consumers changes with time. The fast moving consumer goods (FMCG) sector contributes a lot to the growth of India's GDP. Therefore it is necessary to identify the changes in consumer buying behavior and preference towards FMCG products. The study was focused on these three categories, what are the reasons for purchasing preferred sector, the study says about reaction of advertisements on consumers and attention regarding their brand awareness. Also involves the consumption patterns of the consumers, the type of products they are using to determine their satisfaction levels. The data for this study has been collected through questionnaire distributed among 100 consumers in Telangana state and findings have been presented in tables & graphs.

Key words: Consumer Preference, Consumer Behavior, Factors influencing, Reaction on Advertisements, Quantity and Fast Moving Consumer Goods.

I. INTRODUCTION

The study of consumer helps firms and organization improve their marketing strategies by understanding the psychology of consumers, how they think, feel, reason, and select between different alternatives (e.g., brands, products; the psychology of how the consumer is influenced by his or her environment (e.g., culture, family, friends, signs, media). The "consumer" includes both personal consumers and business/industrial/organizational consumers. Fast moving Consumer Goods (FMCG) goods are popularly named as consumer package goods.

Items in this category include all consumables (other than groceries/pulses) that people buy at regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items are meant for daily use of frequent consumption and have a high return. The sector is divided into two distinct segments- • The premium segment catering mostly to the urban upper middle class and the popular segment with prices as low as 40% of the premium segment. • The rapidly growing economy, increasing per-capita incomes, and rising trend of urbanization, the FMCG market in India is expected to grow 5.6% in 2020. FMCG products are relatively small, they generally sell in large quantities, so the cumulative profits on such products can be large.

II. REVIEW OF LITERATURE

Md. Abbas Ali, Venkat Ram Raj Thumiki and Naseer Khan (2012) states that Companies promoting FMCG to rustic shoppers can't only broaden their general showcasing methodologies to rustic markets. Rather, they have to devise provincial particular procedures. In this procedure, they have to get it critical issues identifying with rustic shopper conduct and that's just the beginning particularly identifying with various geographic locales of the nation. This paper concentrates on understanding components that influence the provincial buy of FMCG in South India.

Anupam Jain and Meenakshi Sharma (2012) revealed that brand mindfulness in provincial regions especially in regard of magnificence care possible due to ceaseless and unfaltering change in purchaser and wellbeing mind items is demonstrating an expanding inclination. Individuals are not stressed over the cost of the item. They are appearing ability to spend higher cost when they understand that they

can stand to spend. Since the utilization of marked results of rumored organizations will lift their status and also stature in that town. Brand quality, Price, Easy accessibility, Family enjoying, commercial, assortment and credit properties have been taken as factors for the estimation of Brand discernment in the examination.

Kavitha T. C. (2012), uncovered in her study, the new period of rustic utilization seems to give an awesome chance to the FMCG parts. Advertisers should develop new procedures to interface and speak with a more mindful and open purchaser than any time in recent memory, the examination found.

Dr. Mohammad Naquibur Rahman (2012), found that buyers considered commercial as a dependable wellspring of information as looked at to others, (companion, neighbors, reference gathering) sentiments. Commercial assume a critical part to influence any high or low pay gathering, yet costly items and the reiteration of notice did not influence the shopper purchasing conduct.

III. THE FMCG INDUSTRY

The Indian FMCG sector is the fourth largest sector in the economy with a total market size in excess of US\$ 103.7 billion. It has a strong MNC presence and is characterized by a well-

established distribution network, intense competition between the organized and unorganized segments and low operational cost. Availability of key raw materials, cheaper labor costs and presence across the entire value chain gives India a competitive advantage. The FMCG market is set to treble from US\$ 52.75 billion in 2018 to US\$ 103.7 billion in 2020. Penetration level as well as per capita consumption in most product categories like jams, toothpaste, skin care, hair wash etc. in India is low indicating the untapped market potential. Burgeoning Indian population, particularly the middle class and the rural segments, presents an opportunity to makers of branded products to convert consumers to branded products. Growth is also likely to come from consumer 'upgrading' in the matured product categories. FMCG is expected to grow 9-10% in 2020. Rise in rural consumption will drive the FMCG market.

IV. OBJECTIVES OF THE STUDY

1. To study the product attributes influencing the buying behavior of Products.
2. To assess other factors influencing the consumer in purchasing a particular FMCG product.
3. To analyze the brand awareness of the consumers.

V. DATA ANALYSIS AND INTERPRETATION:

Table-1
Gender of Sample Respondents

Sl.no	Gender of respondents	Frequency	Percent
1	male	66	66.0
2	female	34	34.0
	Total	100	100.0

Interpretation: Among the total sample size of 100 respondents in the Table 3, about 66.0 percent of the sample respondents are Male and 34 percent

of the sample respondents are Female. Overall, it is concluded that males are high compared to females.

Table-2
Age of Sample Respondents

Sl.no	Age of respondents	Frequency	Percent
1	below 20	16	16.0
2	21-30	70	70.0
3	31-40	13	13.0
4	40 above	1	1.0
	Total	100	100.0

Interpretation: Among the total sample size of 100 respondents in the Table 4, about 16.0 percent of the sample respondents are below 20 years, and 70 percent of the sample respondents are in between 21-30years, 13.0 percent of the sample

respondents are in between 31-40year and 1 percent of the total samples are above 40years. Overall, it is concluded that the age between 21-30 years are having highest.

Table-3
Analysis on Income Level of consumers

Sl.no	Income of respondents	Frequency	Percent
1	upto5000	33	33.0
2	10000-15000	11	11.0
3	15000-25000	16	16.0
4	25000 above	40	40.0
	Total	100	100.0

Interpretation: Among the total sample size of 100 respondents in the Table 8, about 33.0 percent of the sample respondents are below 5000 income, 11.0 percent of the sample respondents are in between 5000-15000 income, 16.0 percent of the

sample respondents are in between 15000-25000 income and 40 percent of the total samples are above 25000 incomes. Overall, it is concluded that the income above 25000 is having high incomes.

Table-4
Correlation on Consumer Preferences

		income	prefer to purchase	media you prefer	who influence you to buy the product	reaction on advertisements
income	Pearson Correlation		.901**	.907**	.871**	.925**
	Sig. (2-tailed)		.000	.000	.000	.000
	N		100	100	100	100
prefer to purchase	Pearson Correlation		1	.853**	.878**	.913**
	Sig. (2-tailed)			.000	.000	.000
	N		100	100	100	100
media you prefer	Pearson Correlation		.853**	1	.931**	.791**
	Sig. (2-tailed)		.000		.000	.000
	N		100	100	100	100
who influence you to buy the product	Pearson Correlation		.878**	.931**	1	.798**
	Sig. (2-tailed)		.000	.000		.000
	N		100	100	100	100
reaction on advertisements	Pearson Correlation		.913**	.791**	.798**	1
	Sig. (2-tailed)		.000	.000	.000	
	N		100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

INTERPRETATION:

The relationship between the income level of respondents and they prefer to purchase of product shows high degree of positive correlation($r=0.901$) and relation is proved significant ($p=0.00 < \alpha=0.05$). The relationship

between the income level of respondents and media they prefer to purchase of product shows high degree of positive correlation($r=0.907$) and relation is proved significant ($p=0.00 < \alpha=0.05$).The relationship between the income level of respondents and them who influence to purchase a

product shows high degree of positive correlation($r=0.897$) and relation is proved significant ($p=0.00 < \alpha=0.05$).The relationship between the income level of respondents and reaction on advertisements shows high degree of positive correlation($r=0.925$) and relation is proved significant ($p=0.00 < \alpha=0.05$).

VI. CONCLUSION

In the present situation, Consumer is the lord since he has different decisions around him. In the event that you are not capable of giving him the coveted outcome he will change over to the next supplier. Along these lines to get by in this aggressive rivalry, you should be the best. FMCG could keep up hold its best rank giving quality item at sensible cost to customer. Quality is the principle spurring factor for the buyer to purchase the result of FMCG. Presentation of new items in the market to fulfill the shopper is additionally a significance explanation behind FMCGs to hold the best in the shopper advertise. FMCG products that are for the most part utilized brief time of days, weeks, or on the other hand months, and inside one year. FMCG have a short life, either as an aftereffect of high shopper request and the item falls apart quickly. Buying of FMCG items includes numerous purchasing conduct designs. Better comprehension of purchaser recognition towards FMCG items will make high benefits to the stores. The recommendations were given to the worry to concentrate mostly on charming the client and to satisfy the necessities furthermore, desire toward the items. Subsequently, in this examination the specialist had made an endeavor to discover the clients' criticism about the accessibility of item and administrations and additionally fluctuated elective arrangement have been given to enhance the clients' necessities, and administration which thus could acquire generosity among open. By summing up all the observations, analysis, and results we can conclude that there is a considerable amount of impact on consumer preference towards FMCG products.

REFERENCES

- [1]. Garga P, Ghuman K, Dogra B (2009) Rural marketing of select Fast Moving Consumer Goods in Punjab. Indian J Market 39: 21-27.
- [2]. Selvaraj A (2007) Rural Consumer's behavior regarding Non-Durable goods: A study in Erode district of Tamil Nadu. Indian J Market 37: 35-39.
- [3]. Anandan C, Raj MSM, Madhu S (2007) A study on brand preference of washing soaps in rural areas. Indian J Market 37: 30-37.
- [4]. Madhavi C, Kumar SA (2006) Rural Marketing 34: 30-35.
- [5]. Nagaraja (2004) Consumer Behavior in rural areas: A micro level study on buying behavior of rural consumers in Kaval Mandal. Indian J Market 34: 30-35.
- [6]. Belch MA, Willis LA (2002) Family decision at the turn of the century: Has the changing structure of Households impacted the family decision making process. J ConsumBehav 2: 111-124.
- [7]. Kashyap P, Siddhartha R (2008) The Rural Marketing Book. Biztantra