Study Consumer Behaviour on Fast Moving Consumer Goods (Fmcg): - A Case Study

Aliza[1], Dr. Brijesh Kumar Agarwal[2]

[1]Reserach Scholar, School of Management & Commerce, Sanskriti University, Mathura, Uttar Pradesh, India.
[2]Professor, School of Management & Commerce, Sanskriti University, Mathura, Uttar Pradesh, India.

Abstract: The quick shopper products (FMCG) area is an imperative supporter of India's Gross domestic product. It is an enormous piece of consumers‟ financial plan in all nations. FMCG Industry is included by a laid out dissemination of organization, an extreme contest between the coordinated and disorderly fragments, lower entrance levels, lower working expense and furthermore a lower for each capita utilization. India's FMCG area sets out a work freedom. It is right now developing at twofold digit rate and is supposed to keep a high development rate. Indian purchasers were moderate mostly because of low extra cash and hardly any aggressive items. Expansion in food items could limit the interest among customers and valuing adaptability for FMCG while bringing down buying force of the shopper that redirects buys. The review examined socioeconomics of facial cream shoppers and observed that greater part of facial cream customers are 36-45 years for old, are male, wedded, have Under Graduate level schooling capability, are independently employed and acquire Rs.10,001 to 15,000. It was likewise found that the attention to facial cream brand was principally through Notice.

This paper focuses on shopper socioeconomics and conduct official cream classification of quick buyer products in Kancheepuram locale of Tamilnadu. Quick shopper merchandise is for the most part lower overall revenue items and thusly it is selling in enormous amounts in the territorial market. Consequently, it is vital to comprehend how to further develop brand an incentive for the clients as many brands are accessible for the very classes of items in the market The main consideration that impacted buy and utilization of a brand of facial cream was cost, trailed by quality. The main three brands of facial cream utilized were viewed as Lakes, trailed by Fair and Beautiful and Fair of all time.

Keywords: FMCG, Facial Cream, Brand Mindfulness, Shopper Conduct, Segment Investigation.

1. Introduction

Consumer packaged goods (CPG) or fast-moving consumer goods (FMCG) are goods that are inexpensive and readily available to consumers. Non-durable products like groceries, soft drinks, and hygiene are included. Despite the relatively low profit margin on FMCG products due to their enormous volume of sales, retailers find that the profit margin is sufficient and exceeds that of the suppliers. FMCG is arguably the quintessential example of a high volume, low margin business. Johnson & Johnson, Unilever, Kellogg's, Heinz, Nestlé, Colgate-Palmolive, Procter & Gamble, and the Coca-Cola Company are among the world leaders in

the FMCG sector. The fast-moving consumer goods (FMCG) industry has seen a rise in global sales promotion efforts in recent years.

What are FMCG goods?
Consumer packaged goods is another name for FMCG goods. All consumables fall under the following product category (other than groceries or pulses).

Products of FMCG:
- Household maintenance Skin Treatment Personal Cleaning Products
- Food and Drinks Individualized Care Shampoos for Hair Care
- Dental Care Food section: Coffee & Tea.

Characteristics of Fmcg:
- This industry affects every facet of human existence, from taste to hygiene.
- Product, pricing, place, and promotion are the four Ps that are heavily stressed in this industry.
- It is a high volume, poor value driven industry in the majority of the categories.
- There is not a significant increase in the capital expenditure needed for plant and machinery.
- The two main focuses of marketing are promotion and brand building.
- In the industrial sector, distribution networks are very popular for an organization's performance.

Objectives of the Study:
- Analyze the facial cream's FMCG category. Examine the demographics of the product's target market.
- Examine the variables affecting the decision to buy face cream.
- Research the channel via which face creams are known.
- Examine the brands of face creams used.

2. Research Methodology

Data Collection:
Based on main and secondary data, this study was conducted. It primarily depends on the primary data that is gathered using a scheduled interviewing process. Journals, magazines, books, publications, reports, periodicals, articles, research papers, websites, firm publications, manuals, and booklets are the sources from which secondary data are gathered.

Research Design
It's critical to comprehend the function and goal of research design before delving into the many forms of research designs. Understanding the type of research design that is created is also necessary. Customers who had purchased facial cream were surveyed as part of the descriptive study design.

Sampling Method and Sample Size
For the survey, the convenience sample technique was employed. Questionnaire completed by the chosen participants.

There were enough people in the Kancheepuram District included in the sample size. 75 is the chosen sample size. It has been avoided to use large sample sizes because they are difficult to maintain, and it has been avoided to use small samples because of inaccurate representation.

Statistical Tools and Data Analysis
Tables, charts, and percentage analysis have all been used to test and interpret data.

Designing the Questionnaire
The researcher created the structured questionnaire, which used four-point Likert scales and was intended to elicit closed-ended responses. By selecting one response from a list of five, this allows responders to respond to the questions in an organized way. Every construct contained a minimum of four sub constructs that were connected to the primary construct's important component.

Analysis
The demographic profile analysis was carried out. The results the analysis is given below:

Table 1: Demographic Variables of Fast Moving Consumer Goods Consumers

S.No.	Demographic Variables	Classification Of Variables	No. Of Respondents	Percentage(%)
1	Age:	Below 25 Years	18	24
		26-35 Years	20	27
		36-45 Years	25	33
		45-Years & Above	12	16
		TOTAL	75	100
2	Gender:	Male	44	59
		Female	31	41
		TOTAL	75	100
3	Marital Status:	Married	51	68
		Unmarried	24	32
		TOTAL	75	100
4	Educational Qualification:	Illiterate	7	09
		School Level	14	19
		UG level	27	36
		PG level	19	25
		Professionals	8	11
		TOTAL	75	100
5	Occupational Status:	Student	5	7
		Self-employed	16	21
		Professional	13	18
		Housewife	14	19
		Business	10	10
		Government employee	9	13
		Private employee	8	12

|				
		TOTAL	75	100
6	Monthly Income:	Less than Rs.5,000	8	11
		Rs.5,001-10,000	17	23
		Rs.10,001-15,000	22	29
		Rs.15,001-20,000	18	24
		Above Rs.20,000	10	13
		TOTAL	75	100

Source: Primary Data.

The method by which respondents became aware of the brands and were influenced was analyzed.The result is tabulated below:

Table 2: Method of brand awareness and influence of Facial Cream Brands

Method of Awareness &Influence	No of Consumers	% of Respondents
Online shopping	24	32
Advertisement	21	28
Friends	12	16
Relatives	18	24
TOTAL	**75**	**100**

Figure -1: Method of brand awareness and influence of Facial Cream Brands
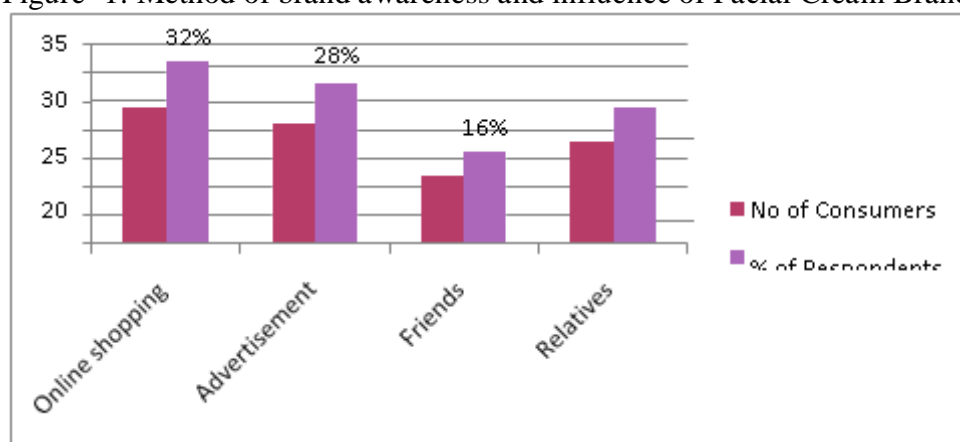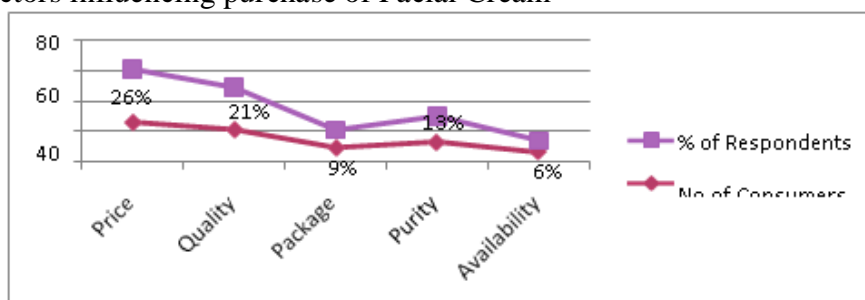

Interpretation:

The data presented in Table 2 above suggests that 32% of respondents learned about the brand through online shopping (i.e., color and price variety), 28% learned about the product through advertisements, 16% learned about it from friends, and 24% were influenced by relatives and neighbors.

Table 3: Factors influencing purchase of Facial Cream

Factors Influence	No of Consumers	% of Respondents
Price	26	35
Quality	21	28
Package	9	12
Purity	13	17

Availability	6	8
TOTAL	75	100

Figure 2: Factors influencing purchase of Facial Cream

Interpretation:
As can be seen from Table 3 above, the majority of respondents (35%), are influenced by price, 28% by product quality, 12% by package convenience, 17% by the purity of the cosmetic brand, and 8% by availability of the cosmetic brand.

Table 4: Brand Choice of Respondents

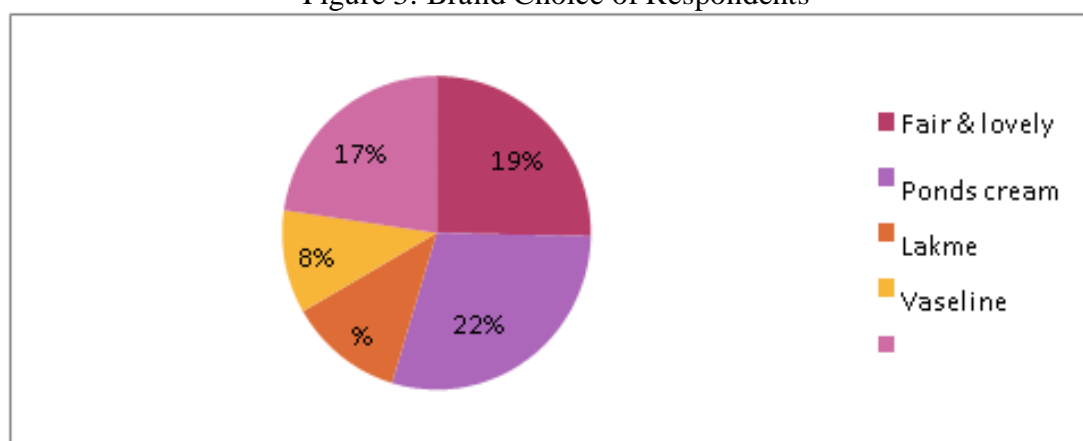| **Brand**	**No of Consumers**	**% of Respondents**
Fair & lovely	19	25
Ponds cream	22	29
Lakme	9	12
Vaseline	8	11
Fair ever	17	23
TOTAL	75	100

Figure 3: Brand Choice of Respondents

Interpretation:
Table 4 and Figure 3 show that the majority of respondents (30%) picked Ponds cream, followed by Fair & Lovely (25%) and Lakme (12%). Vaseline (10%) and Fair ever (23%) were the cosmetics of choice for the remaining respondents. In summary, Ponds is preferred by most respondents.

Findings
1. In their age groupings, the majority of responders are between the ages of 36 and 45.
2. The majority of those surveyed are men.
3. The majority of those surveyed are wed.
4. The majority of responders have a bachelor's degree in education.
5. The majority of those surveyed work for themselves.
6. The majority of respondents said their household makes between Rs. 10,001 and Rs. 15,000.
7. Additionally, it was discovered that advertisements were the primary source of brand awareness for face creams.
8. Price was the main determinant of whether or not a consumer would buy and use a certain brand of face cream, followed by quality.
9. Fair & Lovely, Fair Ever, and Ponds were the top three brands of face cream utilized.

Suggestion
Price and quality were shown to be the main factors influencing the use of face creams; as a result, businesses should make an effort to create and promote high-quality creams at affordable prices. Since there is a niche market for "purity," it is possible to grow market share by creating and promoting an additional line of organic cream products. Given that the bulk of consumers are middle-aged, between the ages of 36 and 45, FMCG companies also need to focus on younger consumers.

3. Conclusion

According to the report, there is still room for growth in the FMCG cream sector. Adding newer age categories to the marketing mix and launching a new range of chemical-free "pure" products are two growth areas. The most successful marketing channels were discovered to be commercials; however, for recently launched products, product discounts and coupons, as well as sampling, were found to be the most efficient means of impact. To increase their market share, FMCG companies might use product promotion and sampling strategies. Additional research on Kancheepuram cream consumers' behavior may uncover more intriguing and helpful facets of them.

4. 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

Consum Behav 2: 111-124.

7.   Bijapurkar R, Ravi M (1999) Rural markets for consumer durables, The Economic Times.

8.   The Marketing White book (2011) Business world.

9.   Krishnamacharyulu CSG, Ramachandran L (2008) Rural marketing-Text and Cases, Pearson Education Asia.

10.   Gopalaswamy TP (1997) Rural Marketing, Wheeler Publishing House New Delhi.

11.   Kashyap P, Siddhartha R (2008) The Rural Marketing Book. Biztantra.

12.   ORG-MARG Rural Consumers (2010) Survey reports.

13.   Kotler P (2005) Marketing Management. Prentice Hall of India, Delhi.

14.   Kanuk S (2008) Consumer Behavior. Prentice Hall of India, Delhi.

15.   www.cosmetics .com

16.   www.fastmoving consumers goods.com

17.   http://interactive statistical calculation pages.com.

18.   https://www.researchgate.net/publication/319482816/download

19.   http://shodhganga.inflibnet.ac.in/bitstream/10603/54582/10/10_chapter%202.pdf

20.   http://shodhganga.inflibnet.ac.in/bitstream/10603/8959/14/14_chapter%203.pdf

21.   https://www.researchgate.net/publication/319482816/download.

22.   Carpenter JM (2008). Consumer Shopping value, Satisfaction and Loyalty in Discount Retailing, Journal of Retail and Consumer Service, 15: pp.358-360.

23.   Graillot L (1998). Emotions and Consumer Behaviour. Res. Appl. Mark.,13(1): 5-25.

24.   Leon G. Schiffman, Leslie Laszarkanuk "Consumer Behaviour" Prentice hall of India (Pvt.) Ltd.New Delhi, 2000.

25.   Philip Kotler " Marketing Management the Millennium Edition" Prentice- Hall of India Pvt. Ltd. New Delhi, 2002

26.   Dr. T.unnamalai.,(2010),International journal of Business Management, Economic and Information Technology,Vol.2,No.1,Jan-june .Page no .166.