



## **A STUDY ON CONSUMER PURCHASING PATTERN TOWARDS FAST MOVING CONSUMER GOODS WITH SPECIAL REFERENCE TO COIMBATORE CITY**

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**Cite This Article:** S. Malini & Dr. D. Gnana Senthil Kumar, "A Study on Consumer Purchasing Pattern towards Fast Moving Consumer Goods with Special Reference to Coimbatore City", International Journal of Current Research and Modern Education, Volume 3, Issue 1, Page Number 80-83, 2018.

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### **Abstract:**

Consumer behaviour is the investigation of people, gatherings, or associations and every one of the exercises related with the buy, utilize and transfer of merchandise and enterprises, including the buyer's passionate, mental and behavioral reactions that go before or take after these exercises. The main objective is to study about consumer awareness towards Fast Moving Consumer Goods and to study about factors influencing consumers to purchase Fast Moving Consumer Goods. For this purpose a sample of 150 was collected from the respondents and the respondents are those who purchase FMCG products from the market. Percentage analysis, chi-square and mean rank were used as tools to analyse the data. The conclusion is that the companies with FMCG have a good product variety but they have lag in marketing their products towards their customers. The purchasing pattern of the customers may differ according to each customer. The companies have to look after the mind set of customers towards the quality and knowledge of products which leads to increase in sales in future period of time.

**Key Words:** FMCG, Marketing & Customer

### **Introduction:**

Rural India accounts for close to one-third of total consumption pie. Robust consumption in the rural economic is one of the key drives of the India's sub stained growth. FMCG combines or devising exclusive rural marketing strategies to tap the rural consumer base. The Indian FMCG sector, with a market size of US\$25 billion (2007-2008 Retail Sales), constitutes 2.15 per cent of India's GDP. The industry is poised to grow between 10-12 percent annually. A well established distribution network spread across 6million retail outlets.(including 2 million in 5160 towns and 4million in 627000 villages) low penetration levels, low operating cost and intense competition between the organization and unorganized segments are key characteristics of this sector.

### **Consumer:**

A Consumer is a person who buys any goods or heir's any service for valuable consideration. The term does not include a person who obtains goods or service for resale or for any commercial purpose, However person who avail goods or services exclusively for the person of easing their livelihood by the means self employment considered as "consumers".

### **Statement of Problem:**

The study is about analyzing the consumer purchasing pattern towards FMCG sector in Coimbatore city. The problem is 'that in today's era health conscious has emerged as the mandatory measure and it influences more in the market. Many of the consumers won't purchase their product accordingly to the quality and they wont look for the expiree date for a particular product in FMCG sector.

### **Scope of Study:**

The scope study to find out the consumer purchasing pattern towards FMCG products with special reference to Coimbatore city. This has been achieved by taking down the respondents views and response individually by the researcher, using the questionnaire. The researcher asks the research questions in the questionnaire to the respondent in a face-to-face manner and records the response, which is then used for the analysis and interpretation part of the study. All these would help the companies to promote with more customer satisfaction level and more.

### **Objective of the Study:**

- ✓ To study about consumer awareness towards Fast Moving Consumer Goods (FMCG)
- ✓ To study about consumer purchasing pattern towards Fast Moving Consumer Goods (FMCG)
- ✓ To study about factors influencing consumers to purchase Fast Moving Consumer Goods (FMCG) products
- ✓ To offer suggestion for the improvement of Fast Moving Consumer Goods (FMCG) products

**Limitations of the Study:**

- ✓ The time duration for executing the research study will be two months only, so it will be difficult to cover large number of samples. While the research will be concentrated on a smaller sample, but it will be based on an in-depth study of the organization as well as individuals.
- ✓ Responses that may be given on the questionnaire and during the interview may not be accurate or may have been deliberately given to avoid any unfavorable disclosure by the respondents.
- ✓ Generalizing the results of the study may not be possible with 100% accuracy.

**Research Methodology:**

**Research Design:** The research design adapter for this study id descriptive design. Descriptive research includes surveys and fact finding of different kinds. The major purpose of descriptive research of the state of affairs as if exits at present.

**Sampling Unit:** The sampling unit consists of FMCG products in Coimbatore city. The data was collected from all the 150 respondents by means of questionnaire.

**Sampling Techniques:** “The sampling techniques used in this study is convenience sampling”. When the population elements for inclusion in the sample based on the ease of access, it can be called as “Convenience Sampling”.

**Sources of Data:** There are two types sources of data.

- ✓ Primary Data
- ✓ Secondary Data

**Primary Data:** Primary data was collected from the respondents by means of questionnaire.

**Secondary Data:** The secondary data was collected from the books, journals, magazines and company.

**Data Collection:** The data is collected through a structured questionnaire.

**Data Analysis, Tools and Techniques:** The different tools used by the researcher during the entire data analysis. Since the population as a whole is being considered for the study, analysis tools is used for the analysis and interpretation purpose. The inferences and conclusions are drawn through this process.

**Tools Used for Analysis:**

- ✓ Simple Percentage Analysis
- ✓ Chi-Square Analysis
- ✓ Mean Rank

**Analysis and Interpretation:**

**Percentage Analysis (Demographic Variables):**

	Particular	No. of Respondent	Percentage
Gender	Male	52	34.7
	Female	98	65.33
	Total	150	100
Age	21-30	66	44
	31-40	37	24.7
	41-50	30	20
	Above50	17	11.33
	Total	150	100
Marital Status	Married	58	38.7
	Unmarried	92	61.33
	Total	150	100
Educational Qualification	School Level	38	25.33
	College Level	112	74.7
	Total	150	100
Occupation	Agriculturalist	19	12.7
	Businessman	45	30
	Professional	30	20
	Private Employee	35	23.33
	Government Employee	21	14
	Total	150	100
Monthly Income	Below 10000	30	20
	10001-20000	29	19.33
	20001 –30000	17	11.33
	30001 –40000	27	18
	Above 40000	47	31.33
	Total	150	100
Family Size	Up To 3 Members	33	22

4 - 6members	67	44.7
Above 6 Members	50	33.33
Total	150	100

**Interpretation:**

Out of 150 respondents 65.33% of the respondents are female and remaining 34.7% of the respondents are male. 44% of the respondents are comes under 21-30years and 24% of the respondents are 31-40 age group and 20% of respondents are 41-50 age group, 11% respondents Above 50 age group. 61% of the respondents are comes unmarried and remaining 38% of the respondents married. 74% of the respondents are comes school level educated and remaining 25% of the respondents college level educated. 30% of the respondents are Business man, and 23% of the respondents are private employee, and 20% of respondents are professional, 14% respondents Government employee 12% of respondents are Agriculturalist. 31% of the respondents earned Above 40000, and 20% of the respondents are earned Below 10000, and 19% of respondents are Rs10000 to Rs20000, 18% respondents earned 30000 to 40000. 11% of respondents are earned Rs 20000 to Rs30000. 44% of the respondents are 4-6 members, and 33% of the respondents are Above 6 members, and 22% of respondents are Up to 3 members.

**Classification of Respondents of Public Source:**

Public Source	Mean	Std. Deviation	Rank
FMCG	2.4600	1.13297	4
COMMERCIAL	2.5533	1.13242	1
JOURNALS MAG	2.5133	1.07277	3
INTERNET	2.5333	1.17391	2

**Interpretation:**

From the above table by considering Mean value we should conclude that 2.5533 of respondents are influenced by the source commercial, 2.533 of respondents are influenced by the source internet, 2.5133 of respondents are influenced by the journals, 2.4600 of respondents are influenced by the source FMCG campaigns. Majority of the respondents (2.5533) of respondents are influenced by the source commercial.

**Classification of Respondents of Factors Influence Purchase Decision:**

	Calculation	Strongly Agree	Agree	Average	Disagree	Strongly Disagree	Total
Price-Product	Frequency	59	48	25	10	8	150
	Percent	39.3	32.0	16.7	6.7	5.3	100.0
Quality-Product	Frequency	38	50	37	16	9	150
	Percent	25.3	33.3	24.7	10.7	6.0	100.0
Nature-Product	Frequency	32	35	48	25	10	150
	Percent	21.3	23.3	32.0	16.7	6.7	100.0
Availability	Frequency	38	33	32	34	13	150
	Percent	25.3	22.0	21.3	22.7	8.7	100.0
Brand Familiarity	Frequency	25	44	23	26	32	150
	Percent	16.7	29.3	15.3	17.3	21.3	100.0
CRM	Frequency	23	36	41	33	17	150
	Percent	15.3	24.0	27.3	22.0	11.3	100.0
Previous Experience	Frequency	26	42	35	27	20	150
	Percent	17.3	28.0	23.3	18.0	13.3	100.0
Contribution	Frequency	26	40	38	25	21	150
	Percent	17.3	26.7	25.3	16.7	14.0	100.0
Level of Cause	Frequency	23	36	49	32	10	150
	Percent	15.3	24.0	32.7	21.3	6.7	100.0
Attractive Sales	Frequency	13	35	39	37	26	150
	Percent	8.7	23.3	26.0	24.7	17.3	100.0
Sales Promotion	Frequency	14	28	33	27	48	150
	Percent	9.3	18.7	22.0	18.0	32.0	100.0

**Interpretation:**

It reveals that most of the respondents (39.3%) strongly agree towards price of the product. 33.3% agree towards quality of the product. Most of the respondents (38%) strongly agree towards nature of the product, 29.3% agree towards brand familiarity, 27.3% are neutral towards CRM practices of companies with FMCG industry. 28% accept towards previous experience and 32% disagree towards sales promotions.

**Chi-Square Analysis:**

**Relationship between Gender and Family Income:**

H<sub>0</sub>: There is no relationship between gender and family income.

Observed Frequency	Expected Frequency	(O-E)	(O-E) <sup>2</sup>	(O-E) <sup>2</sup> /E
07	5.1	1.9	3.61	0.71
13	18.9	-5.9	34.81	1.84
10	8.1	1.9	3.61	0.45
14	11.1	2.9	8.41	0.76
01	1.8	-0.8	0.64	0.36
10	11.9	-1.9	3.61	0.30
50	44.1	5.9	34.81	0.79
17	28.35	-11.35	128.82	4.54
23	25.9	-2.9	8.41	0.32
05	4.2	0.8	0.64	0.15
<b>Total</b>				<b>10.22</b>

**Inference:**

In the above table, the calculate value is greater than the table value. Hence the null hypothesis is rejected it is founded that there is a significant relationship between gender and preference of monthly income.

**Findings:**

- ✓ Most of the respondents are female.
- ✓ Maximum of the respondents are coming under the age group between 21-30years.
- ✓ Majority of the respondents have completed their school.
- ✓ The above table shows that 28% is says that Detergent Soaps ,22% of the respondents Food items, and 20% of the respondents are Baby Products, and 15% of respondents are Skin care products,13% respondents Others.
- ✓ Majority of the respondents of respondents are influenced by the source commercial.

**Suggestions:**

- ✓ The FMCG products should concentrate mainly on these aspects brand, price design, quality.
- ✓ New innovation advertising strategy should be implemented to attract the consumers.
- ✓ The company has to add more technology and also takes steps to promote these new products.
- ✓ The consumer expected the various sales promotion from them
- ✓ The attractive promotional activities should be given to consumer which will improve their sales.
- ✓ The Consumer Felt that the company make produced the goods based on the taste and wants and need of them
- ✓ The companies should allow the credit facilities to them at reasonable interest.
- ✓ The consumer expected that the companies may package their goods in the goods safety covers or quality materials.

**Conclusion:**

The conclusion is that the companies with FMCG have a good product variety but they have lag in marketing their products towards their customers. The purchasing pattern of the customers may differ according to each customer. The companies have to look after the mind set of customers towards the quality and knowledge of products which leads to increase in sales in future period of time.

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