

A STUDY ON CONSUMER BEHAVIOUR TOWARDS FMCG GOODS AN EMPIRICAL STUDY WITH SPECIAL REFERENCE TO SPSR NELLORE DISTRICT OF ANDHRA PRADESH.

A.M.Mahaboob Basha

Business Management Vikrama Simhapuri University

SPSR Nellore, Andhra Pradesh, (India)

ABSTRACT

The FMCGs sector is a very dynamic sector in India. A major goal is to satisfy the needs and wants of consumers. This article highlights the consumer behavior towards fast moving consumer goods in SPSR Nellore District of Andhra Pradesh. Creating awareness regarding products is essential to grab the market in the competitive world. As we know that when customer satisfied the purchasing level of the customer would gradually increase by that the sales of the company will increase. Here in this research work researcher is trying to find out differences in the opinion of consumers on the basis of Age, educational qualification, location and gender regarding consumer behavior towards fast moving consumer goods in SPSR Nellore District of Andhra Pradesh.

Key Words: *Customer Satisfaction, Customer Awareness, Customer Intension Towards fast Moving Consumer Goods.*

I. INTRODUCTION

The Fast Moving Consumer Goods (FMCG) sector is one of the booming sectors of the Indian economy which has experienced outstanding growth in the past decade. This sector comprises of three main segments, which include personal care, household care, food and beverages. Personal care comprises of oral care, hair care, toiletries, soaps and cosmetics; household care comprises of fabric wash and household cleaners; and food and beverages include health beverages, soft drinks, cereals, dairy products, bakery products, chocolates etc., FMCG sector is an important contributor to India's Gross Domestic Product (GDP) and is also the fourth largest sector in the Indian economy, responsible for providing employment. This sector also creates employment for around three million people in downstream activities, which are generally carried out in smaller towns and rural India.

II. REVIEW OF LITERATURE

Ankit Katiyar, and Nikha Katiyar(2014) “An Empirical Study of Indian Consumer Buying Behavior of FMCG Products (With Special Reference Of Bathing Soap)”, bathing soap are fast moving consumer goods that have seen a surge in their sales in the past few decades in India more and more people are opening up to the idea of experimenting and trying out newer bath soap. This study is attempt to cover the various factors that influence the buying decision of consumers who plan to purchase and or used bath soap. FMCG sector is the fourth largest sector in India touching everybody life”s in every day.

Chitra. R (2014) “An empirical study on Customers Purchase Intention towards Branded Apparels”, this paper aims to study factors affecting customers” purchase intention towards branded apparel. Purchase intention is explained in terms of general consumer variables (normative influence, consumer confidence) and brand specific variables (perceived quality, emotional value).

Nasrudeen .R and Mohamed, (2014) “Level of Consumption of Fast Moving Consumer Goods by Rural Consumers – An Analytical Study”, ever since independence of India, because of some obvious reasons, marketing acquired a largely urban bias. It was the green revolution in the seventies which provided a much-needed boost to agriculture-based rural economy in the country. Subsequently, many firms started showing interest in the rural markets and extend their penetration to reach smaller village and towns. Further, now-a-days rural consumers are behaving like urban consumers towards the urban lifestyle, fashion, taste, preferences, etc.

Rajasekaran, B and Saravanan, P. A. (2014) highlighted, “Consumer Satisfaction on Fast Moving Consumer Goods”. The study throws on the attitudes, values, beliefs and perception of the consumers with regards to the consumption of fast moving consumer goods. To study the brand preference of fast moving consumer goods, the preference and opinion of consumer towards popular brands have been taken into consideration.

Shanmugapriya .G and Sethuraman .R, (2014) “Consumers” Satisfaction towards Hamam Soap in Thanjavur Town”, the marketing scenario in India has undergone vast change since 1991 due to the economic reforms. Post-liberalization, competition intensified in every product line and market, which forced brands to redefine their norms of existence in all industries. In the FMCG industry, especially in toilet soap sector there has been severe competition among the MNCs, national and local players. Brand loyalty is determined by several distinct psychological processes of the consumers and entails multivariate measurements.

Sonia and Garima Dalal (2014) “To Study the Satisfaction Level of Customers towards the Brand of Consumer’s Goods - A Study Carried out on Rural Masses”, The Indian Fast Moving Consumer Goods (FMCG) industry began to shape during the last fifty odd years. The FMCG sector is a corner stone of the Indian economy. This sector touches every aspect of human life. Indian FMCG market has been divided for a long time between the organized sector and the unorganized sector.

III. OBJECTIVES OF THE STUDY

1. To study the consumer behavior towards purchase decision regarding fast moving consumer goods in SPSR Nellore District of Andhra Pradesh

2. To examine the consumer behavior at the time of purchase towards fast moving consumer goods in SPSR Nellore District of Andhra Pradesh
3. To analyze the factors that influence towards consumer behavior regarding fast moving consumer goods in SPSR Nellore District of Andhra Pradesh.

IV. SCOPE OF THE STUDY

The Scope of the study in terms of geographical location is restricted to SPSR Nellore District only. The scope of the study in terms of objectives restricted to consumer behavior towards fast moving consumer goods in SPSR Nellore District of Andhra Pradesh.

V. NEED FOR THE STUDY

There is a much need to understand consumer behavior towards fast moving consumer goods in SPSR Nellore District of Andhra Pradesh. The development of business is depends on consumer satisfaction when consumer satisfies the growth of the business in terms of sales would gradually increase.

VI. HYPOTHESIS FOR THE STUDY

1. $H_0(1)$: *There is no Significant difference between consumer behavior and age group of respondents.*
2. $H_0(2)$: *There is no Significant difference between consumer behavior and educational qualification of respondents.*
3. $H_0(3)$: *There is no Significant difference between consumer behavior and location of respondents.*
4. $H_0(4)$: *There is There is no Significant difference between consumer behavior and gender of respondents.*

VII. LIMITATIONS OF THE STUDY

The research is restricted to only SPSR Nellore Districted. The opinion of respondents might vary from area to area. The sample size is less and time factor to collected data from respondents need to be considered.

VIII. RESEARCH METHODOLOGY

1. **Area of Study:** The survey was conducted in Nellore city in Andhra Pradesh state. Nellore is upcoming smart city in Andhra Pradesh. Nellore is a right area for conducting research.
2. **Sources of Data:** The study has used both the primary data and secondary data. Field survey method was employed to collect primary data from 50 respondents in three areas from Nellore (DT). Framed questionnaire is used for data collection. Secondary data were collected through various journals, magazines, reports and newspapers.
3. **Sampling Design:** For the purpose of the study 50 respondents have been chosen in Nellore city by using stratified random sampling technique. The questionnaire was prepared and administered in person to all the

respondents. The information collected have been edited for reliability and consistency and presented in a master table for analysis.

4. **Tools for Analysis:** In this study the raw data collected are classified, edited and tabulated for analysis. The following were the some of the tools used. They are: Analysis of Variance (ANOVA)

IX. DATA ANALYSIS AND INTERPRETATION

1. Consumer Behaviors (Vs) Gender

Here researcher want to test the opinion of consumer on the basis of gender, educational qualification, age group and location of the business unit. The table 1(a) to 1(d) describes about consumer behavior on the basis of gender, age group, location and educational qualification.

Table 1(a) Consumer Behavior (Vs) Gender of Respondents

	Gender	Mean	Standard Deviation	F-value	Sig	Null Hypothesis
Consumer Behavior	Male	3.6189	.97616	2.088	.125	Accepted
	Female	3.7619	.89361			
	Total	3.7068	.96331			

Sources: Field Survey

*In Significant at 5%

H₀ (1): There is no Significant difference between consumer behavior and Gender of respondents.

From the above table it is observed that consumer behavior is slightly differ with the gender of respondents. However, the respondents from female group got highest mean 3.7619 followed by male group at 3.6189. At the same time the table also reveals that the significant value is .125. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. That means there is no Significant difference between consumer behavior and Gender of respondents.

Table 1(b) Consumer Behavior (Vs) Location of Business Unit

	Location of Business Unit	Mean	Standard Deviation	F-value	Sig	Null Hypothesis
Consumer Behavior	Urban	3.6827	1.01699	.082	.774	Accepted
	Rural	3.7132	.94988			
	Total	3.7068	.96331			

Sources: Field Survey

*In Significant at 5%

H₀ (3): There is no Significant difference between consumer behavior and Location of respondents.

From the above table it is observed that the respondents from Rural area got highest mean that is 3.7132 followed by Urban area at 3.6827. At the same time the table also reveals that the significant value is 0.774. It is

greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. That means there is no significant difference between consumer behavior and location of business unit.

Table 1(C) Consumer Behavior (Vs) Age Group Of Respondents

	Age Group	Mean	Standard Deviation	F-value	Sig	Null Hypothesis
Consumer Behavior	<25 years	2.5908	1.26941	.303	0.582	Accepted
	26- 40 years	2.6010	1.11985			
	41- above	2.2690	1.10458			
	Total	2.2651	1.20780			

Sources: Field Survey

*In Significant

at 5%

H₀(4): There is no Significant difference between consumer behavior and Age Group of respondents.

From the above table it is observed that consumer behavior is slightly differ with the age group of respondents. However, the respondents age group between 26- 40 years got highest mean that is 2.6010 followed by <25 years at 2.5908. At the same time the table also reveals that the significant value is 0.582. It is greater than the standard significant value at 0.05. Therefore, the null hypothesis is accepted. Hence, it can be conclude that means there is no significant difference between respondents behavior and age group.

Table 1(D) Consumer Behaviour (Vs) Educational Qualification

	Educational Qualification	Mean	Standard Deviation	F-value	Sig	Null Hypothesis
Consumer Behaviour	Illiterates	3.7083	.94437	.972	.422	Accepted
	1-5 th Standard	3.7886	.86827			
	6-12 th Standard	3.6986	.98060			
	Graduates	3.5135	1.26099			
	Post Graduates	3.5172	.98636			
	Total	3.7068	.96331			

Sources: Field Survey

*In Significant at 5%

H₀(4): There is no Significant difference between consumer behavior and educational qualification of respondents.

From the above table it is observed that the respondent educational qualifications Illiterates, 1-5th standard, 6-12th standard, Graduates and Post graduates and mean values are 2.7297, 2.3257, 2.2153, 2.1667 and 1.8276 respectively. The respondents Illiterates got highest mean value at 2.7297. At the same time the table also reveals that the significant value is 0.422 it is more than the standard significant value at 0.05. Therefore, the

null hypothesis is accepted. That means there is no significant difference between educational qualification and consumer behavior of respondents.

X. FINDINGS OF THE STUDY

1. There is no Significant difference between consumer behavior and Gender of respondents.
2. There is no Significant difference between consumer behavior and Location of respondents.
3. There is no Significant difference between consumer behavior and Age Group of respondents.

XI. SUGGESTIONS OF THE STUDY

Indian domestic companies should enhance their product standard and more effort to increase sales through sales promotion methods. These companies have to create awareness to purchase the domestic products. Price off, discount, extra quantity with same price, mobile recharge, and premium are more important tools in the sales promotion. Stores/shops are to encourage the regular buyers by way of promotional offers. Information relating to promotion methods needed to communicate to all customers to increase more awareness regarding the sales promotional methods. Brand loyalty is an important factor in FMCGs. It is very difficult to induce the consumers for brand switching. Any firm should study these things very critically. The quality aspects coupled with competitive price may lead to change of brands.

XII. CONCLUSION

The present study concluded that, successes of many businesses depend on their ability to create and retaining the customers. Companies to sell their products in standard price with good quality, availability of brands in all stores and is less costly to attracting new customers. Brand Loyalty provides companies strong and competitive weapons to fight with competitors in the market place.

XIII. SCOPE OF FUTURE RESEARCH

The scope of the further research can be conducted in even other districts of the Andhra Pradesh also. Even the research can be extended to other parts of the country also.

REFERENCES

1. Ankit Katiyar, and Nikha Katiyar, "An Empirical Study of Indian Consumer Buying Behavior of FMCG Products (With Special Reference Of Bathing Soap)", International Journal of Management and Commerce Innovations, Vol. 2, ISSN 2348-7585, Issue 1, 2014, pp.211-217.
2. Chitra .R " An empirical study on Customers Purchase Intention towards Branded Apparels", Indian Journal of Research in Management, Business and Social Sciences (IJRMBSS), Vol. 2 , ISSN No. : 2319-6998, Issue 1, Jan. 2014, pp.46-49.



3. Nasrudeen .R and Mohamed, “Level of Consumption of Fast Moving Consumer Goods by Rural Consumers – An Analytical Study”, International Journal of Economics, Commerce and Management United Kingdom, Vol. II, Issue 1, ISSN 2348 0386, 2014, pp.1-21.
4. Rajasekaran, B and Saravanan, P. A. (2014), “Consumer Satisfaction on Fast Moving Consumer Goods”, GJRA - Global Journal for Research Analysis, V Vol. 2, Issue 8, ISSN No. : 2277-8160, August 2014, pp.38-41.lume-3, Issue
5. Shanmugapriya .G and Sethuraman .R, “Consumers” Satisfaction towards Hamam Soap in Thanjavur Town”, International Journal of Engineering and Management Science, Vol.5 (2), ISSN 2229, 2014, pp.122-127
6. Sonia and Garima Dalal, “to Study the Satisfaction Level of Customers towards the Brand Of Consumer”s Goods - A Study Carried out on Rural Masses”, GALAXY International Interdisciplinary Research Journal, Vol.2 (4), ISSN 2347-6915, April 2014, pp. 43-52.