

Impact on Consumer Behaviour towards Selected Fast Moving Consumer Goods in Thiruvallur District

Dr. S. Praveen Kumar¹, Gowtham Chakravarthy .C²

¹Professor and Head, Department of Management Studies,
Bharath Institute of Science and Technology, Selaiyur, Chennai, Tamil Nadu 600 073

²Assistant Professor of Management Studies,
Bharath Institute of Science and Technology, Selaiyur, Chennai, Tamil Nadu 600 073

ABSTRACT

The liberalization of the Indian economic system consumed top-notch moments, which commanded to the access of worldwide merchandise in the Indian markets. FMCG items are men and women that get exchanged inner a yr. FMCG normally incorporates a huge form of frequently bought client merchandise which include toiletries, cleaning soap, cosmetics, enamel cleansing merchandise, shaving merchandise, and shampoos, as properly as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. The surroundings are continually changing though, and social networking sites would possibly have a larger effect on the clients' perception within the future.

Keywords: Consumer Behaviour, Fast Moving Consumer Goods, FMCG

1. INTRODUCTION

The liberalization of the Indian economic system consumed top-notch moments, which commanded to the access of worldwide merchandise in the Indian markets. Previous businesses absorbed their marketing determinations toward the markets directing the done client. However, with the overload of demands within the quarter, many groups consumed their attention on the quick-developing industry and also the agricultural markets in India are nevertheless growing, and the sector positions a selection of demanding situations. The intake styles, tastes, and desires of consumers are exclusively in contrast to from that of clients. While it becomes glaring that rural and urban Indian has modified a great deal quicker than the agricultural and concrete customer due to advanced disclosure of media and changing lifestyle, rural consumers aren't some distance at the back of. Hence the shopping conduct of rural and urban customers has ended up a warm subject matter for conversation for rural India, in latest days, is devotedly eating all from shampoo to bikes and this united states of America and urban is being measured as one of the widespread subjects of market evaluation.

FAST MOVING CONSUMER GOODS

The Goods which need to encompass a fast business and relatively low price are known as Fast Moving Consumer Goods (FMCG). FMCG items are men and women that get exchanged inner a yr. FMCG normally incorporates a huge form of frequently bought client merchandise which include toiletries, cleaning soap, cosmetics, enamel cleansing merchandise, shaving merchandise, and shampoos, as properly as other non-durables such as glassware, bulbs, batteries, paper products, and plastic goods. FMCG additionally include drugs, purchaser pc electronics, packaged meals merchandise, gentle liquids, tissue paper, and chocolate bars. Fast shifting customer items also are known as Consumer Packaged Goods (CPG).

IMPORTANCE OF THE STUDY

The study focuses especially on the customer behavior towards decided on Fast Moving Consumer Goods (FMCG), but with the energetic improvement, it's far important to motivation at the spirit and appearance of energetic advertising determinations from the FMCG groups. Thus with the extra number of agencies in swish into the marketplace, with a ramification of merchandise, it's miles a need to for the businesses to look at patron behavior, on FMCG. These looks at will's highpoint the patron conduct earlier than Purchase, at the time of buy and put up-buy.

2. STATEMENT OF THE PROBLEM

In a modest world, close by stand many troubles within the marketing of products. Some issues push aside be resolved, however many troubles may not be solved. India is the developing U.S.A. So, most of the people are dwelling in rural areas. Rural advertising is tremendous for evolving a rustic's financial system. Manufacturers face many troubles in marketing their products in rural and concrete areas because most of the rural and urban customers earn low earning, have low degrees of literacy, low levels of logo focus, statement and shipping centers. The clients are conclusion diverse issues in selecting their fast shifting consumer goods. It is identified that there's a need for studies paintings in the subject of customer conduct of FMCG inside the rural and concrete regions of Thiruvallur District.

3. RESEARCH METHODOLOGY

This phase style studies design, information series and interview agenda and growth efforts used on this look at. The sampling plan used for the very last examine is deliberated in detail at the side of statistics series measures and records evaluation dealings used in the pretest, pilot check, and the final have a look at.

4. OBJECTIVES OF THE STUDY

- A study on consumer Behavior towards selected FMCGs in Thiruvallur District
- To identify the factors of demographics and social economic Characteristics of rural and urban consumers.
- To study the pre-purchase and post-purchase perception of rural and urban consumers.

5. HYPOTHESES OF THE STUDY

- Ho = There is a relationship between consumer Behavior and FMCGs
- H1 = There is no relationship between consumer Behavior and FMCGs
- Ho = There is a relationship between factor influences and FMCGs
- H1 = There is no relationship between factor influences and FMCGs
- Ho = There is a relationship between pre-purchase and post-purchase perception of rural and urban consumers.
- H1 = There is no relationship pre-purchase and post-purchase perception of rural and urban consumers.

6. SOURCES OF DATA

The researcher has made use of both primary and secondary resources to satisfy the objectives. The primary facts had been accrued from the survey technique which is sent by using Fast Moving Consumer Goods in Thiruvallur District. In addition to records collected through number one resources and secondary information have been additionally acquired from Government organizations including the ministry of customer protection Act, customer clubs, patron affiliation, NGOs, Human rights commission, State Government and Central Government of India etc., the secondary information furnished by way of these companies from their annual reviews and bulletin.

LOCATION OF THE STUDY

The research adopted a simple random sampling method. The respondents are residents of Thiruvallur District in the age group of consumer likes more than 18 years to 65 years including the different strata of students, teachers, professors, engineers, doctors, lawyers, cop, and people in business, and others like around in Thiruvallur District. 200 questionnaires were distributed to the consumer spread over in Thiruvallur District. Among them, 165 surveys were collected. In which 15 polls were found incomplete and unusable. Hence, the accurate sample of the study is 150.

SAMPLING PLAN

The population of the selected locations for the research is vast, and all the respondents could not be interviewed due to practical difficulties. Chosen only samples have been taken up for the study. Many of Fast Moving Consumer Goods consumer were unwilling to disclose their statement to carry out an overview especially the problem of the on consumer awareness. Hence the data were collected from the consumer who was willing to disclose the information. The simple random sampling method is used for the study. To have the illustration from different consumer psychological approach for protection is based on the hypothesis cluster sampling is done to select Fast Moving Consumer Goods consumer. The research was taken by simple random sampling method.

STATISTICAL TOOLS FOR ANALYSIS

This research is based on primary data which were collected from the FMCGs consumer Thiruvallur District through the questionnaire. Secondary data are also utilized, which were obtained from the published source like books, journals, magazines, and annual reports. The data collected from both the sources are scrutinized, edited and tabulated. The data were analyzed using statistical package for social sciences IBM- SPSS-21 have also been employed.

7. LIMITATIONS OF THE STUDY

The study is confined to Thiruvallur District, and therefore the conclusion cannot be comprehensive to the entire universe. The findings, suggestions and the determination may be applicable only to the Fast Moving Consumer Goods consumer and not for other districts. Reliability and validity of the statistical data are obtained from the opinion given by Fast Moving Consumer Goods consumer which may differ from time to time because of their psychological temperament.

8. ANALYSIS OF THE STUDY**Demographic Profile of the Respondents**

The demographic profile of the respondents helps the segment of Fast Moving Consumer Goods consumer in the market. Percentage analysis was used to understand the segment of respondents in this study as well for analyzing the effectiveness of fast moving consumer goods over problems faced by the consumer and to know the different techniques used in consumer behavior.

DEMOGRAPHIC PROFILE OF THE RESPONDENTS

	PROFILE	FREQUENCY	PERCENTAGE
Gender	Male	99	66.0
	Female	51	34.0
Occupation	Student	61	40.7
	Professional	29	19.3
	Business	19	12.7
	Employed	41	27.3
Age	Below30 years	112	74.7
	Above30 years	38	25.3
Education	Graduation	40	26.7
	Post-Graduation	85	56.7
	Diploma	7	4.7
	Others	18	12.0
Family	Nuclear family	113	75.3
	Joint family	37	24.7
Total		150	100.0

TABLE NO 1

In this study, Out of 150 respondent, 66% were male and 34% were female. 74.7% was under the age group of below 30 years and 25.3% of respondents fall under the age group of above 30 years. 56.7% have done their Post-Graduation, 26.7% of the respondents have done their graduation, whereas 7% of respondents have done their diploma and the remaining 12% falls under another category. 66.7% of them belong to the nuclear family and the other 33.3% as a joint family. 40.7% of the respondents are students, 19.3% of the respondents are professionals, whereas 12.7% of the respondents are engaged in business and in the service sector and the rest 27.3% of the respondents are employed. 45.3% of the respondents fall under the income group of Rs.1,00,000 to Rs.2,00,000, 21.3% of respondents fall under the income group of Rs.2,00,000 to 3,00,000, 14.7% of respondents fall under the income group of Rs.5,00,000 and above. Whereas, 10.7% of respondents fall under the income group of Rs.3, 00,000 to 4, 00,000 and 8% of respondents fall under income group of Rs.4, 00,000 to 5, 00,000. Demographic profile is used to frequently to segmenting the market; as well understand the market segment of consumers helps the marker to know about the target group helps to achieve the highest position in the competitive marketing scenario (Kotler, 2010). The study also examined the association between consumer perception towards fast moving consumer goods with respect to gender and age. It is identified that there is no significant association between gender and age with respect to consumer perception towards fast moving consumer goods.

CONSUMER PERCEPTION TOWARDS FAST MOVING CONSUMER GOODS

PARTICULARS		FREQUENCY	PERCENTAGE
Consumer sharing FMCG Campaigns	Yes	135	90.0
	No	15	10.0
Promotional tools of FMCG Campaigns	Web Sites	38	25.3
	Social network	83	55.3
	Email	10	6.7
	Video platform	10	6.7
	By someone	9	6.0
Sharing FMGC Campaigns with others	Family	6	4.0
	Friends	99	66.0
	Colleagues	9	6.0
	Community	14	9.3
	Bloggers	7	4.7
Access of FMGC	Daily	97	64.7
	Weekly	36	24.0
	Monthly	4	2.7
	Occasionally	13	8.7
	TOTAL	150	100.

TABLE NO 2

In this study, out of 150 respondents, 90% of Respondents share those viral campaigns with their friends, family, etc., and rest 10% of the respondent does not share the campaign; 55.3% of respondents give more importance for the success of promotional campaigns through social networking sites, followed by websites (25.3%), video platform (6.7%), Email (6.7%) and 6% of respondent come to know by viral campaign by other sources. 66% of consumers share these viral campaigns with their friends and they are the most popular network for sharing viral campaign and 9.3% of the respondent with their community, 6% of consumers with their colleagues, 4.7 % with bloggers and 4% with their family members. 64.7% of the respondents access social networking sites daily, whereas 24% of people access weekly, while 8.7% of respondents visit very rarely and remaining 2.7% of respondents access only monthly once. Therefore it is accomplished that go viral means spreading the word of mouth by using the internet and it is an effective tool in promoting viral messages through social networking site as well it is considered an easy way of reaching the community. The viral campaign allows them to discover a brand or a product.

RANKING ATTRIBUTES OF FMGC

The attributes and benefits of a product make a purchaser get glad and extend the ongoing patronage for such products. Therefore, it tends to comprehend cognizance and the performance of the product. Moreover, it presents complete information to collect powerful expertise of the logo or product. It reduces hunger, It is very healthy, It may be very tasty, It presents Refreshment, It gives electricity, Helps to collect, Stops the awful odor, appropriate, time-eating, clean to reject and disruptive. The above attributes are accumulated with preceding studies. Ranking the attributes allows identifying the characteristic which influencing more in the attitude of the patron.

ATTRIBUTES OF VIRAL MARKETING

ATTRIBUTES	WEIGHTED AVERAGE	RANK
It reduces hunger	3.73	2
It is very healthy	3.28	7
It is very tasty	3.75	1
It provides Refreshment	3.71	3
It gives energy	3.47	5
Helps to acquire	3.55	4
Stops the bad odors	3.21	8
Appropriate	3.34	6
Time consuming	2.71	11
Easy to reject	2.75	10
Disruptive	2.93	9

TABLE NO 3

The most important positive attribute of a Fast Moving Consumer Goods is being It is very tasty (3.75), while the second most popular reason for enjoying (3.73), it is been followed by It provides Refreshment (3.71), Helps to acquire (3.55), It gives energy (3.47), appropriate (3.34), It is very healthy (3.28), Stops the bad odor (3.21) are most important viral attributes which are considered while spreading marketing messages and negative attributes towards being disruptive (2.93), followed by easy to reject (2.75) and time-consuming (2.71). It is concluded from the above table viral messages spread by the consumer through social networking sites are more It is very tasty, it reduces hunger; it provides Refreshment and Helps to acquire the way of online communication tool.

DISCRIMINANT ANALYSIS VALIDATION OF CLUSTER RESULTS

In this study, the discriminant analysis was carried out for 2 cluster groups according to their perceived level and it resulted in 1 discriminant functions and consequently 1 eight values.

DISCRIMINANT ANALYSIS VALIDATION OF CLUSTER RESULTS

DIMENSIONS	N-63	N-87	N-150	WILKS' LAMBDA	F VALUE	P VALUE
General perception	17.11 (1.833)	15.64 (2.199)	16.26 (2.172)	.888	18.657	.000
In formativeness	25.22 (2.524)	19.78 (2.838)	22.07 (3.816)	.501	147.164	.000
Entertainment	12.37 (1.903)	10.79 (1.862)	11.45 (2.029)	.853	25.558	.000
Irritating	12.48 (3.482)	11.49 (3.827)	11.91 (3.706)	.983	2.592	.110
Source creditability	15.94 (2.055)	11.79 (2.602)	13.53 (3.142)	.574	110.000	.000
Attitude	16.38 (1.689)	14.07 (2.662)	15.04 (2.567)	.801	36.756	.000

TABLE NO 4

From the above table, consumers are clustered into 2 groups with 6 attributes according to their perception towards Fast Moving Consumer Goods through the social networking site, they are internally homogeneous and externally heterogeneous. In order to determine the variables which significantly contribute to the differentiation of groups, F-test for Wilkes's Lambda was used for discriminating variables. F-test value shows that General perception, It is very tastiness, Entertainment, Source creditability and Attitude towards Fast Moving Consumer Goods (significant smaller than 0.05) are significantly discriminate towards Fast Moving Consumer Goods through social networking sites, whereas only irritating was not a significant (significant value is more than 0.05) discriminating attribute to the respondents. The mean scores for attributes that encourage the groups for Fast Moving Consumer Goods through social networking sites were: General perception =16.26 (SD= 2.172), IN for massiveness = 22.07 (SD= 3.816), Entertainment= 11.45 (SD = 2.029), irritating = 11.91 (SD= 3.706), Source creditability = 13.53 (SD= 3.142) and Attitude = 15.04 (SD = 2.567).

EIGEN VALUES

FUNCTION	EIGENVALUE	% OF VARIANCE	CUMULATIVE %	CANONICAL CORRELATION
1	1.855 ^a	100.0	100.0	.806

a. First 1 canonical discriminant functions were used in the analysis

The highest eigenvalue (1.855) corresponds to the discriminant function, which shows that it has the strongest power of discrimination of the function and the canonical correlation is a correlation between the discriminant scores and the levels of the dependent variable. The present correlation of 0.806 is extremely high.

WILKS' LAMBDA

TEST OF FUNCTION(S)	WILKS' LAMBDA	CHI-SQUARE	DF	SIG.
1	.350	152.099	6	.000

It's clear that calculated lambda value is $.350 < 0.5$ which indicates the stronger power of discriminant function and the calculated chi-square value is 152.09 and it is significant at the level of significance .000 at the degrees of freedom 6. In chi-square analysis if the significant value is less than 0.05 then reject the null hypothesis and accept the alternate hypothesis. In the above obtained result, since the significance value is less than 0.05 the null hypothesis is rejected and alternate hypothesis is accepted and it is concluded that the perception of respondents on Fast Moving Consumer Goods does significantly vary according to their discriminant variables.

9. SUGGESTIONS

Companies by means of displaying a FMCGs concept on an internet site through any Fast Moving Consumer Goods device like social networking websites, blogs, and other websites, by means of providing right commercial performs the important position in speaking, connecting human beings and selling enterprise to reach out consumers efficiently. The surroundings are continually changing though, and social networking sites would possibly have a larger effect on the clients' perception within the future. It is important for businesses to preserve themselves up to date and to apprehend the brand new technology to no longer lose their clients. Consumers via the use of viral

techniques in social networking sites have been exposed to numerous products and services supplied with the aid of various assets and them extra willing to unfold contents which can be It could be very tasty, funny, Helps to collect and It presents Refreshment. Therefore, consumers aren't encouraged via economic incentives for spreading viral messages to their friends and own family. So, groups should take this into consideration of their marketing plan to put in force Fast Moving Consumer Goods campaign as one of the strategies for advertising their product at a less expensive fee. Fast Moving Consumer Goods Campaign takes place inside social spheres and exceeded on from peer to look, thereby gaining a sure degree of trust from purchasers and danger associated with spreading viral messages can't be controlled. Therefore, corporations need to keep in mind that it is important to create the wonderful response for their products and services due to the fact humans forward those messages to their own family and friends and a bad response can ruin a viral marketing campaign and push the customers from shopping for the product. The high-quality reaction can be a large success for the groups. The government needs to be aware of the deceptive data about the product and offerings available in Fast Moving Consumer Goods and that they must pay attention in cyber laws and it have to be enforced in Fast Moving Consumer Goods campaigns, for decreasing malpractices, fraud, and misuses.

10. CONCLUSION

People started the use of the Internet to speak with others, for sharing statistics, for the recommendation and to grow the knowledge and have interaction with their circle of relatives and pals. Fast Moving Consumer Goods is a powerful marketing method and it's miles a critical tool for all the business scenario, which can combine social networking websites and advertising and advertising strategies constant with converting and growing client behavior expectation to benefit organizational purpose. Consumers will proportion their critiques on manufacturers and products with or without organization interaction. Hence, it is the first-rate approach for promoting organizations' product and it creates emblem interest thru blanketed Fast Moving Consumer Goods techniques. Entry into social community websites and Fast Moving Consumer Goods has low boundaries to enter and therefore, an employer can do it. Based on this research and different research, we recommend that the organization must consciousness on these websites for growing logo awareness and introducing new products via spreading viral content material. This strategy has a low cost and extra effect over patron for entrepreneurs due to the real clients have extra agreed inside their circle of relatives and friends in a location of business enterprise advertisement.

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