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A Study on Consumer Behavior towards Fast Moving Consumer Goods

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ABSTRACT:

In the present day it is very much momentous to know the attitude of consumers and their intentions while selecting a product, especially FMCG products. Researches on purchasing behavior will surely help out the companies to know more about the consumer's behavior while choosing a product, so that they can spend their marketing efforts in an effective way. From the preceding researches it is obvious that toothpaste, bathing soap is among the highest penetrated

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category within the FMCG sector. The present study tries to calculate the factors behind the consumers behavior towards bathing soaps with special reference to Salem District in Tamilnadu. The study made use of primary and secondary data. Data was collected from Salem city of Tamilnadu is collected from four super markets by using judgment sampling method. A sample of 100 respondents through structural questionnaire the collected data was tabulated and analyzed using statistical tools like simple percentage method, Chi-Square Test. The objective of the study is to know the factors, which are influencing brand preference for personal care products. The results explain that customers are motivated to purchase toothpaste, bathing soap because of the, awareness, brand image, *Purchasing Behavior, Toothpaste, Bathing Soap Purchasing, Preference, Consumption Pattern, problems & Satisfaction of FMCG* etc.

Keywords: *Consumer Purchasing Behavior, Toothpaste, Bathing Soap Purchasing, Preference, Consumption Pattern, problems & Satisfaction of FMCG.*

I. INTRODUCTION OF THE STUDY

In today's aggressive world it's very difficult to outline consumers approach and intentions and shift them to the next level of purchasing process, marketers find it yet more difficult and challenging to break through the chaos of competitive marketing efforts of different companies. Every marketing effort tries to create reach ability for their products and attempts to stimulate a lasting reflection in the minds of customers. Personal care industry is one of the oldest Fast Moving Consumer Goods (FMCG) industries in India. Personal care products are a



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basic material arbitrarily used by the rich and the poor. Personal care products are used both for bathing and washing, it has become an vital and indispensable part of human life. The present paper we are studying more about the factors which affecting the consumers purchasing behavior towards Personal care product. The frequency of using tooth paste and bathing soap might vary according to the individual hygiene practice. These products today are far too sophisticated and are available in a wide variety of forms for specific end uses.

1.2. CONSUMER BEHAVIOUR:

Now a days the demand for Personal care products is increasing with the increase in the standard of living, purchasing power of population, urbanization, literacy, growth of media, improvement in transportation and communication networks, growth of super markets, hyper markets and organized retail outlets etc. Presently the multinational companies face competition from the major retail stores who are increasingly introducing own private label brand products.

Consumer behavior is the study of individuals, groups, or organizations and the processes they use to select, secure, and dispose of products, services, experiences, or ideas to satisfy needs and the impacts that these processes have on the consumer and society. The marketer therefore tries to understand the needs of different consumers and also tries to understand their different purchasing behaviors which require an in-depth study of the internal and external environment.

UNDERSTANDING CONSUMER BEHAVIOR



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Consumer buying behavior is the study of how people buy, what they buy, when they buy and why they buy. It blends elements from psychology, sociology, anthropology and economics. It attempts to understand the buyer decision-making process, both individually and in groups. It studies features of individual consumer such as demographics, psychographics, and behavioral variables in an effort to understand people's wants. It also tries to measure influences on the consumer from groups such as family, friends, reference groups, and society in general.

FACTORS INFLUENCING THE BUYING BEHAVIOUR OF CONSUMERS:

- Socio-economic environment of the consumer,
- Cultural environment,
- Geographic location,
- Education / Literary level,
- Occupation,
- Exposure of urban life style,
- Exposure to media,
- The point of purchase of products,



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- The way the consumer uses the products,
- Involvement of others in the purchases.

RURAL VS URBAN CONSUMERS:

The biggest mistake a FMCG company can make while entering the rural India is to treat it as an extension to the existing urban market. But there is a vast difference in the lifestyles of the rural and urban consumers. The rural Indian consumer is economically, socially, and psychographically different from his urban counterpart. The kind of choices that an urban customer takes for granted is different from the choices available to the rural counterparts. The difference in consumer behavior in essence stems from the way of thinking with the fairly simple thought process of the rural consumer in contrast to a much more complex urban counterpart.

1.3. FAST MOVING CONSUMER GOODS:

FMCG products have short life time. And they are also non-durable goods and also perishable. Which are sold very less margin. Mostly FMCG goods are define short term period like less than one year life. FMCG supplied in the retail marketing as per daily demand of a consumer.

FMCG CATEGORY AND PRODUCTS

1. Personal Care:



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Oral Care, Hair Care, Skin Care, Personal Wash (Soaps) & Cosmetics.

2. Household:

Care Fabric Wash (Laundry Soaps and Synthetic Detergents), Household Cleaners (Dish/Utensil Cleaners, Floor Cleaners, Toilet Cleaners, Air Fresheners, Insecticides and Mosquito Repellents, Metal Polish and Furniture Polish).

3. Food:

Staples/Cereals, Bakery Products (Biscuits, Bread, Cakes), Snack Food, Chocolates, Ice Cream, Processed Fruits, Vegetables, Branded Flour & Branded Rice.

4. Beverages:

Health/ Energy Drinks, Soft/Cool Drinks, Fresh Juices, Dairy Products, Bottled Water, Tea & Coffee.

1.4. STATEMENT OF THE PROBLEM

It is always a superior challenge for the companies to calculate the consumer purchasing behaviour towards different products and especially bathing soaps. Since on a every day basis various bathing soap companies are coming with pioneering marketing concepts, need arises whether these marketing efforts having any impact on the consumers purchasing behaviour. The



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present study tries to identify the various factors that leading to the consumers purchasing with special reference to bathing soap consumers.

1.5. OBJECTIVES OF THE STUDY

The Primary objective of this study is to find out the factors which affecting the consumer's buying behavior towards toothpaste, bathing soap with special reference to bathing soap customers in Salem district of Tamilnadu.

- To identify the demographic profile of the bathing soap customers in Salem District.
- To identify the factors that affecting the selection of a bathing soap by the customers.

II. LITERATURE REVIEW

In the literature, there are several existing consumer behavior models used to explain the significance for firms and marketers to appreciate and be able to create valued products or services with a view to respond to the wants of customers.

Blackwell et al. (2001) revealed that consumer behavior is an activity that involves people obtaining, consuming and ordering of products or services.

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Schiffman and Kanuk (2000) opined that consumer behavior refers to the way people make their choice on their personal or household products by using their available resources such as money, time and effort.

Gabbott and Hogg (1998) and Blackwell et al. (2006) further elucidated that consumer behavior in an all-inclusive view as the activities and the processes in which people choose to buy or dispose of the products or services based on their experiences and ideas.

Frederick and Salter (1995) posited that consumers are satisfied because of the value package of their perceptions such as the price, product quality, service quality, corporate image and so on. They further contended that if consumers receive the actual outcome of the value package as they expected, they will be happy.

Fredericks and Salter (1995), Rowley (1988) and Blackwell et al. (2001) advocated that the uniqueness of the product is significant in order to create, maintain and comprehend the factors influencing consumer satisfaction.

Amit Kumar (2011) in his paper ‘Celebrity Endorsements and its impact on consumer buying behavior’ focuses on the perception of Indian consumers about celebrity endorsements, the celebrity attributes likely to influence consumer purchase intentions. The practice of celebrity endorsements has proliferated over time. Now days it has become a pervasive element of advertising industry especially in India.



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Aneza Bashir and NajmaIqbal Malik (2009), concluded in their study, “Effect of advertisement on consumer behavior of university students” that advertisement persuades the consumer to at least buy the product once in a life time. Personality used in commercials influenced the consumers more as compare to keyword/caption. Results also revealed that consumers considered advertisement as a reliable source of knowledge as compare to others (friends, neighbours, reference group) opinions.

T.Mamatha (2008) in her study ‘Post purchase behavior and consumerism’ says that consumer behavior is a very complex phenomenon, which needs more efforts to understand, explain and predict. In order to get a clear understanding of the same, every marketer should realize that consumer behavior is, in fact, an assumption every marketing manager must make, if he plans to market on any basis other than hit-or-miss.

Susan Chirayath (2007),says in their research ‘Impact of Promotional Activities on Consumer Buying Behavior’ that, FMCG Sector in India is characterized by cut throat competition, which leads to brand proliferation in various categories.

Tsai, Liang, and Liu,(2007), explored out that the concept of advertising makes it possible to involve the consumers which greatly affect the buying decisions of the consumers.

J. Varaprasd Reddy,(2006), in his study ‘Role of Advertising in Creating Brand Personality’ says that brand personality being potent tool needs to be leveraged to achieve key objectives for existing & new brands.

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Vijay Pithadia (2006) in his study ‘Evaluating International Advertising Techniques & Opportunity’ explain the public perception of advertising has become very negative. It is seen as a medium that inherently promotes a lie, based on the purpose of the advertisement - to encourage the target audience to submit to a cause or a belief.

III. RESEARCH METHODOLOGY

3.1. Sampling Design : Judgment sampling is used for the study.

3.2. Sampling Size : Sample size was 100 customers from Salem district of Tamilnadu.

3.3. Area of Study : The study was conducted at four super markets of Salem District.

3.4. Period of Study : The study was conducted for a period of ooe months.

3.5. Limitation of the Study

Questionnaires were distributed in salem city in Tamilnadu, so the results might not be same in other parts of Tamilnadu. Sample size was fairly normal, which could be increased to gather a more comprehensive view of respondents.

VII. CONCLUSION

The success of every business is mainly depends upon the consumers. From the light of this study it was found out that those bathing soaps with superior awareness with good brand



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image, followed by excellent word of mouth publicity, parent brand, quality, advertisement and right celebrity always grasp greater attention of the targeted customers. Also a bathing soap with a well-planned marketing communication with a superior awareness level along with a quality product can attract more customers towards the brand, thereby it will strengthen the word of mouth publicity thereby contributing positively towards the brand and finally it will result in the selection of a particular bathing soap.

VIII. SCOPE FOR FURTHER RESEARCH

Future research should be directed to investigate more about the most important aspects that would control the consumers buying behaviour towards personal care product. Also there is a scope for doing the same research in other parts of Tamilnadu. The present study indicates that the consumers purchasing behaviour towards toothpaste, bathing soap is shaped by the factors like awareness, brand name, word of mouth publicity, advertisement, quality and many more. More investigation should be done to see that among these, which factors presume prime importance and cast exaggerated effect on the customers.

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