IMPACT ON BUYERS' PERCEPTION AMONG RETAIL SHOPPING IN FMCG PRODUCTS IN COIMBATORE REGION

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ABSTRACT

The Indian FMCG sector ranks as the fourth largest sector in the economy, boasting a total market size. It is characterized by a robust online shopping environment and distinct customer buying behavior, with a significant number of individuals involved. This sector is marked by a well-established distribution network, competition between organized and unorganized segments, and low operational costs. The FMCG market is projected to increase from US$ 11.6 billion in 2003 to US$ 33.4 billion by 2015. Additionally, penetration levels and per capita consumption are expected to rise in various product categories, such as toothpaste. Growth is anticipated to stem from consumer 'upgrading' within mature product categories. The Indian FMCG sector not only stands as the fourth largest in the economy but also generates employment for three million individuals in downstream activities. Within this sector,

Key words: shopping, Customer buying behavior, perception, Satisfaction,

INTRODUCTION

FMCG's or Fast Moving Consumer Goods are the products which are frequently purchased by consumers including toiletries, soaps, cosmetics, teeth cleaning products, shaving products, detergents, other non-durables such as glassware, bulbs, batteries, paper products, plastic goods etc. It used to be called the grocery industry, now it's just called FMCG. FMCG is an ugly acronym for Fast Moving Consumer Goods, which translated into English means 'things we buy on a regular basis at places like our local supermarket. Well established distribution networks, intense competition between the organized and unorganized segments characterize the sector. FMCG Sector is expected to grow by over 60% by 2010.

NEED FOR THE STUDY

The identify the customer preference and satisfaction about the product. To study on merits and de merits about product. The study on customer preference to use the different variety of FMCG products. A strong consistent satisfaction identity can be a powerful tool for customer conversion and retention. Preference is one of the most important key of the organization to reach products to the customers. Psychologically Product preference is some time to attractive customer's satisfaction and promotional of products. To study about any modification required for the current product preference.

STATEMENT OF THE PROBLEM

The Customer service and satisfaction is not limited to the private sector. Publicly funded organizations that are incorporating practices developed in the business world provide a growing body of experience and study. Increasingly, federal, state and local government agencies are attempting to gauge their performance and the effect on those they directly serve. Throughout the public sector, initiatives to “reinvent” government including education reform, privatization, and managed care have elevated customer service and satisfaction to new priorities. Within the European Union, a shift is underway to re-think and reform social services with social inclusion and “user involvement” as driving forces in quality improvement. In the modern age the FMCG products are attractive and influence the customers due to the mechanical life of the customers to study the perception of the consumers of FMCG products in Coimbatore Region

OBJECTIVES OF THE STUDY:

The objectives of the study are as follows:

- To Demographic profile the Responds customer perception FMGC product.
- To analyze the customer satisfactions products and services offered in retail shopping Coimbatore
- To ascertain the brand awareness of the outlets identified in current scenario.
- To know the influence of advertising and sales promotion in buying behavior towards FMGC products at Coimbatore region.
- To find out the in-depth knowledge on customer perception towards satisfaction on retail shopping in their purchase of product in current scenario.

HYPOTHESES OF THE STUDY

The Following hypotheses were formed and tested:

- There is no association between Sex and Overall satisfaction of FMCGs
- There is no association between Age and Overall satisfaction of FMCGs
- There is no association between marital status and Overall satisfaction of FMCGs
- There is no association between Qualification and Overall satisfaction of FMCGs

REVIEW OF LITERATURE

Maithli Ganjoo (2000) of ORCN examines in his analysis that the size of the pack helps the rural consumers pick the product at a price that they can afford. Certain products like detergent and paste were bought in larger quantities, whereas shampoos, toilet soaps, eatables were bought in smaller pack sizes, the products were common to family members who bought in large pack sizes, whereas individuals preferred smaller packs. The storage life of a product also has a bearing on the decision. Edibles for example, cannot last long unless preserved and kept under ideal conditions. The affordability, storability and availability along with usage are reasons for rural consumers to look towards smaller pack sizes.

Pradeep Lokhande (2000) Director on a Pune based rural research agency observed in his article the effectiveness of sampling in rural markets. He says that the effectiveness of rural promotions and their results could mean more than just plain numbers. There was a need to demarcate brand registration and brand sale, and adds that brand registration was vital in the rural perspective, because it may then spread to other products under the same umbrella. As more products were identified in rural India, conversion to a better brand in the same category was a rather difficult proposition. So sampling was perhaps the only way to achieve this conversion.

Upadhyaya et. al. (2000) suggested that top management‘s commitment to serve the rural market already exists, but lower level that looks after implementation, have exposure mostly to urban markets. Rural marketing is a network of relationships and although, rural buyers take 38 a long time to make up their minds to decide, once they decide, they do not change their decision in a hurry. Therefore marketers' need patience and persistence in dealing with none educated rural traders and consumers

Kimet. al. (2002) argues that customer values get influenced by product attributes and consumption behavior and they consider customer values as an output of culture. Advertisement can influence customer perception. Due to cultural differences, the perception may differ. Little attention has been focused on the Indian culture and their perception to global advertisement. Therefore, this can be helpful to global brands, especially when India is one of the top emerging markets.

RESEARCH METHODOLOGY:

A Formation of Research methodology can be used for this study.

RESEARCH DESIGN:

The research design is defined as the holistic strategy that is followed by the researcher to combine the various aspects related to the study coherently and logistically one of the scholars defined the research as the blueprint for the research that would include the collection of data, evaluation of data, and data analysis. This ensures that the research problem has been addressed adequately.

SOURCE DATA:

- Primary data collection
- Secondary data collection

SAMPLE SIZE:

The research sample size for this study is 400 respondents

STATISTICAL TOOLS:

- T-test
- Correlations

ANALYSIS AND INTERPRETATION OF DATA

Table - 1

Classification of Respondent according to Sex

Sl. No.	Particulars	Frequency	Percentage
1.	Male	281	70
2.	Female	119	30
Total		**400**	**100**

Source: Primary data

From the above table it is inferred that 70 per cent of the respondents were male and the remaining 30 per cent of the respondents were female. Thus, 70 per cent of the respondents were male.

Table - 2

Classification of Respondent according to Marital Status

Sl. No.	Particulars	Frequency	Percentage
1.	Married	168	42
2.	Unmarried	232	58
Total		**400**	**100**

Source: Primary data

From the above table it is inferred that 42 per cent of the respondents were male and the remaining 58 per cent of the respondents were female. Thus, per cent of the respondents were male.

Table - 3

Classification of Respondent according to Age

Sl. No.	Particulars	Frequency	Percentage
1.	Below 20	27	7
2.	21 – 30	218	55
3.	31 – 40	81	20
4.	41 – 50	34	8
5.	Above 50	40	10
Total		**400**	**100**

Source: Primary data

the respondents belonged to the age group 21 – 30, 20 per cent each of the respondents belonged to the age group 31 – 40, 10 per cent of them were above 50 years of age, 8 per cent of the respondents were between 41 – 50 years of age, and the remaining 7 per cent of the respondents were below 20 years of age. Thus, 55 per cent of the respondents belonged to the age group 21 – 30 years of age. It is inferred from table that 58 per cent of the respondents were Unmarried and the remaining 42 per cent of the respondents were married. Thus, 58 per cent of the respondents were Unmarried.

Table - 4

Classification of Respondent according to Social Status

Sl. No.	Particulars	Frequency	Percentage
1.	Business Man	27	7
2.	Govt. Employed	92	23
3.	Pvt. Employed	128	32
4.	Student	105	26
5.	Others	48	12
Total		**400**	**100**

Source: Primary data

In the table it is inferred that 32 per cent of the respondents were employed in private concerns, 26 per cent of the respondents were students, 23 per cent of the respondents were government employees, 12 per cent of the respondents were employed in other fields, and the remaining 7 per cent of the respondents were business men. Thus, 32 per cent of the respondents were private employees.

Table -5

Classification of Respondent according to Qualification

Sl. No.	Particulars	Frequency	Percentage
1.	Below +2	60	15
2.	UG	144	36
3.	PG	169	42
4.	Diploma	14	4
5.	Others	13	3
Total		**400**	**100**

Source: Primary data

The respondents were Postgraduates, 36 per cent each of the respondents were Undergraduates, 15 per cent of the respondents were below +2 students, and 4 per cent of the respondents were diploma holders and the remaining 3 per cent of the respondents were qualified in other fields. Thus, 42 per cent of the respondents were Postgraduates.

Table - 6

Classification of Respondent according to Usage and taste

Sl. No.	Particulars	Frequency	Percentage
1.	Excellent	19	5
2.	Very Good	145	36
3.	Good	216	54
4.	Fair	20	5

5.	Poor	0	0
Total		**400**	**100**

Source: Primary data

The table above shows that 54 per cent of the respondents felt that usage and security for the products was good, 36 per cent of them said that usage and security was very good, 5 per cent each of the respondents felt that usage and security was Excellent, and fair. Thus, 54 per cent of the respondents said usage and security for the product was good.

Table - 7

Classification of Respondent according to Performance of the FMCG products

Sl. No	**Particulars**		**Very Satisfied**	**Satisfied**	**Neutral**	**Un Satisfied**	**Very Un Satisfied**	**Total**
1	**Overall Quality**	Frequency	112	262	20	6	0	400
		Percentage	28	65	5	2	0	100
2	**Taste**	Frequency	92	295	7	6	0	400
		Percentage	23	73	2	2	0	100
3	**Duration**	Frequency	143	236	8	6	7	400
		Percentage	35	59	2	2	2	100
4	**Access**	Frequency	89	231	67	13	0	400
		Percentage	22	58	17	3	0	100
5	**Service of outlets**	Frequency	34	295	65	6	0	400
		Percentage	8	74	16	2	0	100
6	**Compliments**	Frequency	72	251	70	7	0	400
		Percentage	18	63	17	2	0	100
7	**Worth**	Frequency	59	212	116	6	7	400
		Percentage	15	53	28	2	2	100
8	**Reliability**	Frequency	158	209	27	6	0	400
		Percentage	39	52	7	2	0	100

Source: Primary data

The above table shows the suggestions of the respondents regarding the performance of the products. 65 per cent of the respondents were satisfied with the overall performance quality of the products, 28 per cent of the respondents were very satisfied with the performance quality of the products, 5 per cent of them responded neutral, and the remaining 2 per cent of the respondents were unsatisfied with the overall performance quality of the products.

FINDINGS SUGGESTION AND CONCLUSION

- Majority of the respondents belongs to the age group of 21 – 30 years.
- It is found that 70 per cent of the respondents were male and the remaining 30 per cent of the respondents were female.

- It is inferred and found that 58 per cent of the respondents were Unmarried and the remaining 42 per cent of the respondents were married.
- Nearly 32 per cent of the respondents were employed in private concerns, 26 per cent of the respondents were students, 23 per cent of the respondents were government employees, 12 per cent of the respondents were employed in other fields, and the remaining 7 per cent of the respondents were business men.
- From the analysis, it is found that the majority of the respondents were private employees who were working in different private organizations.
- It is found that 42 per cent of the respondents were Postgraduates, 36 per cent each of the respondents were Undergraduates and educated in other fields, 15 per cent of the respondents were educated below +2 level, 4 per cent of the respondents were diploma holders and remaining 3 per cent were others category.
- 31 per cent of the respondents preferred for taste.
- 59 per cent of the respondents preferred groceries.
- 29 per cent of the respondents used the products of Dabur
- 34 per cent of the respondents found HUL was more attracting.
- 37 per cent of the respondents responded Reliance Fresh was most attractive and due to that they possessed.
- 60 per cent of the respondents preferred the products for its Economy and Comfort.
- 45 per cent of the respondents were influenced by their friends
- 33 per cent of the respondents felt color as an appealing factor
- 54 per cent of the respondents said usage and security for the product was good.
- 49 per cent of the respondents agreed the product was a low cost product.
- 59 per cent of the respondents purchased the products for self-uses
- 69 per cent, 77 per cent, 63 per cent, 54 per cent each of the respondents felt that the sales outlets Knowledge of the product, Courteousness, ability to complete transaction, willingness to help and efficiencies of the sales outlets as good respectively.

SUGGESTIONS

The analysis suggested that consumers in different segments in the FMCG market had different perceptions about the source of buying. As a natural outcome of the study the researcher would like to make some suggestions and recommendations to both manufacturers and distributors for having more effective marketing strategies to be followed by them in order to fulfill the expectations of the consumers for a dynamic market for FMCGs. Most of these suggestions are based on the facts revealed by the study and some others are on the basis of general and personal experiences of the researcher. It is hoped that if these recommendations are taken care of they would benefit the public, the business community and the society at large.

CONCLUSION

The study reveals the prospects and progress of the Fast Moving Consumer Goods in particular reference to Coimbatore Region from the point of view of the customers. The experiences of the customers in the major a source of the study that emphasizes the entry of the number of outlets at an easy reach. The quality products should not afraid of the higher of pricing. The health and hygiene are important for the growth of FMCG products. The sales outlets and their service with good facets attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. In this modern age of business arena, the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc.

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