

# A Study on Consumer Brand Awareness and Preference of Fast-Moving Consumer Goods (FMCG) with Special Reference to Tirupur district

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**Abstract**— The fast-moving consumer goods (FMCG) sector is an important contributor to the India's GDP growth. Currently FMCG industry is the important sector in the Indian economy and provides the employment to around 3 million people. Over the years, India FMCG sector has been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers. The aim of this research work is to study the customer's satisfaction towards FMCG products. The researcher highlights the consumer brand awareness and preference of Fast-Moving Consumer Goods with special reference to Tirupur District of Tamilnadu. The study is started with the objective of examining socio economic background of respondents, analyzing factors motivate for purchasing FMCG products, identifying brand awareness and brand perception towards FMCG products. This paper reveals that consumer behavior is largely affected by place, product price, and promotion people influence and market wide factors. However, effect of these factors also differs from product to product.

**Index Terms**— Brand Awareness, Brand Preference, Consumer behavior towards Fast Moving Consumer goods

## I. INTRODUCTION

The FMCG industry is more than 115 years old. Consumable items (other than groceries/pulses). That one needs to buy at regular intervals, there are items which are used daily, and so have a quick rate of consumption and a higher return. FMCG can broadly be categorised into three segments which are household items as soaps, detergents, household accessories, etc... Secondly personal care items as shampoos, toothpaste, shaving products, etc... Thirdly food and beverages as snacks, processed foods, tea, coffee, edible oils, soft drinks etc...

The Fast moving Consumer Goods (FMCG) sector is a corner stone of the Indian economy. This sector touches every aspects of human life. The FMCG producers have realized that there is ample opportunity for them to enter into the rural market. It is noticed that this shift towards branded FMCGs in rural areas is a result of Socio Economic & Political changes in the last five years. This has made rural areas more viable markets even compared to urban areas. The Socio Economic and Political changes contributed to a great extent for changes in the life style of countryside people who patronized branded FMCG products. The government policies to promote education in rural areas enhanced their brand awareness due to the presence of at least one higher education pursuing student in their family or neighbouring family. The different government policies are also being helpful for peoples income followed by a changed the branded products.

## OBJECTIVES OF THE STUDY

1. To analyse the brand awareness of consumer and sources of information towards FMCG.
2. To study the brand preference of consumers towards FMCG products

## HYPOTHESIS FRAMED

The following hypothesis framed and tested to reach the objectives of the study

H0: There is no significant difference between brand awareness of consumers and selected demographic variables.

H1: There is no significant difference between brand preference of consumers and selected demographic variables.

## II. LITERATURE REVIEW

Suneel Kumar (2016) stated that rural market is very large in size compared to urban market and rural is more opined that rural market is more challenging market. Successful rural marketing calls for a review of the rural marketing situation, developing accurate understanding of the nature and profile of rural buyers, designing the suitable products to appeal to them, and adopting suitable media as well as appropriate strategies for communication and distribution. Co-operative societies, public distribution system, multipurpose distribution centers, distribution up to feeder markets / mandis / towns shanties/hat/jathras/melas, agricultural input dealers etc. are the major distribution format that influence rural buyers to buy products.

Vandana et al. (2014) in the research study focused on the usage pattern, factors and brand possession of cosmetics among women consumers. The study was conducted by considering 150 women respondents as sample from three cities Hisar, Bhiwani and Fatehabad. The authors opined that look of face play most significant role in overall persona of a woman and cosmetics supports them in improving their skin and making face attractive, vibrant and pretty. The study considered facial skin care products meant for women consumers such as moisturizers, tonners, cleansers and anti – aging creams and explored the factors influencing women's purchase decision for cosmetics product. The results of the study revealed that brand is a major factor influences almost all respondents while purchasing cosmetics. Quality, naturalness and suitability to skin type are other factors which affect purchase of skin care products. The study discloses that moisturizer was the most commonly used by all age group. Anti - aging and toners was chosen by the aged women. Fair & lovely, Ponds and Vaseline are popular and favourite among all cosmetic products. Women from higher income group purchase the brands viz. Lakme, Olay and Amway products.

Priyanka Sharma (2014) studied the marketing of Consumer Durables in Rural India of eastern Rajasthan. In her research the author expounded that the rural Indian market has extended importance in the recent times because of the overall economic growth

of the country. The growth of economy in the country has led to development in the living standards of the people belonging to the rural areas. The author has also opined that every buyer is different and rural buying behaviour is certainly different from the urban consumer. Rural buyers differ not only in their buying patterns and practices but also in their opinions and beliefs. The thinking process of rural buyers is simpler when compared to urban masses.

Ratna Kishor (2013) conducted a study on Rural Consumer Behaviour towards Consumer Durable Goods. The authors stated that -Indian rural consumer durable market is very huge and having lot of opportunities. To reach and penetrate the rural markets, the industries which are making and marketing the consumer durables should follow the different types of creative strategies to tap the rural markets. The author also opined that understanding the behaviour of consumers is also important for tapping rural markets. To tap the rural market and sell products to rural buyers the author has given some recommendations in his study. The recommendations are the marketers should do alterations in the product suitable to the requirements of rural customers, focus on completely new models for rural buyers, suitable pricing by considering demand, competition, infrastructural facilities, economic conditions of rural market and arranging campaigns, exhibitions and trade fairs to create the awareness among rural consumers. Further the he suggested the marketers to modify the product to market according to the suitability and encourage social activities for advancement of rural areas for brand loyalty.

Muneeswaran & Vethirajan (2013) indicated that Consumer behaviour is given much importance in the present consumer oriented marketing system with specific reference to 'gender attention'. The FMCG sector consists of four product categories such as Household Care; Personal Care; Food and Beverages; and Tobacco. Each of these category has relatively fast turnover and low costs. Every buyer purchases a particular product due to the many influencing factors. The influencing factors differ from one buyer to another and also from one product to another product. A brand which occupies a place in the minds of the buyers also disappears due to various reasons. Sales promotion techniques and quality of the products

attract the rural consumers. Manufacturers of personal care FMCGs should also strengthen their distribution to reach rural market and to be successful. Poor distribution system, fragmented rural market and heterogeneity of population are the challenges in rural marketing.

III. RESPONDENT DEMOGRAPHICS

| Gender             | No.of Respondents | %   |
|--------------------|-------------------|-----|
| Male               | 92                | 61  |
| Female             | 58                | 39  |
| Total              | 150               | 100 |
| Age                |                   |     |
| Below 20           | 9                 | 6   |
| 21-40              | 93                | 62  |
| 41-60              | 46                | 31  |
| Above 60           | 2                 | 1   |
| Total              | 150               | 100 |
| Occupation         |                   |     |
| Agriculturalist    | 22                | 15  |
| Salaried Class     | 118               | 79  |
| Others             | 10                | 7   |
| Total              | 150               | 100 |
| Education          |                   |     |
| Illiterate         | 15                | 10  |
| Below Higher sec   | 45                | 30  |
| Under Graduate     | 75                | 50  |
| Post Graduate      | 15                | 10  |
| Total              | 150               | 100 |
| Income             |                   |     |
| Below Rs.20000     | 88                | 59  |
| Rs.20000-40000     | 32                | 21  |
| Rs.40000-60000     | 27                | 18  |
| Above Rs.60000     | 3                 | 2   |
| Total              | 150               | 100 |
| Residential Status |                   |     |
| Rural              | 52                | 35  |
| Urban              | 98                | 65  |
| Total              | 150               | 100 |
| Marital Status     |                   |     |
| Married            | 97                | 65  |
| Unmarried          | 53                | 35  |
| Total              | 150               | 100 |
| Type of Family     |                   |     |
| Nuclear            | 90                | 60  |
| Joint              | 60                | 40  |

|       |     |     |
|-------|-----|-----|
| Total | 150 | 100 |
|-------|-----|-----|

Source: Primary Survey

Out of 150 sample respondents, Majority 61% of are male. 62%, of them belong to the age group consists of 21-40, 79% belong to salaried class people, 50% have completed their under graduation, 58% of them earned below Rs.20000, with regards to residential status, majority 65% of them belong to urban area. Marital status majority 65% of them are married, and 60% of them consist of nuclear family type.

Factors influencing purchase decision of FMCG products and gender group of customers

H0 : “There is no significant relationship between factors influencing purchase decision of FMCG products and gender group of customers”. The results of t’ test is given in Table.

Factors influencing purchase decision of FMCG products and gender group of customers-‘ t’ test

| Purchase influential factor | Gender                      | F     | Sign. | t     | Df      | P value |
|-----------------------------|-----------------------------|-------|-------|-------|---------|---------|
| Products factors            | Equal variances assumed     | 6.132 | .014  | .336  | 148     | .737    |
|                             | Equal variances not assumed |       |       | .324  | 108.243 | .747    |
| Price factors               | Equal variances assumed     | 3.731 | .055  | 1.983 | 148     | .049    |
|                             | Equal variances not         |       |       | 1.953 | 117.682 | .053    |

|                   |                             |        |      |       |         |      |
|-------------------|-----------------------------|--------|------|-------|---------|------|
|                   | assumed                     |        |      |       |         |      |
| Place factors     | Equal variances assumed     | .358   | .550 | 3.102 | 148     | .002 |
|                   | Equal variances not assumed |        |      | 3.000 | 109.999 | .003 |
| Promotion factors | Equal variances assumed     | 14.733 | .000 | 2.920 | 148     | .004 |
|                   | Equal variances not assumed |        |      | 2.589 | 79.640  | .011 |

Source :computed data

The above table shows the result of ‘t’ test based on the factors influencing decision of FMCG products among different gender groups of customers. Since the p value of factors influencing purchase decision of FMCG products namely Price factors, place factors and promotional factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that gender wise there is a significant difference in factors influencing purchase decision of FMCG products namely price factors, place factors and promotional factors

Factors influencing purchase decision of FMCG products and Age group of customers  
H0 : “There is no significant relationship between factors influencing purchase decision of FMCG products and Age group of customers”. The results of ANOVA is given in Table.

Factors influencing purchase decision of FMCG products and Age group of customers-ANOVA

| Purchase influential factor | Age            | Sum of squares | df  | Mean square | F     | P value |
|-----------------------------|----------------|----------------|-----|-------------|-------|---------|
| Products factors            | Between Groups | 40.434         | 3   | 13.478      | 2.667 | .050    |
|                             | Within Groups  | 737.939        | 146 | 5.054       |       |         |
|                             | Total          | 778.373        | 149 |             |       |         |
| Price factors               | Between Groups | 344.861        | 3   | 114.954     | 8.535 | .000    |
|                             | Within Groups  | 1966.472       | 146 | 13.469      |       |         |
|                             | Total          | 2311.333       | 149 |             |       |         |
| Place factors               | Between Groups | 105.870        | 3   | 35.290      | 1.776 | .154    |
|                             | Within Groups  | 2900.503       | 146 | 19.866      |       |         |
|                             | Total          | 3006.373       | 149 |             |       |         |
| Promotion factors           | Between Groups | 161.991        | 3   | 53.997      | 1.581 | .197    |
|                             | Within Groups  | 146            | 146 | 34.164      |       |         |
|                             | Total          | 5150.00        | 149 |             |       |         |

Source: Computed data

The above table shows the result of ANOVA based on the factors influencing decision of FMCG products among different age groups of customers. Since the p value of factors influencing purchase decision of FMCG products namely Price factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that age wise there is no significant difference in factors influencing purchase decision of FMCG products namely price factors, place factors and promotional factors

Factors influencing purchase decision of FMCG products and Occupation of customers

H0 : “There is no significant relationship between factors influencing purchase decision of FMCG products and Occupation of customers”. The results of ANOVA is given in Table.

Factors influencing purchase decision of FMCG products and Occupation of customers-ANOVA

| Purchase influential factor | Occupation     | Sum of squares | df  | Mean square | F      | P value |
|-----------------------------|----------------|----------------|-----|-------------|--------|---------|
| Products factors            | Between Groups | 424.507        | 2   | 212.253     | 18.172 | .000    |
|                             | Within Groups  | 353.867        | 147 | 2.407       |        |         |
|                             | Total          | 778.373        | 149 |             |        |         |
| Price factors               | Between Groups | 724.518        | 2   | 362.259     | 13.559 | .000    |
|                             | Within Groups  | 1586.816       | 147 | 10.795      |        |         |
|                             | Total          | 2311.333       | 149 |             |        |         |

|                   |                |          |     |         |       |      |
|-------------------|----------------|----------|-----|---------|-------|------|
| Place factors     | Between Groups | 291.096  | 2   | 145.548 | 7880  | .001 |
|                   | Within Groups  | 2715.278 | 147 | 18.471  |       |      |
|                   | Total          | 3006.373 | 149 |         |       |      |
| Promotion factors | Between Groups | 169.477  | 2   | 84.739  | 2.501 | .085 |
|                   | Within Groups  | 4980.523 | 147 | 33.881  |       |      |
|                   | Total          | 5150.000 | 149 |         |       |      |

Source: Computed data

The above table shows the result of ANOVA based on the factors influencing decision of FMCG products among different occupation of customers. Since the p value of factors influencing purchase decision of FMCG products namely Price factors, place factors and promotional factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that occupation wise there is a significant difference in factors influencing purchase decision of FMCG products namely price factors, place factors and promotional factors

Factors influencing purchase decision of FMCG products and Educational background of customers

H0 : “There is no significant relationship between factors influencing purchase decision of FMCG products and educational background of customers”. The results of ANOVA is given in Table.

Factors influencing purchase decision of FMCG products and Educational Background of customers-ANOVA

| Purchase influe | Educational background | Sum of squares | df | Mean square | F | P value |
|-----------------|------------------------|----------------|----|-------------|---|---------|
|-----------------|------------------------|----------------|----|-------------|---|---------|

|                   |                |          |     |         |        |      |
|-------------------|----------------|----------|-----|---------|--------|------|
| ntial factor      |                |          |     |         |        |      |
| Products factors  | Between Groups | 247.730  | 3   | 82.577  | 22.720 | .000 |
|                   | Within Groups  | 530.643  | 146 | 3.635   |        |      |
|                   | Total          | 778.373  | 149 |         |        |      |
| Price factors     | Between Groups | 932.916  | 3   | 310.972 | 32.938 | .000 |
|                   | Within Groups  | 1378.417 | 146 | 9.441   |        |      |
|                   | Total          | 2311.333 | 149 |         |        |      |
| Place factors     | Between Groups | 461.717  | 3   | 153.906 | 8.830  | .000 |
|                   | Within Groups  | 2544.657 | 146 | 17.429  |        |      |
|                   | Total          | 3006.373 | 149 |         |        |      |
| Promotion factors | Between Groups | 1202.946 | 3   | 400.982 | 14.832 | .000 |
|                   | Within Groups  | 3947.054 | 146 | 27.035  |        |      |
|                   | Total          | 5150.000 | 149 |         |        |      |

Source: Computed data

The above table shows the result of ANOVA based on the factors influencing decision of FMCG products among different educational background of customers. Since the p value of factors influencing purchase decision of FMCG products namely Price factors, place factors and promotional factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that educational background wise there

is a significant difference in factors influencing purchase decision of FMCG products namely price factors, place factors and promotional factors

Factors influencing purchase decision of FMCG products and Monthly Income of customers

H0 : “There is no significant relationship between factors influencing purchase decision of FMCG products and monthly income of customers”. The results of ANOVA is given in Table.

Factors influencing purchase decision of FMCG products and Monthly income of customers-ANOVA

| Purchase influential factor | Monthly Income | Sum of squares | df  | Mean square | F     | P value |
|-----------------------------|----------------|----------------|-----|-------------|-------|---------|
| Products factors            | Between Groups | 102.119        | 3   | 34.040      | 7.349 | .000    |
|                             | Within Groups  | 676.254        | 146 | 4.632       |       |         |
|                             | Total          | 778.373        | 149 |             |       |         |
| Price factors               | Between Groups | 191.642        | 3   | 63.881      | 4.400 | .005    |
|                             | Within Groups  | 2119.691       | 146 | 14.518      |       |         |
|                             | Total          | 2311.333       | 149 |             |       |         |
| Place factors               | Between Groups | 190.300        | 3   | 63.433      | 3.289 | .023    |
|                             | Within Groups  | 2816.073       | 146 | 19.288      |       |         |
|                             | Total          | 3006.373       | 149 |             |       |         |

|                   |                |          |     |        |       |      |
|-------------------|----------------|----------|-----|--------|-------|------|
| Promotion factors | Between Groups | 275.942  | 3   | 91.981 | 2.755 | .045 |
|                   | Within Groups  | 4874.058 | 146 | 33.384 |       |      |
|                   | Total          | 5150.000 | 149 |        |       |      |

Source: Computed data

The above table shows the result of ANOVA based on the factors influencing decision of FMCG products among different monthly income of customers. Since the p value of factors influencing purchase decision of FMCG products namely Price factors, place factors and promotional factors are less than 0.05, the null hypothesis is rejected. Therefore it may be concluded that monthly income wise there is a significant difference in factors influencing purchase decision of FMCG products namely price factors, place factors and promotional factors

### SUGGESTIONS

The following suggestions are made based upon the study:

- The dealers and distributors should be properly motivated by the manufacturers through awards and incentives based on their performances
- Quantity discounts or trade in allowance should be offered to customers for making bulk purchases

### CONCLUSION

The article deals with the analysis of primary data which has been collected from 150 respondents who are the regular consumers of FMCG products. The study is started with the objectives of examining socio economic background of respondents, analyzing factors motivating for purchasing FMCG products, identifying brand awareness and preference towards FMCG products. Hence , it is concluded that this sort of study is significant to draw the market potentials of fast moving consumer goods particularly the Tirupur district. In future the retail outlets and shops are fine-

tuned with several facilities to reach the consumer and their interest.

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