

# A study on consumer buying behaviour towards FMCG products

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**Abstract-** Rapidly moving consumer goods (FMCGs) play an important role in the global economy and influence consumer lifestyles, preferences and purchasing behaviors. One of the most competitive industries needs to continually adapt to developing market dynamics to maintain customer loyalty and increase sales. This study examines consumer purchasing behaviors for FMCG products and focuses on key factors such as price sensitivity, brand loyalty, advertising, product quality, and digital impact. Age, gender, income, occupational type, consumer preferences, and the impact of purchasing decisions have all been examined in the study. The increasing importance of sustainability and environmentally friendly packaging has also been examined, highlighting a change in the direction of conscious consumption. Through a combination of primary survey data and secondary research, this study identifies emerging trends in the FMCG industry and provides strategic research findings to help companies improve their marketing approach and customer loyalty. Companies will be able to improve their strategy in an increasingly competitive digital control market if they have a solid understanding of these behavior patterns.

**Key Words-** consumer buying behavior, brand loyalty, price sensitivity, digital transformation, sustainability, advertising strategies.

## 1. INTRODUCTION

Fast Mobile Consumer Goods (FMCG) is one of the world's largest and most dynamic industries, and includes products that are often purchased and consumed in everyday life. This includes packaged foods, drinks, personal care items, household items, and more. The FMCG industry lives on from high sales volumes, rapid inventory sales and comprehensive sales networks that ensure product availability in urban and rural markets. With the rise of digitalization, e-commerce platforms have changed the way consumers interact with FMCG brands,

making online marketing strategies and influencer advertising campaigns critical to brand visibility. Further shaped are also shifts in consumer life, an increase in available income, and growing preferences for health and environmentally friendly products. Companies need to continually adapt to preferences, technological advances and changing economic conditions to maintain customer loyalty and drive sales growth. The purpose of this study is to analyze key factors that influence consumer decision-making, such as advertising effectiveness, price recognition, brand loyalty, and the role of digital transformation in the design of modern shopping habits. Through the identification of these factors, Research FMCG companies provide valuable insights to optimize marketing strategies and product offers in increasingly competitive markets.

### 1.1 KEY OBJECTIVES OF THE RESEARCH:

- To analyze the key factors influencing consumer buying behavior in the FMCG sector.
- To examine the impact of advertising and promotions on consumer purchasing decisions.
- To evaluate the role of brand loyalty and price sensitivity.
- To assess the influence of digital transformation on FMCG purchases.
- To identify emerging trends and consumer preferences in the FMCG market.

## 2.LITERATURE REVIEW

### 2.1 Brand Loyalty and Consumer Trust

1. Islam et al. (2015) found that brand image, pricing, and consumer trust significantly impact FMCG purchasing decisions, with consumers showing a preference for well-established brands.

2. Aaker (1991) highlighted that strong brand equity increases consumer retention, leading to higher brand loyalty in the FMCG sector.
3. Keller (2008) argued that brand associations and perceived quality create long-term loyalty, making it difficult for new entrants to disrupt consumer habits.

#### 2.2 Price Sensitivity and Promotional Impact

1. Tinne (2011) discovered that promotional activities, discounts, and in-store marketing play a significant role in impulse buying behavior.
2. Sarangapani and Mamatha (2008) found that price-conscious consumers tend to switch brands frequently based on special offers and discounts.
3. Blackwell et al. (2006) suggested that middle- and lower-income consumers are more price-sensitive, whereas premium-segment consumers prioritize quality and brand reputation.

#### 2.3 Packaging and Consumer Perception

1. Deliya and Parmar (2012) emphasized the importance of packaging design, color, and labeling, showing that visually appealing packaging enhances consumer perception of product quality.
2. Orth and Malkewitz (2008) suggested that packaging significantly impacts sensory experiences and brand recall, influencing consumer purchasing intent.
3. Bruce and Daly (2007) found that packaging innovation enhances product differentiation, making FMCG brands more competitive in the market.

#### 2.4 The Role of Digital Transformation in Consumer Behavior

1. Qazzafi (2020) found that digital marketing strategies, including influencer promotions and personalized advertisements, have transformed FMCG purchasing patterns.
2. Gopaldaswamy (1997) noted that while traditional advertising remains relevant, digital marketing channels now dominate consumer engagement in the FMCG sector.
3. Kotler and Armstrong (2021) emphasized the importance of omnichannel strategies, where online and offline marketing complement each other to optimize consumer reach.

#### 2.5 Social and Cultural Influences on FMCG Buying Behavior

1. Tajfel and Turner (1979) introduced the Social Identity Theory, suggesting that consumers in collectivist cultures prefer well-known brands over private labels.
2. De Mooij and Hofstede (2002) found that cultural differences influence brand perception, with Western consumers valuing price and product features, while Asian consumers prioritize brand reputation and social recommendations.
3. Wong and Ahuvia (1998) supported the idea that people in collectivist cultures are more likely to purchase premium or luxury FMCG products due to social status considerations.

#### 2.6 Sustainability and Green Consumerism

1. Barua and Islam (2011) explored the increasing preference for eco-friendly FMCG products, highlighting the impact of sustainability awareness on purchasing behavior.
2. Tan and Lau (2010) found that eco-conscious consumers are willing to pay a premium for sustainable FMCG products with recyclable packaging and ethical sourcing.
3. Nielsen (2018) reported that 73% of global consumers prefer sustainable FMCG brands, reflecting a major shift toward green consumerism.

#### 2.7 Consumer Decision-Making and Psychological Factors

1. Kotler and Armstrong (2001) outlined psychological factors such as motivation, perception, learning, and attitudes that shape consumer buying behavior.
2. Sukato and Elsey (2009) examined self-esteem and psychological self-perception, concluding that consumers often associate product choices with their identity, influencing their brand preferences.

### 3. RESEARCH METHODOLOGY

#### 3.1 RESEARCH DESIGN

- Descriptive research design is used to systematically describe a phenomenon, providing insights into consumer buying behavior towards

Fast-Moving Consumer Goods (FMCG) products.

- This design will help identify patterns, preferences, and factors influencing consumer decisions in the FMCG sector.

#### 3.1.1 Research Objectives

- To describe the purchasing habits of consumers regarding FMCG products.
- To identify the factors influencing consumer buying behaviour in the FMCG sector.
- To analyze the impact of demographic variables (age, gender, income, etc.) on consumer preferences for FMCG products.
- To assess the role of marketing and advertising in shaping consumer choices.

#### 3.2 SOURCES OF DATA

Primary data refers to the information collected directly from original sources for a specific research purpose for studying consumer buying behaviour towards fast moving consumer goods FMCG products you can gather primary data through various methods and sources here are some effective ways to collect primary data for your research

Surveys and questionnaires:

We have used the platform like Google forms and others to create and distribute the surveys we also targeted the specific demographics by sharing the survey link through social media email lists or online communities.

In person surveys:

we also conducted surveys at retail locations supermarkets or shopping malls where FMCG products are being sold these also allows us to gather data from the consumers as well as our family members as mimic purchasing decisions.

Observational research:

we also observed the consumer behaviour in our retail environments as well as our nearby stores and malls. these can include noting how consumers interacted with their products their purchasing patterns and the factors that influence their decisions for examples promotions packaging discount sales etc this method can provide the valuable insights into the real time consumer behaviour without relying on self reported data.

Social media and online communities:

Platforms we also utilised the social media platforms for examples Facebook Instagram Twitter and etc to

conduct polls and surveys we also engaged with the online communities and forums for example Quora together opinions and insights from the consumers about their buying behaviour towards the Fmcg products this way helps us to monitor discussions and comments related to the products to understand the consumer sentiments and preferences which they want to buy.

#### 4. RESULTS AND DISCUSSION

The results and findings of a study on consumer buying behaviour towards fast moving consumer goods products can vary based on the specific research design methodology and targeted population however here are some common results and findings which we have often covered in this area.

We have covered the demographic influences, the brand loyalty, the influence of marketing and advertising as well as the shopping behaviour of the consumers and the factors which are influencing the buying decisions of the consumers and we have also seen the impact of social influences and emerging trends followed with the conclusion.

Below are the Briefing of all these

##### 1.Demographic influences

Age, gender as well as income level has been calculated and seen in demographic influences.

##### 2.Brand loyalty

We have seen many consumers exhibit strong brand loyalty in the FMCG sector often preferring family of brands over new entrants we have also seen that brand loyalty can be influenced by a factor such as quality trust and previous positive experiences the consumers may be willing to pay a premium for brands they trust especially in the categories like personal care and health related products.

##### 3.Influence of marketing and advertising

Effective marketing strategies include promotion discounts and advertising campaigns significantly impact customers and consumers purchasing decisions consumers are often influenced by in store promotions and advertisements on social medias. According to our findings, Packaging and branding also plays a vital role in attracting consumers the eye catching designs and the clear labelling can enhance the product appeal.

##### 4.Shopping behaviour

Shopping channels: as there is a growing trend towards online shopping for FMCG products specially

among the consumers however many consumers still prefer physical stores for certain categories such as fresh produced items.

frequency of purchases: the consumers tends to purchase FMCG products frequently often on a weekly or weekly basis leading to a habitual buying patterns

#### 5. Factors Influencing Buying Decisions

Price Sensitivity: Price is a significant factor in purchasing decisions, with many consumers actively seeking discounts and promotions. Price comparisons are common, especially in online shopping.

- Quality and Health Considerations: Increasing health consciousness among consumers has led to a preference for organic, natural, and healthier FMCG options. Consumers are more likely to read labels and consider nutritional information.
- Convenience: Convenience is a key driver of consumer behaviour, with many consumers favouring products that save time and effort, such as ready-to-eat meals and easy-to-use packaging.

#### 6. Impact of Social Influences

- Recommendations from family, friends, and social media influencers can significantly impact consumer choices. Many consumers rely on reviews and ratings before making a purchase.
- Social media platforms are increasingly used for product discovery, with consumers engaging with brands and seeking recommendations online.

#### 7. Emerging Trends

- Sustainability: There is a growing demand for sustainable and eco-friendly products. Consumers are increasingly considering the environmental impact of their purchases and are willing to support brands that align with their values.
- Personalization: Consumers appreciate personalized marketing efforts, such as targeted promotions based on their shopping history and preferences.

### 5. CONCLUSION

The survey on FMCG product satisfaction highlights that while a majority of consumers are satisfied with their current choices, a significant portion remains neutral or dissatisfied. With 29.5% of respondents being very satisfied and 27.8% somewhat satisfied, brands have a strong consumer base but also face competition in retaining loyalty. However, 15.5% of

consumers are neutral, and 27.2% are dissatisfied to varying degrees, indicating areas for improvement. To enhance satisfaction and brand loyalty, FMCG companies should focus on product quality, pricing strategies, and customer engagement while addressing concerns of dissatisfied consumers.

The findings from a study on consumer buying behaviour towards FMCG products reveal a complex interplay of demographic factors, brand loyalty, marketing influences, and personal preferences. Understanding these dynamics can help FMCG companies tailor their marketing strategies, product offerings, and customer engagement efforts to better meet the needs and preferences of their target consumers. The insights gained from such research can ultimately drive sales and enhance customer satisfaction in the competitive FMCG market.

The study of consumer buying behaviour towards Fast-Moving Consumer Goods (FMCG) has provided valuable insights into the factors that influence purchasing decisions in this dynamic sector. As the FMCG industry continues to evolve, understanding consumer preferences and behaviours is crucial for companies aiming to maintain a competitive edge. Below are the key conclusions drawn from the research, along with actionable suggestions for FMCG companies.

1. Demographic Influences: The analysis revealed that age, gender, and income significantly impact consumer purchasing behavior. The largest segment of respondents was aged 22-25, indicating that young adults are a critical demographic for FMCG brands. Additionally, males represented a higher percentage of respondents, suggesting that marketing strategies may need to be tailored to appeal to both genders effectively.

Brand Loyalty: Many consumers exhibited strong brand loyalty, often preferring established brands over new entrants. Factors such as quality, trust, and previous positive experiences were pivotal in fostering this loyalty. Consumers are willing to pay a premium for brands they trust, particularly in personal care and health-related products.

2. Influence of Marketing and Advertising: Effective marketing strategies, including promotions and advertising campaigns, significantly impact purchasing decisions. Eye-catching packaging and clear labeling enhance

product appeal, while in-store promotions and social media advertising play crucial roles in influencing consumer choices.

3. **Shopping Behavior:** The study found a growing trend towards online shopping for FMCG products, especially among younger consumers. However, many still prefer physical stores for certain categories, such as fresh produce. This indicates a need for an omnichannel approach that integrates both online and offline shopping experiences.
4. **Factors Influencing Buying Decisions:** Price sensitivity emerged as a significant factor, with many consumers actively seeking discounts and promotions. Quality and health considerations are also increasingly important, as consumers show a preference for organic and natural products. Convenience remains a key driver, with many opting for ready-to-eat meals and easy-to-use packaging.
5. **Social Influences:** Recommendations from family, friends, and social media influencers significantly impact consumer choices. Many consumers rely on reviews and ratings before making a purchase, highlighting the importance of social proof in the FMCG sector.
6. **Emerging Trends:** Sustainability is becoming a critical consideration for consumers, with a growing demand for eco-friendly products. Consumers are increasingly willing to support brands that align with their values regarding environmental responsibility.

#### Suggestions for FMCG Companies

**Targeted Marketing Strategies:** Companies should develop targeted marketing strategies that resonate with specific demographic groups. For instance, campaigns aimed at young adults should leverage social media platforms and influencer partnerships to engage this audience effectively.

**Enhance Brand Loyalty:** To foster brand loyalty, FMCG companies should focus on delivering consistent quality and building trust with consumers. Engaging with customers through loyalty programs and personalized marketing can strengthen brand relationships.

**Invest in Packaging and Design:** Eye-catching packaging and clear labeling are essential for attracting consumers. Companies should invest in

innovative packaging designs that not only appeal visually but also communicate product benefits effectively.

**Omnichannel Retailing:** As consumer preferences shift towards online shopping, FMCG companies should adopt an omnichannel approach that integrates online and offline experiences. This includes optimizing e-commerce platforms while ensuring a seamless shopping experience in physical stores.

**Focus on Health and Sustainability:** Companies should prioritize the development of healthier and more sustainable products. This includes offering organic options, transparent ingredient lists, and eco-friendly packaging to meet the growing demand for responsible consumerism.

**Leverage Social Proof:** Brands should actively engage with consumers on social media and encourage reviews and testimonials. Building a community around the brand can enhance credibility and influence purchasing decisions.

**Monitor Market Trends:** FMCG companies should continuously monitor market trends and consumer preferences to stay ahead of the competition. Regularly conducting consumer research can provide insights into evolving behaviors and expectations.

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