

Point Of Purchase and Buying Behaviour A Case of FMCG Products in Mandi District Himachal Pradesh

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Abstract- When it comes to marketing fast-moving consumer items, consumer behavior is crucial. Numerous factors influence this behavior. The requirements and desires of customers in the current globalized era evolve throughout time. The fast-moving consumer goods (FMCG) industry makes a significant contribution to India's GDP growth. Determining the shifts in customer purchasing patterns for FMCG products is therefore essential. This paper's goal is to determine the elements influencing consumers' purchasing decisions and, ultimately, their purchasing behavior toward fast-moving consumer goods. A questionnaire was used to gather the study's data, and the results were conceptually presented. The study shows that place, product, price, advertising, and physiological and psychological aspects all have a significant impact on consumer behavior. The impact of these variables varies from product to product, though. By investigating their consumer decision-making styles (CDMSs), particularly their price consciousness, quality consciousness, brand consciousness, and brand loyalty, this study seeks to understand their shopping orientations toward price, quality, and brand for FMCGs in the context of one of the biggest developing nations, such as India. In terms of brand awareness, this study explores the comparative analysis of both businesses. Determines the consumer's degree of satisfaction by taking into account their consumption habits and the kind of goods they use.

Keywords: - FMCG marketing, Consumer behavior, Purchasing

I. INTRODUCTION:

A Point of Purchase (POP) is one place where sales are made. On a bigger scale, a city, market, or shopping center could be regarded as a point of purchase. At the micro level, retailers consider the area surrounding the counter where customers pay to be a point of purchase. Point of Sale is another term for it. POP displays, which aim to attract customers and create a statement, are usually banners, posters, or illuminated signs. Among the various uses and

advantages of POP displays include banners, floor stands, and window or counter top displays.

Point-of-purchase advertising displays are known as "POP" displays at stores around the world. POP displays, such hanging posters and signage that are hung on shelves, are available in a range of sizes and forms. Because 70% of purchase decisions are thought to be made in-store, well-designed POP displays can dramatically boost sales for a particular product category or brand. In recent years, static signage have begun to give way to electronic, constantly updated point-of-purchase displays that display targeted product information, instant coupons, and more. The term "point of purchase" describes the setting and place where sales transactions are carried out, including supermarkets, convenience stores, retail establishments, and even internet platforms. Customers make their final purchasing decisions at this crucial point, frequently influenced by visual merchandising, product packaging, pricing, promotional displays, and sales incentives. To grab customers' attention and encourage impulsive purchasing, FMCG companies heavily spend in POP marketing strategies such end-of-aisle displays, unique signage, product demos, and time-limited promotions. A complex interaction of situational, social, and psychological factors shapes behavior at the POP. Decision-making may be influenced by factors such as brand recognition, perceived value, accessibility, visual attractiveness, and even the emotional atmosphere of the store. The conventional ideas of point-of-purchase marketing are changing as a result of technological developments like digital displays, QR codes, and customized promos. By knowing how customers respond to different POP tactics, FMCG companies can create campaigns that are more successful, increase brand awareness, and eventually increase sales.

II. OBJECTIVE OF THE STUDY

- To look into how POP displays impact customer attention and product recall in an FMCG retail setting.
- To investigate the impact of POP promotions on the impulsive buying habits of FMCG consumers.
- To assess consumers' perceptions of and confidence in FMCG products shown in POP displays.

III. SCOPE OF THE STUDY

This study focuses on examining the impact of point-of-purchase (POP) strategies on consumer buying behavior within the FMCG sector. It explores how various POP elements such as product displays, promotions, packaging, and in-store advertisements affect consumers' purchasing decisions. The research covers consumer responses in both modern retail and traditional outlets. Insights gathered aim to help FMCG companies optimize their POP tactics to enhance brand visibility, stimulate impulse buying, and improve overall sales performance in a highly competitive market.

IV. RESEARCH METHODOLOGY

The term "research methodology" describes the methodical strategy used to carry out research. It describes the methods, resources, and strategies used to gather and examine data, assisting in guaranteeing the validity, dependability, and reproducibility of the research.

RESEARCH DESIGN

The type of research design used in descriptive research because it helps to describe particular situations prevailing in areas Mandi, Sunder Nagar with special references with Distt. Mandi in Himachal Pradesh,

TABLE: 1 DEMOGRAPHIC PROFILE OF THE RESPONDENT

Profile	Variable	Count	Column No%
Location?	Mandi	42	53.8%
	Sunder Nagar	38	46.2%
Age	Below 20	6	7.7%
	21-30	20	25.6%
	30-45	21	26.4%
	45-60	24	29%
	Above 60	9	11.3%
Gender	Male	26	31.7%
	Female	33	42.3%
	Prefer not to say	21	26%

V. DATA COLLECTION METHOD

PRIMARY DATA

The term "primary data" describes new information that is gathered for the first time. The interview schedule is where the key data for this study are gathered.

SAMPLE UNIT

The sample unit for the study is the employees of areas with special reference with Distt Mandi in Himachal Pradesh.

SAMPLE SIZE

The sample size of the study is 80.

TOOLS FOR DATA ANALYSIS

The tools used for data analysis is percentages analysis.

DATA ANALYSIS

The application of both descriptive and statistical techniques to the examination of the basic data gathered from the employees. After the study's concepts have been validated by statistical approaches, conclusions are made. Percentage analysis is a basic statistical technique for the examination and interpretation of primary data. What it is interested in is the proportion of the general population selected for the study that responds to a survey. This type of analysis is simple and aids the researcher in making inferences from the investigation. It is usually used to get quantitative conclusions from data. In order to determine the percentage of workers who fit the demographic profile of individuals who took part in the survey on different service quality characteristics, proportion analysis was employed in this study.

Qualification	High school	7	8.9%
	Up to secondary school	21	25.3%
	Graduate	35	44.3%
	Post graduate and above	17	21.5%
Occupational status	Student	10	12.7%
	Housewife	6	7.6%
	Businessman	15	19%
	Professional	26	32.9%
	Public sector employee	18	21.8%
	Private sector employee	5	6%

TABLE NO: 2 EMPLOYEE ENGAGEMENT

	Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
POP displays catch my attention more than regular shelf placements?	8	5	33	14	20
	10.1%	7%	39.9%	17.7%	25.3%
More likely to remember a product if it is presented in a POP display?	5	08	19	31	17
	6.3%	10.1%	24.1%	39%	20.5%
POP displays influence my decision to explore a product I wasn't initially looking for?	8	9	17	37	9
	10.1%	11.4%	21.5%	46.8%	10.2%
Products on POP displays seem more appealing or important than those on regular shelves?	10	09	14	31	16
	12.7%	11.4%	17.7%	39.2%	19%
Can recall specific products I've seen on POP displays after leaving the store?	10	12	16	21	21
	12.5%	15%	20%	26.3%	26.2%
Often buy products on impulse when they are promoted through POP displays?	4	7	20	39	10
	5.1%	8.9%	25.3%	48%	12.7%
POP promotions make it difficult for me to stick to my shopping list?	03	08	16	35	18
	3.8%	10.1%	20.3%	44.3%	21.5%
Limited-time offers or discounts on POP displays encourage me to make unplanned purchases?	5	4	18	39	14
	6.4%	5.1%	23.1%	50%	15.4%
Feel more tempted to buy a product when it is placed on a promotional display near the checkout?	07	11	14	33	15
	8.9%	13.9%	17.7%	41.8%	17.7%
POP promotions create a sense of urgency that influences my buying decisions?	4	05	18	33	20
	5.1%	6.3%	22.8%	39%	24.8%
Perceive products in POP displays to be of higher quality than those on regular shelves?	4	7	16	39	14
	5.1%	8.9%	20.3%	49%	16.7%

Trust brands more when they invest in attractive POP display?	4	7	17	33	19
	5.2%	9.1%	22.1%	43%	20.6%
POP displays give me the impression that a product is popular or in demand?	7	7	9	41	16
	9%	9%	11.5%	52.4%	18.1%
Believe that products in POP displays are more trustworthy because they are being promoted?	9	9	17	33	12
	11.4%	11.4%	21.5%	42%	13.7%
Seeing a product in a POP display positively influences my opinion of the brand?	8	12	13	33	14
	10.1%	15.2%	16.5%	41.8%	16.4%

VI. CONCLUSION

The demographic profile (Table 1), the survey includes 80 respondents, with a nearly even distribution between Mandi (53.8%) and Sunder Nagar (46.2%). The majority fall within the age group of 30–60 years (55.4%), and women represent a higher proportion (42.3%) compared to men (31.7%), with a notable 26% preferring not to disclose their gender. Most respondents are married (54.4%) and possess at least a graduate-level education (65.8%). Occupationally, professionals (32.9%) and public sector employees (21.8%) form the largest segments, and most families have between 4 to 6 members (42.3%). In terms of employee engagement with Point of Purchase (POP) displays (Table 2), a significant portion of respondents demonstrate positive perceptions. 57% indicate that POP displays influence their decision to explore new products, and 58.2% agree that these displays enhance product appeal. Moreover, 52.5% report recalling specific products after leaving the store, and 60.7% admit to making impulse purchases due to POP promotions. Overall, the data suggest that POP displays are highly effective in capturing attention, driving memory retention, influencing purchasing behavior, and encouraging unplanned buying decisions.

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