

Demographic Shifts and Market Dynamics: An Empirical Study of The FMCG Sector in Coimbatore City

Dr. P. Vidya¹, D. Sathya²

¹*Department of Commerce-Associate Professor*

²*Research Scholar-Department of Commerce*

^{1,2}*Sri Ramalinga Sowdambigai College of Science & Commerce Coimbatore*

Abstract—This study investigates FMCG purchasing behaviour among consumers in Coimbatore City and the impact of demographic characteristics on their purchasing patterns. A total of 125 respondents participated, and data were gathered using a standardized questionnaire that covered purchase frequency, preferred FMCG categories, brand choice, and factors impacting purchasing decisions. Descriptive statistics were employed to characterize demographic characteristics and overall purchasing behaviour, whereas ANOVA revealed significant differences across customer groups. To investigate correlations between crucial factors, correlation analysis was used while controlling for educational qualifications. Purchase location, product category, income changes, advertisements, and general satisfaction all have a substantial influence on customer behaviour, while characteristics such as age, family size, and online buying have a lesser impact. Brand preferences were found to be significantly associated with income changes and internet shopping influence. Larger families were found to be less pleased with the available FMCG options. The study emphasizes the significance of economic and situational factors above demographic traits in affecting FMCG consumption. The findings allow marketers to modify plans based on consumer preferences, promotional influence, and purchasing channels.

Index Terms—FMCG Purchasing Behaviour, Demographic Characteristics, Consumer Preferences, Brand Choice, Consumer Segmentation

I. INTRODUCTION

Fast-Moving Consumer Goods (FMCG) is a major sector in the retail and consumer goods industry, consisting of products that are frequently purchased, consumed quickly, and are typically inexpensive. This category comprises food and beverages, personal care

items, domestic cleaning products, and other basics that are an essential part of consumers' everyday life. The FMCG sector is distinguished by high turnover, fierce rivalry, and the need for ongoing innovation to suit changing customer demands. With urbanization, changing lifestyles, and more disposable income, today's consumers are more aware, discriminating, and brand-conscious than ever. Quality, cost, packaging, advertising, and availability are all important considerations when making a buy.

In recent years, the proliferation of organized retail outlets, supermarkets, hypermarkets, and e-commerce platforms has significantly altered the way FMCG products are purchased. Consumers now have access to a broader range of products, competitive pricing, and the convenience of home delivery, all of which influence not only where and how they purchase, but also the things they choose. Concurrently, ads, social media promotions, and celebrity endorsements have increased the impact of marketing on customer views and brand loyalty. Demographic characteristics such as age, gender, education, income, and family structure have a substantial impact on FMCG consumption, influencing preferences for branded versus unbranded products, product quantity, and purchasing frequency.

Understanding FMCG buying behaviour is critical for manufacturers, retailers, and marketers who want to forecast trends, modify marketing strategies, and improve customer happiness. This is especially crucial in competitive metropolitan marketplaces like Coimbatore City, where distinct consumer segments have varying purchasing behaviours, expectations, and levels of brand loyalty. Furthermore, consumer behaviour in the FMCG sector is dynamic; changes in income, lifestyle, or media exposure can all have a

substantial impact on purchasing patterns. As a result, comprehensive research is required to examine customer priorities, motivations, and decision-making processes, which will assist firms in identifying market possibilities and problems.

This study provides a thorough insight of FMCG consumption habits by looking at characteristics such as purchase frequency, favourite product categories, brand preference, and satisfaction levels. It also investigates how demographic features influence these behaviours, as well as the role that market dynamics and customer perception have in determining purchasing decisions. The study uses descriptive analysis, ANOVA, and correlation methodologies to provide FMCG marketers with actionable insights that will allow them to build focused strategies, improve product offers, and increase consumer engagement. Finally, the research leads to a better understanding of the urban consumer, providing a road map for organizations looking to stay competitive in the ever-changing FMCG industry.

II. OBJECTIVES OF THE STUDY

1. Analyse FMCG product purchasing behaviour among Coimbatore City customers.
2. Analyse how age, education, income, and family size impact FMCG consumption trends.
3. Evaluate market dynamics and consumer perception, including brand preferences, purchase channels, and variables impacting satisfaction with FMCG items.

III. RESEARCH METHODOLOGY

The study was undertaken to investigate FMCG purchasing behaviour among consumers in Coimbatore City, with 125 respondents chosen using a structured sampling method. A questionnaire was used to collect data on purchase frequency, preferred items, contributing factors, and customer satisfaction levels. The study used descriptive statistics to summarise the respondents' demographic profiles and general purchasing habits. ANOVA was used to investigate differences in FMCG behaviour among different groups, revealing statistically significant discrepancies. Correlation analysis was performed to investigate the associations between key variables, with partial correlation accounting for educational

qualifications. The combination of these approaches allowed for a thorough understanding of trends, influences, and associations in FMCG consumer behaviour. Overall, the technique provided a thorough and comprehensive examination of the determinants influencing FMCG purchases in the research area.

IV. REVIEW OF LITERATURE

Nitin Ranjan Rai, Dr Byju John (2024) the researchers examined that this study investigates the impact of demographic and occupational characteristics on e-commerce purchases of FMCG products in Mumbai and Pune. Individuals aged 36-45 have the greatest average monthly expenditure of more than INR 10,000 on e-commerce transactions, despite being a relatively small demographic. Gender-based preferences show that females favour Personal Care products and males choose Household things. Education influences e-commerce adoption, with undergraduates and postgraduates spending more than others. Payment preferences differ by occupation, with students choosing digital wallets, salaried workers preferring Debit/Credit cards, and homemakers and company owners preferring Cash on Delivery. These findings highlight the importance of developing personalized marketing tactics for different consumer demographics.

C Kanimozhi, M Romeo, S. Harikaran, M. M. Vishnu (2019) the authors stated that the concept of rural marketing in the Indian economy has always had a significant impact on people's lives. With the exception of a few big areas, all districts and industrial townships in India have access to rural marketplaces. The concept of rural marketing in India has frequently been observed to create misunderstanding in the minds of those who believe rural marketing is solely about agricultural marketing. However, rural marketing governs the conduct of business activities including the flow of goods from urban sectors to rural sections of the country, as well as the marketing of diverse items created by non-agricultural workers from rural to urban areas. The Indian FMCG market's growth has stalled at times.

Anwasha Chattopadhyay, Priyanka Khanzode (2019) the authors stated that Consumers nowadays are very selective about the things they consume, which has

given rise to the concept of organic food products. This viewpoint is gaining traction in society, particularly as individual health concerns develop. It refers to employing food products that are both environmentally friendly and safe. This report also seeks to examine individual consumption patterns in Bengaluru. Based on the data presented in the study, it is concluded that consumption has recently increased, but more awareness should be raised to make consumption more popular among consumers.

Dr. M. Anbukarasi and N. Dheivanai (2017) the authors stated that the fast-changing environment is a huge issue for people all across the world, and it is also increasing their care for the environment. The study's goal is to examine customer behaviour regarding the purchasing of Green FMCG products in the Coimbatore District. The study discovered that customers identify Green FMCG products through television advertisements, brochures, and wall

paintings. Environmental concern is a major element that influences customers' shopping decisions.

Dr. B. Nagaraju, Thejaswini H. D (2014) the researcher stated that Environmental issues have garnered a lot of attention in the marketing world lately. As society's concern for the natural environment grows, businessmen have begun to change their conduct in response. With growing awareness of the implications of global warming, non-biodegradable solid waste, the harmful impact of pollutants, and so on, both marketers and consumers are switching to eco-friendly products, and many businesses have accepted responsibility for not harming the environment or wasting natural resources. Also, find out how much buyers are prepared to spend more for environmentally friendly products. The result demonstrates if price and quality will influence their purchasing decision.

V. ANALYSIS AND INTERPRETATION

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
Age group	125	1.00	5.00	2.9120	1.19148
Gender	125	1.00	3.00	1.7600	.51431
Educational qualification	125	1.00	3.00	1.7040	.69589
Occupation	125	1.00	5.00	2.9120	1.19148
Monthly household income	125	1.00	4.00	2.5040	1.14035
How frequently do you purchase FMCG products?	125	1.00	4.00	2.1280	.98354
Where do you usually purchase FMCG products?	125	1.00	4.00	2.4800	.85760
Which FMCG category do you purchase most often?	125	1.00	4.00	2.3520	1.04924
What factors influence your FMCG purchase decisions the most?	125	1.00	5.00	3.1600	1.42783
Do you prefer branded FMCG products?	125	1.00	3.00	1.4320	.73326
Has your FMCG consumption changed over the past few years?	125	1.00	3.00	1.3200	.64258
Do changes in income affect your FMCG purchasing behaviour?	125	1.00	5.00	2.1760	1.21857
Do family size and structure influence the quantity of FMCG products purchased?	125	1.00	2.00	1.1440	.35250
Do you think age influences preference for specific FMCG brands?	125	1.00	2.00	1.1120	.31664
Are you influenced by advertisements while purchasing FMCG products?	125	1.00	4.00	1.6400	.93671
Do online shopping platforms influence your FMCG buying behaviour?	125	1.00	2.00	1.1600	.36808
Overall, how satisfied are you with the FMCG products available in Coimbatore City?	125	1.00	5.00	2.0160	1.09974
Valid N (listwise)	125				

Interpretation

The descriptive statistics show that the survey is based on replies from 125 people, which provides a solid

foundation for analysis. The mean age group value of 2.91 suggests that the majority of respondents are young and middle-aged individuals who actively use

FMCG products. The gender means of 1.76 indicates a relatively equal representation of responders. The mean value for educational qualification (1.70) indicates that the majority of respondents are undergraduates and postgraduates, whereas the occupation mean (2.91) indicates a preference for paid employees and business professionals. The average monthly household income (2.50) indicates that the majority of respondents are in the middle-income range. The mean buy frequency score (2.13) indicates that FMCG products are purchased on a frequent basis,

primarily once a week. The average value of 3.16 for factors influencing purchase decisions demonstrates the importance of price, quality, and brand in FMCG purchasing behaviour. Lower mean values for variables such as income change, family size, age effect, marketing, and internet platforms suggest that demographics have a substantial impact on consumer behaviour. Finally, the average satisfaction score of 2.02 indicates that respondents are moderately satisfied with the FMCG items offered in Coimbatore City.

ANOVA

		Sum of Squares	df	Mean Square	F	Sig.
How frequently do you purchase FMCG products?	Between Groups	8.068	4	2.017	2.163	.077
	Within Groups	111.884	120	.932		
	Total	119.952	124			
Where do you usually purchase FMCG products?	Between Groups	29.823	4	7.456	14.577	.000
	Within Groups	61.377	120	.511		
	Total	91.200	124			
Which FMCG category do you purchase most often?	Between Groups	27.567	4	6.892	7.591	.000
	Within Groups	108.945	120	.908		
	Total	136.512	124			
What factors influence your FMCG purchase decisions the most?	Between Groups	83.860	4	20.965	14.892	.000
	Within Groups	168.940	120	1.408		
	Total	252.800	124			
Do you prefer branded FMCG products?	Between Groups	2.379	4	.595	1.110	.355
	Within Groups	64.293	120	.536		
	Total	66.672	124			
Has your FMCG consumption changed over the past few years?	Between Groups	2.328	4	.582	1.429	.228
	Within Groups	48.872	120	.407		
	Total	51.200	124			
Do changes in income affect your FMCG purchasing behaviour?	Between Groups	26.104	4	6.526	4.956	.001
	Within Groups	158.024	120	1.317		
	Total	184.128	124			
Do family size and structure influence the quantity of FMCG products purchased?	Between Groups	.458	4	.115	.920	.455
	Within Groups	14.950	120	.125		
	Total	15.408	124			
Do you think age influences preference for specific FMCG brands?	Between Groups	.806	4	.201	2.079	.088
	Within Groups	11.626	120	.097		
	Total	12.432	124			
Are you influenced by advertisements while purchasing FMCG products?	Between Groups	15.379	4	3.845	4.939	.001
	Within Groups	93.421	120	.779		
	Total	108.800	124			
Do online shopping platforms influence your FMCG buying behaviour?	Between Groups	.864	4	.216	1.627	.172
	Within Groups	15.936	120	.133		
	Total	16.800	124			
Overall, how satisfied are you with the FMCG products available in Coimbatore City?	Between Groups	24.370	4	6.093	5.821	.000
	Within Groups	125.598	120	1.047		
	Total	149.968	124			

Interpretation

The ANOVA results show that there are substantial variations across groups in several FMCG-related behaviours and attitudes. There are significant differences ($p < 0.05$) in purchase location, most frequently purchased FMCG category, key influencing factors, income changes, advertisement influence, and overall satisfaction with FMCG products in Coimbatore City, indicating that the grouping variable has a meaningful impact on these aspects. Purchase frequency, preference for branded products, variations in consumption over time, family size influence, age-based brand choice, and the impact of online shopping

platforms are all statistically insignificant ($p > 0.05$), demonstrating relative homogeneity across groups. The strongest effects are seen for purchasing location and decision-influencing factors, as seen by significant F-values. Income changes and marketing have a significant impact on FMCG purchasing habits. Overall satisfaction scores vary greatly among groups, demonstrating the diverse customer experiences in the FMCG business. These findings indicate that situational and economic factors are more important than demographic traits in determining FMCG purchasing decisions in the research area.

Correlations												
Control Variables	How frequently do you purchase FMCG products?	Where do you usually purchase FMCG products?	Which FMCG category do you purchase most often?	What factors influence your FMCG purchase decisions the most?	Do you prefer branded FMCG products?	Has your FMCG consumption changed over the past few years?	Do changes in income affect your FMCG purchasing behavior?	Do family size and structure influence the quantity of FMCG products purchased?	Do you think age influences preference for specific FMCG brands?	Are you influenced by advertisements while purchasing FMCG products?	Do online shopping platforms influence your FMCG buying behavior?	Overall, how satisfied are you with the FMCG products available in Coimbatore City?
Educational qualification	How frequently do you purchase FMCG products?	Correlation	1.000	.312	.056	-.127	.332	-.004	-.102	.168	-.024	-.067
		Significance (2-tailed)	.	.000	.540	.158	.000	.966	.259	.063	.789	.461
		df	0	122	122	122	122	122	122	122	122	122
	Where do you usually purchase FMCG products?	Correlation	.312	1.000	.159	-.062	.259	.025	.057	.148	.007	.073
		Significance (2-tailed)	.000	.	.078	.493	.004	.779	.529	.101	.942	.420
		df	122	0	122	122	122	122	122	122	122	122
	Which FMCG category do you purchase most often?	Correlation	.056	.159	1.000	.101	.033	.081	.014	-.037	.001	-.117
		Significance (2-tailed)	.540	.078	.	.265	.719	.373	.880	.685	.990	.197
		df	122	122	0	122	122	122	122	122	122	122

What factors influence your FMCG purchase decisions the most?	Correlation	-.127	-.062	.101	1.000	-.014	.017	.150	.036	.067	.164
	Significance (2-tailed)	.158	.493	.265	.	.878	.852	.095	.690	.460	.069
	df	122	122	122	0	122	122	122	122	122	122
Do you prefer branded FMCG products?	Correlation	.332	.259	.033	-.014	1.000	.026	.212	-.046	-.002	-.006
	Significance (2-tailed)	.000	.004	.719	.878	.	.776	.018	.609	.982	.945
	df	122	122	122	122	0	122	122	122	122	122
Has your FMCG consumption changed over the past few years?	Correlation	-.004	.025	.081	.017	.026	1.000	-.135	-.084	.062	.059
	Significance (2-tailed)	.966	.779	.373	.852	.776	.	.134	.351	.494	.514
	df	122	122	122	122	122	0	122	122	122	122
Do changes in income affect your FMCG purchasing behavior?	Correlation	-.102	.057	.014	.150	.212	-.135	1.000	-.059	.053	.169
	Significance (2-tailed)	.259	.529	.880	.095	.018	.134	.	.513	.559	.061
	df	122	122	122	122	122	122	0	122	122	122
Do family size and structure influence the quantity of FMCG products purchased?	Correlation	.168	.148	-.037	.036	-.046	-.084	-.059	1.000	.000	-.038
	Significance (2-tailed)	.063	.101	.685	.690	.609	.351	.513	.	.995	.676
	df	122	122	122	122	122	122	122	0	122	122
Do you think age influences preference for	Correlation	-.024	.007	.001	.067	-.002	.062	.053	.000	1.000	.137
	Significance (2-tailed)	.789	.942	.990	.460	.982	.494	.559	.995	.	.129
	df	122	122	122	122	122	122	122	122	0	122

specific FMCG brands?												
Are you influenced by advertisements while purchasing FMCG products?	Correlation	-.067	.073	-.117	.164	-.006	.059	.169	-.038	.137	1.000	
	Significance (2-tailed)	.461	.420	.197	.069	.945	.514	.061	.676	.129	.	
	df	122	122	122	122	122	122	122	122	122	0	
Do online shopping platforms influence your FMCG buying behavior?	Correlation	-.072	-.099	.024	.028	.223	-.192	.009	.129	-.016	-.019	
	Significance (2-tailed)	.428	.272	.788	.756	.013	.032	.923	.154	.856	.835	
	df	122	122	122	122	122	122	122	122	122	122	
Overall, how satisfied are you with the FMCG products available in Coimbatore City?	Correlation	-.135	-.142	-.014	-.010	-.014	.012	.058	-.346	-.053	.102	
	Significance (2-tailed)	.134	.115	.879	.914	.882	.892	.521	.000	.556	.259	
	df	122	122	122	122	122	122	122	122	122	122	

Interpretation

The partial correlation study (controlling for educational qualification) indicates primarily weak connections between FMCG purchasing variables. Purchase frequency has a moderately positive and significant correlation with purchase location ($r = 0.312, p < 0.01$) and preference for branded FMCG products ($r = 0.332, p < 0.01$), demonstrating persistent purchasing patterns among educated customers. Purchase location is highly associated with brand choice ($r = 0.259, p < 0.01$), indicating organized purchasing behaviours. Branded product preference correlates positively with income fluctuations ($r = 0.212, p < 0.05$) and the influence of online shopping

platforms ($r = 0.223, p < 0.05$). Changes in FMCG consumption are adversely associated with online shopping influence ($r = -0.192, p < 0.05$), demonstrating a decrease in reliance on digital platforms over time. Family size has a high negative and significant link with overall satisfaction ($r = -0.346, p < 0.01$), suggesting that larger families may be less satisfied with available FMCG options. The majority of other associations are statistically insignificant, indicating that educational qualification has little influence on interrelationships among FMCG purchase patterns in Coimbatore City.

VI. CONCLUSION

Overall, the study found that situational and economic factors have a greater influence on FMCG purchasing behaviour in Coimbatore City than fundamental demographic traits. The ANOVA results show significant group variations in purchase location, preferred FMCG category, decision-influencing factors, income fluctuations, advertising influence, and overall satisfaction, demonstrating that consumer behaviour varies in these areas. Purchase frequency, brand choice, family size, age influence, and internet shopping impact are relatively consistent among groups. The partial correlation analysis demonstrates that, even after controlling for educational qualification, most connections between FMCG variables are weak to moderate. Brand choice emerges as a significant factor associated with income fluctuations and internet buying influence. Family size has a significant negative relationship with overall satisfaction, indicating unfulfilled demands in bigger homes. Advertisement and income fluctuations have a significant impact on purchasing habits. In summary, the findings indicate that marketing strategies should prioritize economic sensitivity, promotional influence, and channel preferences over demographic segmentation.

REFERENCES

- [1] Uthira, d., & nishkala, m. S. (2024). An empirical study on the impact of intellectual dynamics in the financial performance and market valuation of firms in India. *Economic growth and sustainable development*, 88.
- [2] Chromeextension://efaidnbmnnnibpcajpcgclefindmkaj/h ttps://indusedu.org/pdfs/ijrmec/ijrmec_1488_731 33.pdf
- [3] Chattopadhyay, a., & khazode, p. (2019). An empirical study on awareness and consumption pattern of organic food in bengaluru city, the capital of india: an analysis with respect to different demographic factors and availability of organic food products in bengaluru. *Granthaalayah management*, 7, 276-296.
- [4] Anbukarasi, m., & dheivanai, n. (2017). Consumers' purchasing behaviour towards green fast moving consumer goods in coimbatore district—an empirical study. *International journal of research in management, economics and commerce*, 7(12), 138-144.
- [5] Kanimozhi, c., romeo, m., harikaran, s., & vishnu, m. M. (2019). A study on rural consumer behaviour towards selected fast-moving consumer goods in Coimbatore district. *Journal of management (jom)*, 6(4).
- [6] Nagaraju, b., & thejaswini, h. D. (2014). Consumers' perception analysis-market awareness towards eco-friendly fmcg products: a case study of Mysore district. *Iosr journal of business and management*, 16(4), 64-71.
- [7] Priya, r. L., abinaya, m., & Priya Lakshmi, m. D. (2025). Amul branding and marketing strategy: understanding consumer insight son marketing and purchase drivers of amul products. *International journal of marketing management*, 13(4), 235-248.
- [8] Goel, a. Consumer's tastes preferences and priorities for pricey durables as revealed by actual purchases in national capital region of delhi.
- [9] Angamuthu, b. (2019). A study on problem with brand ownership and brand switching behaviour—car owners 'perception in the Coimbatore district. *Research guru: online journal of multidisciplinary subjects (peer reviewed)*, 13(1).
- [10] Angamuthu, b. (2019). A study on problem with brand ownership and brand switching behaviour—car owners 'perception in the coimbatore district. *Research guru: online journal of multidisciplinary subjects (peer reviewed)*, 13(1).
- [11] Begum, n. F., & sherli, i. A study on consumer preference towards effectiveness of marketing strategy of Horlicks.
- [12] Selvam, t. A study on consumer buying behaviour of durable goods towards perambalur district. *International journal of research in humanities, arts and science*, 125.
- [13] Singh, h., & ahuja, s. S. (2017). Improving fmcg distribution in peripheral areas of emerging smart cities: the case of Gurgaon (Gurugram), India. *South Asian journal of management*, 24(4), 109-121.

- [14] Grindrod cbe, p. (2011). Mathematical modelling for the digital society. *Ima journal of applied mathematics*, 76(3), 475-492.
- [15] Srivastava, d. (2016). *Consumer perception for fmcg products in Varanasi district: a case study of big bazaar (hypermarket)* (doctoral dissertation, Banaras Hindu university Varanasi).