

A STUDY ON CONSUMER SATISFACTION TOWARDS FAST-MOVING CONSUMER GOODS WITH REFERENCE TO HYDERABAD

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ABSTRACT

When it comes to marketing, consumer behavior is crucial. A number of variables influenced this. We discover that as the world evolves, so do the demands and desires of consumers to purchase a product. The researcher evaluated the socioeconomic profile, the purchasing habits of the consumer, and the factors that influenced the consumer's decision to buy the chosen FMCG products in this study, "A Study on Consumer Behavior towards Selected Fast Moving Consumer Goods in Hyderabad City." A questionnaire that was given to 150 selected samples from Hyderabad city was used to gather the primary data needed for the study. Chi-square, Garrett ranking, and percentage analysis are the methods utilized for analysis. The majority of consumers are affected by brand and quality, according to this study. In the acquisition of FMCG goods. As a result, the researcher proposed using external monitoring and product development to raise the quality of FMCG products.

Key words: *Consumer behavior, awareness, preference, and fast-moving consumer goods.*

Introduction:

India's easy access to imported raw materials and low labor costs has made it one of the most alluring marketplaces in the world for international FMCG companies. With about two-thirds of all revenues coming from the urban segment, this sector is the largest contributor to the growth of the FMCG industry in India. Nonetheless, it is projected that by the end of 2020, the proportion of semi-urban and rural areas in the nation's FMCG industry will rise. The term "fast-moving consumer goods" (FMCG) refers to packaged goods that are sold or eaten at frequent, tiny intervals.

The FMCG industry has cheap prices, and profits are mostly based on the volume of sales of the goods. The FMCG market can be broadly divided into four categories: food and beverage, household care, personal care, and others. In 2018, the Indian FMCG market was valued at USD 49 billion, making it the fourth largest sector in the economy. According to

projections, the industry will expand at a CAGR of 20.6% to reach

- Personal Care: Oral and hair care, skincare, personal wash (soaps), cosmetics and toiletries, deodorants, perfumes, paper goods (tissues, diapers, sanitary pads), shoe care, and other items are all included under personal care.
- Household Care: It includes household cleansers (dish/utensil cleaners, floor cleaners, toilet cleaners, air fresheners, insecticides and mosquito repellents, metal polish, and furniture polish); fabric wash (laundry) soaps and synthetic detergents.
- Food and drink items that are branded and packaged: Health drinks, soft drinks, cereals and staples, bakery goods (cakes, bread, and biscuits), snacks, chocolates, ice cream, tea, coffee, processed meat, vegetables, and dairy products, bottled water, branded flour, branded rice, branded sugar, and juices are all included.

HISTORY

In every nation, fast-moving consumer goods (FMCGs) account for a significant portion of customers' budgets. Because a healthy retail sector is necessary for the everyday provision of these necessary products at a cheap cost and excellent quality, consumers and policymakers have shown a great deal of interest in the retail trade in these products, that is, their delivery to households.

Fast-moving customers Goods are items that don't require a lot of consideration, time, or money to buy, have a short shelf life, and are comparatively inexpensive. Every single FMCG product has a lower profit margin. What matters, though, is the enormous volume of things sold.

A broad category of commonly bought consumer goods is referred to as "fast moving consumer goods," which includes toiletries, soaps, cosmetics, teeth cleaning, shaving, detergents, and other non-durables like glassware, lightbulbs, batteries, paper goods, and plastic items like buckets.

The manufacture, distribution, and marketing of consumer packaged goods are the main focuses of the FMCG sector, often known as the CPG (Consumer Packaged Goods) industry. The consumables that customers often consume on a regular basis are known as fast-moving consumer goods, or FMCG. Selling, marketing, finance, purchasing, and other activities are some of the FMCG industry's main operations.

Impact of E-Commerce and Quick-Commerce on India's FMCG Industry

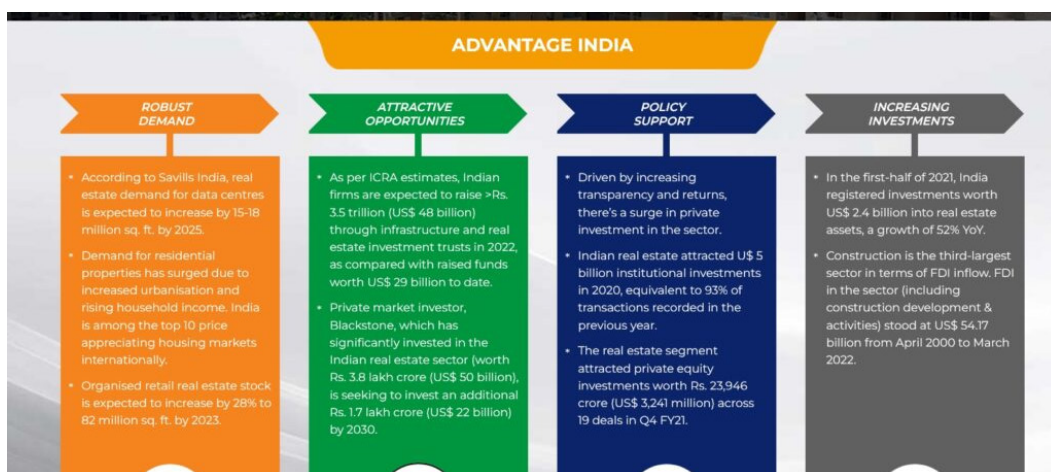
E-commerce and Quick-Commerce have propelled the FMCG industry in India, becoming crucial to its growth. Marketing strategies now emphasize product listing optimization and digital advertising tailored for online customers. E-commerce accounts for 17% of FMCG

consumption among affluent consumers, driven by the ease of online shopping and appealing discounts. The Quick-Commerce sector is set to generate US\$3,349.00 million in 2024, with a projected CAGR of 27.42% through 2028, reaching an estimated US\$8,828.00 million. By 2028, Quick-Commerce users in India are expected to number 56.4 million. This growth offers a major opportunity for FMCG companies to enhance their online presence, expand delivery options, and offer hard-to-find products.

The following companies play the major role in Indian FMCG industry¹³⁸.

- ITC Ltd
- Hindustan Unilever Ltd
- Nestlé India Ltd
- Godrej Consumer Products Ltd
- Britannia Industries Ltd

ADVANTAGES IN INDIA



NEED FOR THE STUDY

To understand behaviour of consumers towards the FMCG (fast-moving consumer goods) Consumer satisfaction is the basis on which development of business depends and when the consumer is satisfied the growth of the business in terms of sales would gradually increase.

STATEMENT OF THE PROBLEM

Every element of human existence is impacted by FMCG products. All segments of society regularly use these products, and they spend a sizeable amount of their income on them. In addition, the industry makes a significant contribution to the Indian economy. Over the past few years, this industry has grown remarkably; in fact, it has grown during the

recession as well. The FMCG industry has a bright future because of its innate potential and advantageous environmental changes. The researcher attempts to examine consumer views in this study. Given this context, it is evident that more research is required in the area of FMCG consumer behavior in Hyderabad.

OBJECTIVES OF STUDY

- To analyze the socio-economic profile of consumers.
- To identify the factors influencing for buying Decision of fast moving consumer goods.
- To analyze their attitude towards FMCG products.

RESEARCH METHODOLOGY

For this study, an exploratory research design is employed. The city of Hyderabad was the site of the survey. A suitable sample strategy was used to select 130 respondents from Hyderabad city for the study. All of the responders were given the prepared questionnaire in person. Both primary and secondary data were employed in the investigation. A variety of newspapers, periodicals, publications, and journals were used to gather secondary data. Simple Percentage Analysis is one of the tools used to analyze the data.

SAMPLE DESIGN

Convenient sampling method is adopted for the purpose of study

DATA COLLECTION

Data was collected to both primary and secondary data source. Primary data was collected through questionnaire. The study was done in the form of direct personal interviews.

Primarily data

Primary data is a data which is collected for the first time for the particular interest to collect more information. In this study, the primary data was collected using questionnaire.

Secondary data

Secondary data consists of information that already exists somewhere, having been collected for some other purpose. In this study, the secondary data was collected from studies, journals and websites.

TOOLS USED FOR THE STUDY

Most research investigations produce a vast volume of raw data that needs to be appropriately reduced so that it can be read simply and used for future analysis. This is in accordance with the norms of statistics in research, which are to serve as a tool in study design, data analysis,

and conclusion writing. The instruments utilized for

- Simple percentage analysis
- Weighted average analysis
- Chi-square Test

REVIEW OF LITERATURE

Dwivedi, Ritesh. (2019) has done an examination and the investigation expects to break down the appropriation and co-ordinations issues looked by companies at a lower level. As the most extreme offers of FMCG products are done in rural areas, the companies face issues of appropriating goods as there is no fixed vehicle office. Companies working in rural markets face specific difficulties on account of the low thickness of the populace and poor vehicle offices and framework. The target of the study is to comprehend and dissect the issues from distributor and retailers' perspective all the while. The investigation depends on a clear research strategy. FMCG retailers of rural areas of the NCR region have been addressed while utilizing a helpful testing strategy. In the wake of examining the dissemination arrangement of FMCG companies (joining wholesalers, differing retailers and the business officials), a study found the product conveyance, recurrence and convenient stock as the principle issue with the retailers and they face a lot of issues because of powerless dispersion system and channel. The absence of transport utility and the awful state of rural streets likewise make a ton of prevention in the conveyance of FMCG products in rural areas. Each company needs to advance a reasonable appropriation system to sell its products and services in rural developing markets.

Kavitha and Santhi (2017) looked into the elements that affected female consumers' intentions to buy skin care goods, with a focus on the Hyderabad town of Secunderabad. In order to gather information, 60 existing cosmetics users were contacted using questionnaires.

The descriptive research method was used to analyze them. The purpose of the study was to determine people's expectations and levels of satisfaction with Ponds skin care products. Customers' problems with the quality and availability of skin care products were also investigated, and as a result, their general degree of satisfaction was assessed. This study was descriptive in nature, and the questionnaire used to collect data mostly consisted of primary data. Behavior of customers, price, quality, brand name were. Included in the study. Satisfaction level on ponds skin care products. SPSS package program was used to analyze the data.

Naidu, Aditi. (2017) has clarified in their investigation unites ongoing research discoveries and on-ground endeavors of marketing to the rural Indian customer. The significant reason for the paper is that to serve the rural markets, marketers need to plan and actualize the 4As

of marketing blend. Drawing from writing surveys just as from real-life marketing practices as found in news stories in business periodicals, course books, and contextual analyses, the paper exhibits the Indian rural marketing experience up until this point. By drawing out the present practices in rural marketing in India, the paper exhibits procedures for powerful marketing to the rural markets in India as tied down on the 4A s model of rural marketing.

Patil, Pramod (2016) found that FMCG product contacts each part of human life. These products are habitually devoured by all segments of the general public and an impressive bit of their income is spent on these goods. Aside from this, the sector is one of the significant benefactors of the Indian economy. This sector has demonstrated exceptional growth over recent years; in certainty, it has enlisted growth FMCG sector is promising because of its natural limit and great changes in the earth. This paper talks about an outline of the sector, its basic examination and plan.

Jain, Manjula and Gupta, Madhulika (2016) have investigated that the possibility of Rural Marketing in the Indian Economy has constantly assumed a noteworthy job in the lives of individuals. The rural market in India gets more prominent revenues in the nation, as the rural regions include the greatest consumers in this nation. Indian rural market creates practically the greater part of the nation's income. Indian Rural Marketing has consistently been hard to foresee and comprise of exceptional uniqueness. Anyway, numerous companies were solid in entering the rural markets. They packed away the market with its appropriate understanding and inventive marketing thoughts. It is trying for the companies to ignore the open doors offered by the rural markets. As two-third of the Indian populace exists in rural areas, the market is a lot of unforeseen for the companies to be compelling in rural markets. They need to beat scarcely any difficulties, for example, estimating and conveyance. The present paper expects to know the status of the rural market in India, the recognizable proof of various rural marketing systems, to feature the chances and difficulties of rural marketing in India. The fundamental point of this examination is to watch the probability of Indian rural markets and to discover a few issues being looked at by rural markets.

Bello Ayuba, (2014) observed that this study was an assessment of factors influencing consumer satisfaction; a survey of customers of Nigerian manufacturing companies. The main objective of the study was to investigate the key variables having strong influence on customer satisfaction and purchasing decisions of customers. As part of the methodology, both primary and secondary methods of data collection were adopted for the study. The data was analyzed using Descriptive Statistics (mean, standard deviation) and Regression Analysis to assess the satisfaction- rating in line with the objectives of the study. The major findings based on the formulated hypotheses reveals that most of the targeted consumers of the surveyed manufacturing companies in the six geo-political zones of the country agreed that high pricing dimension of Nigerian manufacturers' products result in low-level

customer satisfaction as consumers derive maximum satisfaction from a fair price, while effective customer services do not necessarily enhance customer satisfaction and increase in the number of satisfied customers. Some recommendations were made; among the major recommendations is the need for manufacturing companies in Nigeria

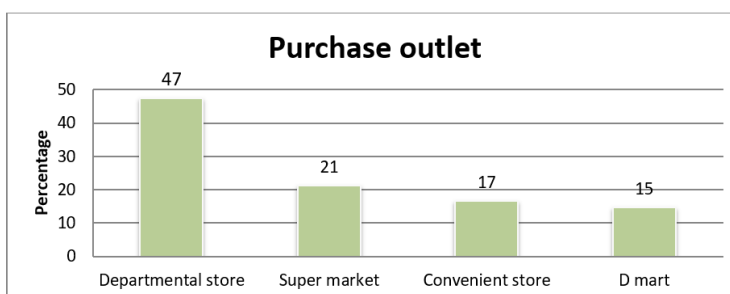
Sarkar, Dev Narayan and Pareek, Gagan (2012) has done an examination and the paper surveys the adequacy of discount divert in the dissemination of FMCG products in Rural India and gives a situational structure to utilizing discount direct in rural circulation. Writing accessible on rural conveyance models is meager and this paper means to propel that assemblage of information from an expert's perspective. Rural markets are significant for FMCG companies today, inferable from the expanding development of consumerism in the base of the pyramid. Rural markets are portrayed by the four difficulties (4A's) of rural marketing, which compare to the 4P's of marketing. This paper manages the rural marketing challenge of Availability with a unique spotlight on a significant rural marketing FMCG. The test of Availability compares to the fourth P of "Spot." Ex post facto subjective just as quantitative systems have been utilized in this exploration work.

CONSUMER PURCHASE FROM RETAIL OUTLET

S.No	Purchase from	No. of Respondents	Percentage (%)
1	Departmental store	71	47
2	Super market	32	21
3	Convenient store	25	17
4	D mart	22	15
	Total	150	100

INTERPRETATION

From the above table, it is found that 47% of the respondents purchase from departmental store, 21% of the respondents purchase from super market, 17% of the respondents purchase from convenient store and remaining 15% of the respondents purchase from D-mart. Here majority 47% of the respondents purchase from departmental store.



PREFERRED BRAND CATEGORY

Category	5	4	3	2	1	Total Score
Skin care	22	52	42	29	5	150
Hair care	32	54	15	31	18	150
Detergent powder	25	27	68	21	9	150
Toilet soap	32	39	48	12	19	150
Cold drinks	22	35	48	27	18	150
Tooth paste	24	35	47	23	21	150

Category	5	4	3	2	1	Mean Score	Mean	Rank
Skin care	95	192	120	56	0	463	30.87	1
Hair care	135	220	30	56	15	456	30.4	3
Detergent powder	100	100	198	36	6	440	29.33	4
Toilet soap	140	148	141	16	15	460	30.67	2
Cold drinks	110	124	168	20	16	438	29.2	5
Tooth paste	90	128	138	40	19	415	27.67	6

INTERPRETATION

Skin care is ranked first in the above table, followed by toilet soap, hair care, detergent power, tooth paste, and cold beverages. According to the majority of responders, skin care comes in first.

CHI-SQUARE TEST

CHI-SQUARE TEST TO FIND THE SIGNIFICANT RELATIONSHIP BETWEEN LIKING OF PRODUCT AND DURATION OF USAGE

Null Hypothesis H_0

There is no significant relationship between factors of product and duration of usage

Alternative Hypothesis H_a

There is significant relationship between factors of product and duration of usage

Usage Duration Liking	Last 6 months	6 months to 1 year	1-2 years	More than 2 years	Total
Price	5	3	18	12	38
advertisement	14	16	3	8	41
Features	24	35	1	0	60
Brand	3	8	0	0	11
Total	46	62	22	20	150

Calculated value χ^2	98.84
Degree of freedom	12
Level of significant	50%
Table value	23.589
Result	Reject

INTERPRETATION

The null hypothesis is disproved since the computed value exceeds the table value and our hypothesis is validated. Therefore, the alternative hypothesis is approved. Thus, there is a strong relation between product factors and usage duration.

CONCLUSION

In today's cutthroat business environment, dealers' efforts to get the product into the hands of the correct customer are more important than the product's attributes in terms of market penetration and customer demand. In order to do this, manufacturers need appropriately incentivize dealers and distributors through performance-based rewards and incentives. Customers who buy in bulk (individually or in groups) of the company's products should be eligible for quantity discounts or trade-in allowances. It is advised that FMCG product users exercise consciousness about the media, particularly television advertisements, which undoubtedly have an excessive impact on their inclination for FMCG goods. Despite the fact that it is not common in Indian markets, manufacturers should use retailers such as convenience stores, discount stores, and off-price leaders, among others. Following thorough research that is unquestionably not at the expense of quality and cleanliness, frequent and ongoing product modifications are required.

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