

A Study Of Consumer Satisfaction Towards Fast-Moving Consumer Goods

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Abstract

Research has been completed to study the behaviour of consumer towards fast-moving consumer goods (FMCG) through interpreting how the customer deals with brands and consumption quantity and also examine customer satisfaction. So this is one of the main tools for the company to survive in the market and deals with the competition by knowing their customer needs and wants and mainly customer satisfaction. Therefore, this study will tell about how to win the customer loyalty and customer's heart by analyzing the factor that influences the result of customer loyalty i.e. customer satisfaction. So, in this research work, we are trying to find out the views of the consumer based on age, gender, occupation, towards fast-moving consumer goods.

Keywords: FMCG, Segments, Brand, Customer Satisfaction,

Introduction

FMCG stands for fast-moving consumer goods. FMCG sector is the fourth largest sector in the Indian economy and also one of the booming sectors in the past decade. This sector is a composition of these segments i.e. hair care, foods, health supplements, oral care, OTC& ethical, home care, digestives, skincare, etc. The major contributor to India's GDP (Gross Domestic Product) is the FMCG sector and it also employs the people. In India customer wants best deals at cheap price so this results that customer is less likely to stay loyal with one particular brand. So, FMCG companies are always trying to influence customers by

providing discounts, combo deals, promotional deals to attract customer to buy their product and stay loyal with their brand. As many companies are coming in the market and the competition level is increasing day by day so companies are now increasing their advertisement and sales promotion expenditure so that they can retain their customer and built a strong customer base.

Literature Review

Brand Awareness

Brand Awareness is an important part of customer satisfaction research. The company should aware of its brand to the customers to get customer loyalty. A customer should be aware of the brand before buying the products. Brand awareness has to be created so the brand attitude can be formed & intentions to buy will arise. (Rossitier and Percy 1987; Rossitier et al. 1991). However, Brand awareness is important for this research as it will be the capability to recognize a certain brand as being a member of a certain product class.

Using the questionnaire in this research will help us to know about brand awareness. The result of the research will provide the top brands and list of brands from various product categories.

Consumer Satisfaction

Consumer Satisfaction is defined as a tool that finds out how happy customers are with a company's products, services, and capabilities. It also helps companies to improve their products or services or even change them based on consumer satisfaction. So for finding out consumer satisfaction there are different methods like ratings, surveys, etc.

OBJECTIVES OF THE STUDY

1. To study consumer behaviour towards purchase decisions regarding fast-moving consumer goods.
2. To examine consumer behaviour at the time of purchase towards fast-moving consumer goods.
3. To analyze the factors that influence consumer behaviour regarding fast-moving consumer goods.

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.

Research Methodology

A survey is to be done and then data is to be extracted by interpretation. For a valid research base, several key populations need to be examined. By using a questionnaire that contains specific data, the survey has been done and that questionnaire is distributed online.

Population

Research is done to check the knowledge or awareness of the everyday product among Indians and their behaviour of recalling and purchasing. The data is to be collected from specific or particular adults who are within an income range that is average to high up to retirement age on both genders. Part of the evaluation is gender, age, and income range as demographic data.

Sampling

A judgemental or purposive method is used for sampling. Judgemental sampling is done by research or expert who can choose the sample by using judgment. The sample includes both male and female adults, those between 20 to 40 years old.

Exploratory Research

A type of research that emphasizes discovering insight and ideas. To give a better understanding of the situation it is used. It helps the researcher to produce a statement that describes how variables are affiliated. After the research most appropriate design of research can be achieved. Here the literature search is used, which is a hunt of data from several sources such as books, websites, statistics etc. This is called secondary data. The first procedure of research is collecting secondary data needed from various sources. After that the researcher decides which information suitable, to be used further.

Secondary Data

Data is a collection of facts and figures, information that helps a researcher to determine the cause of problems in an effective manner. Secondary data is data that is recorded data, data that is collected by someone other than the user.

Descriptive Research

Descriptive research is research that has the answers to questions such as what is or what was. It is a study of characteristics of the population and is conducted in the context of the phenomenon after it has occurred at the time of occurrence. It includes surveys and fact-finding enquires with adequate interpretation.

Questionnaire Design

Questionnaire design relates to the structure or a format in which questions have to be written and should be having an objective as a heading. It is very important while researching because this is the technique from which we are going to collect the data or responses directly from the respondent. Before designing we must keep in mind that the Questionnaire must be easy and understandable to the respondents.

Table 1: Descriptive Statistics of Respondents

Age	N	Percentage
15 – 30	48	90.60%
31 – 45	5	9.40%
46 – 60	-	-
Above 60	-	-
Gender		
Male	29	54.7 %
Female	24	45.3 %
Category		
Student	32	60.40%
Business	3	5.60%
Salaried	18	34%
Others	-	-
Annual Income		
Under 1 Lakh	25	47.20%
1 Lakh – 3 Lakh	13	24.50%
3 Lakh – 5 Lakh	7	13.20%
Above 5 Lakh	8	15.10%

Table 1 shows that concerning gender distribution, 29 respondents (54.7%) are male and 24 out of 53 (45.3%) are female. The majority of respondents belong to the age group of (15-30) consist of 90.60%, middle-aged respondents belong to the age group of (31-45) consists of 9.40%.

About occupation, 32 respondents (60.40%) belong to students, 18 of them are (34%) salaried class people and 3 of them are (5.60%) are business class people.

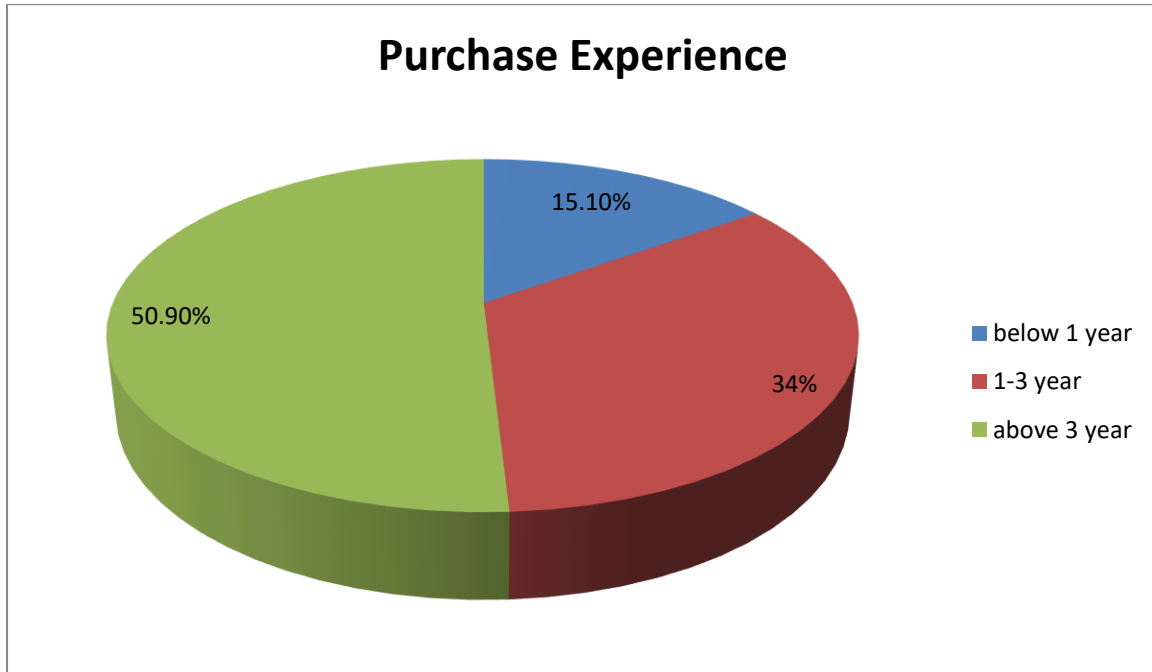
Out of 53 respondents, 47.20% (25 respondents) of the total respondents have been earned an annual income which is less than Rs.100, 000, 24.50% (13 respondents) of them are between Rs.100,000-300,000 , 13.20% of them (7 respondents) are between Rs.300,000-500,000, 15.10% (8 respondents) of them are above Rs.500,000.

Data Collection and Analysis

Purchase Experience

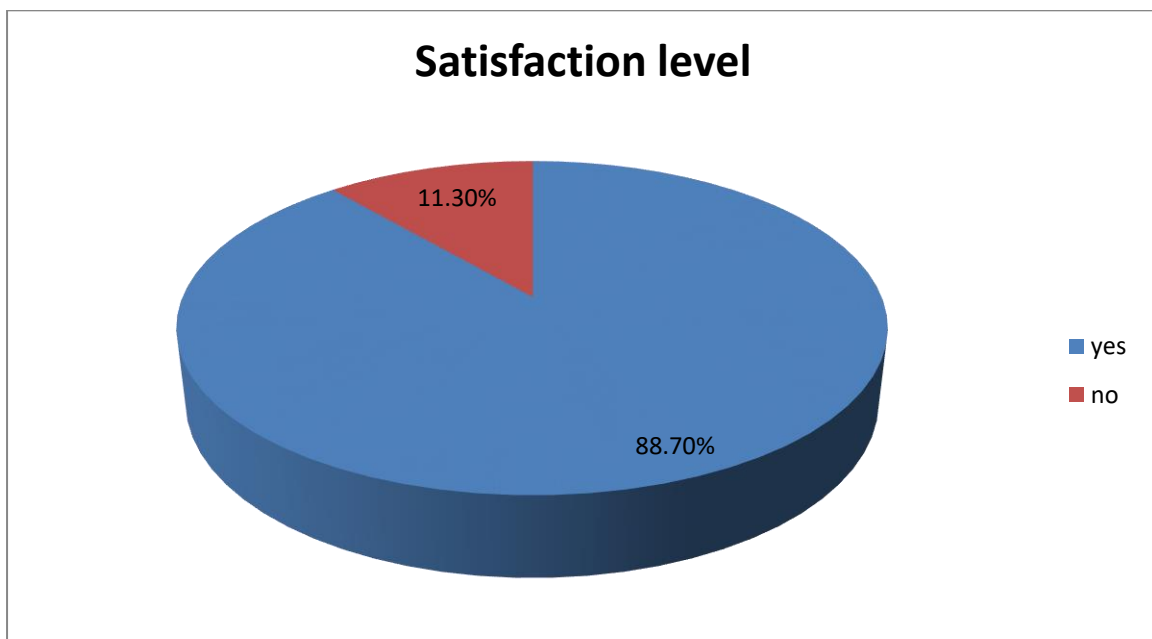
Purchase Experience is the process that the buyer engages from start to end. Here starting refers to a buyer looking for a product and end means to finally purchase the product.

Figure 1: Customer Purchase Experience



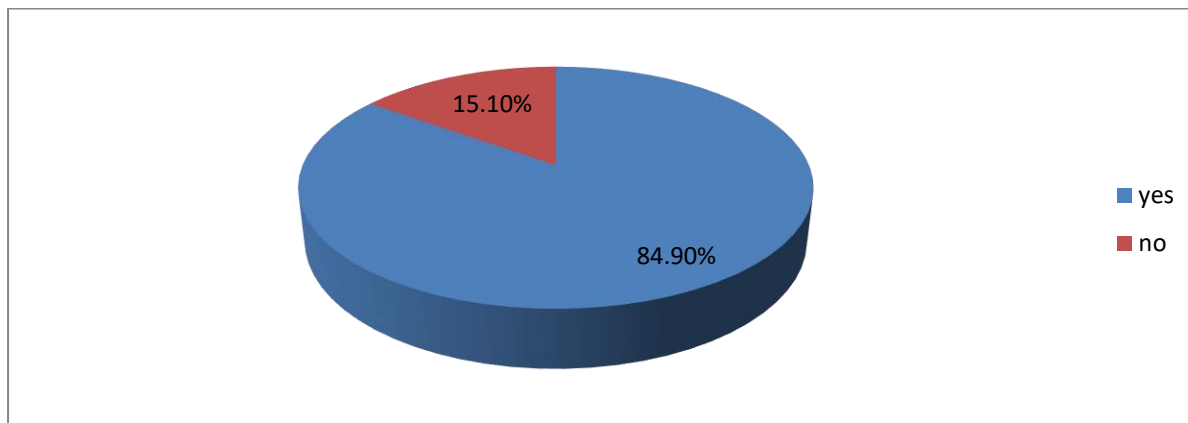
As from figure 1, we can conclude that 50.90% of the total respondent has a purchase experience of above 3 years, 34% of total respondents have an experience of between 1-3 year and 15.10% of total respondents have experience of below 1 year.

Figure 2: Satisfaction Level of Respondents



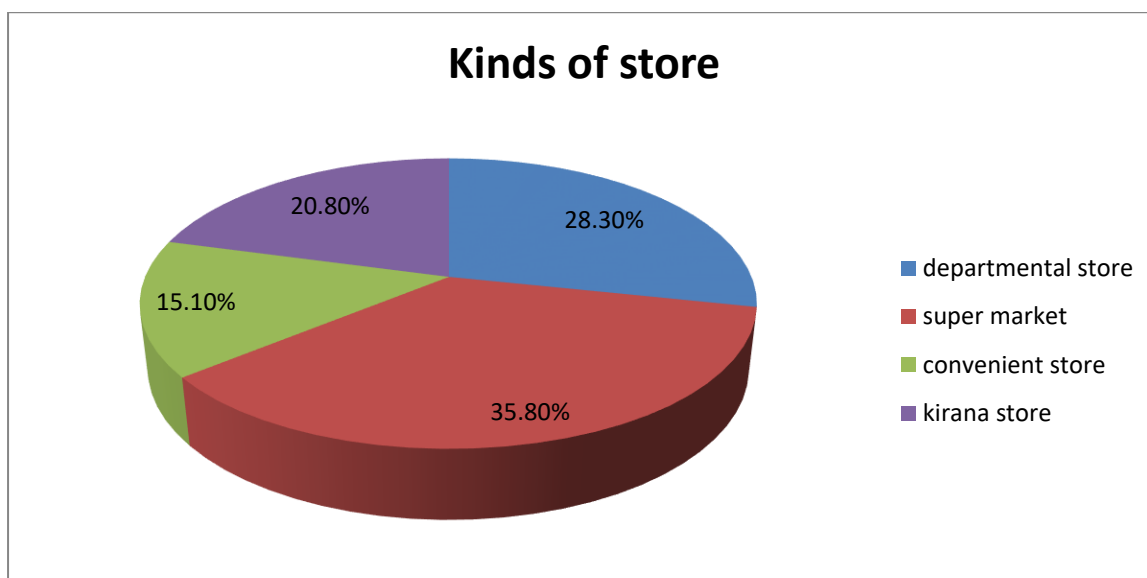
From figure 2, we can see that 88.70% of total respondent i.e. 88.70% respondent are satisfied with the FMCG products whereas 11.30% of the total respondent is not satisfied with the FMCG products.

Figure 3: Satisfaction Level with Pricing Pattern



In figure 3, it is clearly indicated that 84.90% respondents are satisfied with the pricing pattern and 15.10% respondents are not happy with this pattern.

Figure 4: Store Preference



In figure 4, we will see how many % of people choose different kinds of stores. It is clearly indicated that 35.80% respondent prefer Super Market, 28.30% respondents prefer departmental store, 20.80% respondents prefer kirana store and remaining 15.10% respondents have selected convenient store in their preference.

Figure 5: Reason for preference of store

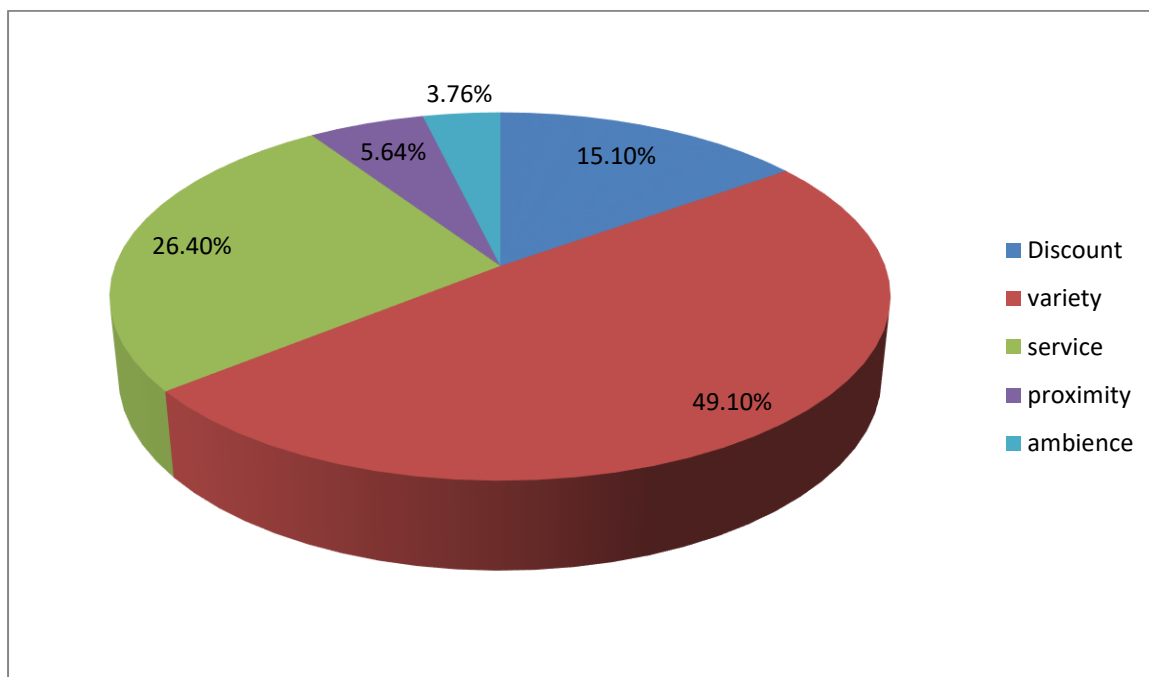
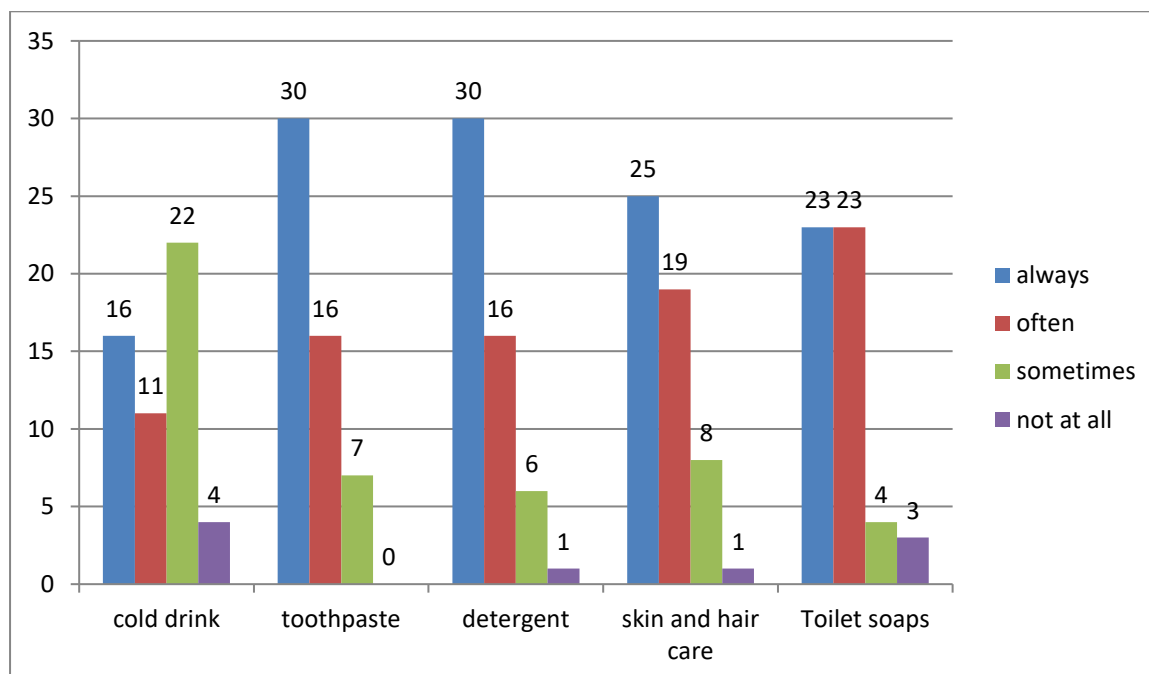


Figure 5 indicated the reason of respondents for preference of stores. In this figure 49.10 % respondents select store for variety of products, 26.40% respondents prefer services, 15.10% respondents prefer discounts, and remaining (5.64% and 3.76%) respondents prefer proximity and ambience.

Figure 6: Frequency of purchase of products



In figure 6, shows the frequency of customer to buy the products. In this figure we can conclude that people buy almost every type of products from the stores

The hypothesis of the study

- **Chi-square test**

A chi-square test, also written as X^2 test, is a statistical hypothesis test that is valid to perform when the test statistic is chi-squared distributed under the null hypothesis, specifically Pearson's chi-squared test and variants thereof.

Research Tools

IBM SPSS has been used to analyze the data under the chi-square test has been done.

Result and discussion

Table.2: Relationship between age and satisfaction with the quality of FMCG products.

Chi-Square Tests					
	Value	Df	Asymptotic Significance(2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)
Pearson Chi-Square	.705 ^a	1	0.401		
Continuity Correction	0.01	1	0.922		
Likelihood Ratio	1.266	1	0.261		
Fisher's Exact Test				1	0.535
Linear-by-Linear Association	0.691	1	0.406		
No. of Valid Cases	53				

It is seen that the P-value i.e. $0.401 > 0.05$ which indicates that age is not related to satisfaction with the quality of FMCG products.

Table.3: Relationship between Gender and satisfaction with the quality of FMCG Products.

Chi-Square Tests					
	Value	Df	Asymptotic Significance (2-sided)	Exact Sig. (2-sided)	Exact Sig. (1-sided)

Pearson Chi-Square	.390 ^a	1	0.532		
Continuity Correction ^b	0.036	1	0.85		
Likelihood Ratio	0.399	1	0.528		
Fisher's Exact Test				0.678	0.43
Linear-by-Linear Association	0.383	1	0.536		
N of Valid Cases	53				

It is seen that the P-value i.e. $0.532 > 0.05$ which indicates that gender is not related to satisfaction with the quality of FMCG products.

Table.4 Relationship between occupation and satisfaction with pricing pattern of FMCG products

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)
Pearson Chi-Square	6.475 ^a	3	0.091
Likelihood Ratio	5.629	3	0.131
Linear-by-Linear Association	3.313	1	0.069
N of Valid Cases	53		

It is seen that the P-value i.e. $0.091 > 0.05$ which indicates that occupation is not related to satisfaction with the pricing pattern of FMCG products.

Table.5: Relationship between annual income and satisfaction with pricing pattern of FMCG products

Chi-Square Tests			
	Value	Df	Asymptotic Significance (2-sided)

Pearson Chi-Square	8.198 ^a	3	0.042
Likelihood Ratio	8.306	3	0.04
Linear-by-Linear Association	1.371	1	0.242
N of Valid Cases	53		

It is seen that the P-value i.e. $0.042 < 0.05$ which indicates that income is related to satisfaction with the pricing pattern of FMCG products.

Conclusion

FMCG products have turned out to be significant in our daily lives. So assessing customer satisfaction on FMCG products is important in today's market scenario. The present study concluded that demographic variables are very prominent in the customer decision-making process but except annual income, other variables have no effect on customer satisfaction related to quality and pricing patterns.

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