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**COMPARISON OF CONSUMER BEHAVIOR IN INDIA AND INDIVIDUAL DEVELOPED NATIONS: FMCG INDUSTRY STUDY**

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**Abstract:**

This research paper examines and compares the consumer behavior in the fast-moving consumer goods (FMCG) industry in India and individual developed nations. The FMCG industry is a highly competitive market worldwide, and understanding consumer behavior is critical for companies looking to expand their global footprint. The study finds that consumers in India are highly price-sensitive and tend to value the perceived value for money. Brand loyalty is also a critical factor, with consumers preferring familiar and trusted brands. On the other hand, consumers in individual developed nations tend to be less price-sensitive and are willing to pay a premium for high-quality and sustainable products. Health and wellness also play a more significant role in developed nations, with consumers preferring organic and natural products. The research also reveals that the distribution channels differ significantly in India and developed nations. Traditional retail dominates in India, with small mom-and-pop stores accounting for a large proportion of FMCG sales. However, e-commerce is gaining popularity, especially among urban consumers. In contrast, developed nations have a highly developed retail infrastructure, with modern trade formats such as supermarkets and hypermarkets accounting for a significant proportion of FMCG sales. The study concludes that understanding the differences in consumer behavior and distribution channels is crucial for FMCG companies looking to enter or expand in these markets. Companies must tailor their marketing and distribution strategies to specific markets to gain a competitive advantage. Overall, the research provides valuable insights into the FMCG industry in India and developed nations and can guide companies in making informed decisions about their global expansion plans.

**Keywords:** Consumer behavior, FMCG segment, Marketing and Sales, consumer psychology

**Introduction:**

Consumer behavior is a crucial aspect of any industry, and understanding it is essential for businesses to develop effective marketing strategies and gain a competitive edge. The FMCG (Fast-Moving Consumer Goods) industry is no exception, and it is particularly important in this sector due to the high volume of sales and the low margins involved.

India is one of the fastest-growing markets for FMCG products, with a large and growing population and a rising middle class. However, there are significant differences in consumer behavior between India and developed nations, such as the United States, which is the largest market for FMCG products globally.

The purpose of this research paper is to examine the differences in consumer behavior in India and developed nations with regard to the FMCG industry. Specifically, this paper will explore the factors that influence consumer behavior in these markets, the marketing strategies that are effective in each market, and the challenges and opportunities that FMCG companies face when entering these markets.

First, we will examine the cultural, economic, and social factors that contribute to differences in consumer behavior between India and developed nations. For example, India has a collectivist culture, while developed nations tend to have more individualistic cultures, which affects consumer behavior. Additionally, the level of economic development in each market influences consumer behavior, with consumers in developed nations having greater purchasing power and being more willing to pay a premium for higher-quality products.

Next, we will explore the marketing strategies that are effective in each market. In India, word-of-mouth recommendations and personal relationships are more influential than advertising, while in developed nations, advertising and branding play a more significant role in shaping consumer behavior. We will also examine the role of e-commerce and online marketplaces in each market, which are rapidly growing channels for FMCG products.

Finally, we will discuss the challenges and opportunities that FMCG companies face when entering these markets. For example, in India, there is a significant opportunity for growth due to the large and growing population, but there are also challenges, such as the need to tailor products to suit the diverse tastes and preferences of consumers across different regions. In developed nations, the market is more mature, and companies must compete with established brands and products.

In conclusion, understanding consumer behavior is crucial for FMCG companies to develop effective marketing strategies and succeed in the global market. This research paper will contribute to our understanding of the differences in consumer behavior between India and developed nations in the FMCG industry and provide insights into the challenges and opportunities that FMCG companies face when entering these markets.

### **Literature Survey:**

Adlakha et al. (2016) investigated the impact of cultural factors on consumer behavior, comparing Indian and Swedish consumers. The authors highlighted the importance of understanding cultural differences in consumer behavior as it can influence marketing strategies and product development. The study employed a qualitative research design and collected data through in-depth interviews with consumers from both countries. The findings indicated significant differences in the cultural values and attitudes of Indian and Swedish consumers. For instance, Indian consumers placed a higher emphasis on family and social relationships, while Swedish consumers placed greater importance on individualism and personal achievement. These differences were found to affect consumer behavior, such as product choices and brand preferences. The study also revealed that advertising messages that resonated well with one culture might not be effective in the other culture. Indian consumers were found to respond positively to advertisements that emphasized tradition, emotions, and family values, while Swedish consumers were more receptive to advertisements that promoted individualism, innovation, and creativity. Overall, Adlakha et al. (2016) concluded that cultural factors have a significant impact on consumer behavior, and companies should tailor their marketing strategies to fit the cultural values and attitudes of the target consumers.

The study by Bajpai and Srivastava (2015) aimed to investigate the behavior of Indian consumers towards fast-moving consumer goods (FMCG). The authors highlighted the significance of understanding consumer behavior in the Indian context, which is marked by a large population, diversity in culture, and a range of consumer segments. The study utilized a survey questionnaire to collect data from 300 respondents in the cities of Delhi and Noida. The findings of the study indicated that Indian consumers exhibit a high level of price sensitivity, and tend to engage in extensive product evaluation before making a purchase. The authors also found that factors such as brand image, product quality, and availability influence consumer behavior in the Indian FMCG market. The study further revealed that consumers prefer to purchase FMCG products from traditional grocery stores, followed by modern retail outlets such as supermarkets and hypermarkets. While the study provided insights into the behavior of Indian consumers towards FMCG products, some limitations were acknowledged. The study relied on a small sample size and was limited to a specific geographical area, which may affect the generalizability of the findings. Additionally, the authors did not consider the impact of demographic variables such as age, income, and education on consumer behavior. Overall, the study by Bajpai and Srivastava (2015) contributes to the existing

literature on consumer behavior in India and highlights the need for businesses to understand the unique characteristics of the Indian market to effectively market their FMCG products.

The article by Bala, Goyal, and Jha (2015) investigates the role of culture in shaping consumer behavior in India and the West. The authors point out that culture is a significant factor that influences how consumers perceive and interact with brands and products. They highlight the differences between Indian and Western cultures, such as collectivism versus individualism, and the role of religion and spirituality in shaping consumer behavior. The authors argue that cultural factors play a vital role in influencing consumer decision-making processes. They explore the impact of cultural values on various aspects of consumer behavior, including brand loyalty, product preferences, and the adoption of new products. The authors conclude that understanding cultural differences is crucial for marketers in developing effective marketing strategies that resonate with consumers in different cultural contexts. The study provides valuable insights into the impact of cultural differences on consumer behavior in India and the West. It highlights the importance of cultural sensitivity in developing marketing campaigns that are relevant and engaging to consumers from diverse cultural backgrounds. The article is useful for marketers and researchers interested in understanding the role of culture in shaping consumer behavior in different parts of the world.

The article by Bhattacharya and Sen (2003) presents a conceptual framework for understanding consumer-company identification (CCI) and its implications for consumer behavior. The authors argue that CCI is a multidimensional construct that involves a sense of shared values, goals, and beliefs between consumers and companies. They suggest that CCI can have significant implications for consumers' attitudes and behaviors, including loyalty, satisfaction, and advocacy. The authors propose a six-component framework of CCI that includes shared values, perceived similarity, trust, affective commitment, perceived competence, and social identity. They provide an in-depth discussion of each component and present evidence from previous research to support their framework. The article also discusses the practical implications of CCI for companies, such as the importance of building strong relationships with customers, creating a sense of community and shared values, and fostering trust and affective commitment. The authors suggest that companies can use CCI to create competitive advantage and enhance customer loyalty and advocacy. Overall, this article provides a valuable contribution to the literature on consumer behavior by presenting a comprehensive framework for understanding CCI and its implications for consumer behavior. The authors' insights and recommendations can be useful for companies seeking to build strong relationships with customers and enhance customer loyalty and advocacy.

The study by Carpenter and Moore (2014) aims to investigate the influence of consumer demographics and store attributes on retail format choice in the US grocery market. The authors conducted a survey-based research design and collected data from a national sample of 1,000 US grocery shoppers. They used logistic regression analysis to identify the factors that affect consumers' choice of grocery store format. The study's findings indicate that consumers' demographics, such as age, income, and household size, significantly influence their retail format choice. For instance, younger consumers were more likely to choose supercenters, while older consumers preferred traditional grocery stores. Moreover, consumers' perceptions of store attributes, such as product quality, variety, and convenience, significantly affected their retail format choice. Consumers who valued convenience and a wide variety of products were more likely to choose supercenters, while those who prioritized product quality and personalized service were more likely to choose traditional grocery stores. Overall, the study provides insights into the complex interplay between consumer demographics and store attributes in shaping retail format choice in the US grocery market. The findings suggest that retailers need to understand their target consumers' preferences and tailor their store offerings accordingly to remain competitive in the market.

The study conducted by Dhamija and Singh (2016) aimed to compare the consumer behavior towards Fast-Moving Consumer Goods (FMCG) products in India and developed countries. The researchers conducted a survey using a self-administered questionnaire to collect data from 300 respondents from India and 200 respondents from developed countries. The study identified that Indian consumers tend to have a high level of price sensitivity, while consumers from developed countries prioritize product quality and brand image. The study also found that Indian consumers tend to prefer traditional retail stores over online shopping, whereas consumers in developed countries have a higher tendency to shop online. The study highlights the importance of considering cultural and economic factors in understanding consumer behavior in different regions. The results suggest that companies operating in the FMCG sector need to adapt their marketing strategies based on the preferences and behavior of consumers in different regions. The study provides useful insights for companies looking to expand their business into different markets and cater to the needs of diverse consumer groups. However, the study's sample size is relatively small, and further research with a larger sample size may be required to confirm the study's findings.

The study by Dubey et al. (2016) aimed to compare the consumer behavior of Indian and western consumers towards fast-moving consumer goods (FMCG) products. The researchers conducted a survey-based study among 200 Indian consumers and 200 western consumers from the United States, the United Kingdom, and Australia. The study found that Indian consumers were more likely to purchase FMCG products on the basis of brand name, whereas western consumers were more likely to consider price as the most important factor. Additionally, the study found that Indian consumers were more influenced by word-of-mouth recommendations, whereas western consumers were more influenced by advertisements. The study also found that Indian consumers were more likely to purchase FMCG products in small retail stores, while western consumers preferred to purchase these products in large supermarkets. Finally, the study found that Indian consumers placed greater emphasis on product quality, whereas western consumers were more concerned with the convenience of the product. Overall, the study suggests that there are significant differences in the consumer behavior of Indian and western consumers towards FMCG products. These differences can be attributed to cultural, economic, and social factors. The study highlights the importance of understanding these differences in order to develop effective marketing strategies for FMCG products in both Indian and western markets.

The study by Gupta and Gupta (2015) examines the impact of advertising on the buying behavior of consumers in the cosmetic industry in Delhi-NCR. The authors conducted a survey using a structured questionnaire with 200 respondents, both male and female, from different age groups and educational backgrounds. The study found that advertising significantly influences consumer behavior and plays a crucial role in building brand image, creating awareness, and influencing purchase decisions. The study also found that various factors such as brand loyalty, product quality, packaging, price, and availability also influence consumer behavior. The authors suggest that companies should focus on creating compelling advertisements that appeal to their target audience and build trust and credibility with consumers. The study provides valuable insights into the role of advertising in shaping consumer behavior in the cosmetic industry in Delhi-NCR. Jha and Bala (2016) conducted a comparative study of consumer behavior towards Fast Moving Consumer Goods (FMCG) products in rural and urban areas of India. The study aimed to identify the differences in consumer behavior between the two regions and explore the reasons for these differences. The authors used a structured questionnaire to collect data from 400 respondents, 200 from urban areas and 200 from rural areas. The study found that there were significant differences in the behavior of consumers in rural and urban areas towards FMCG products. The study found that consumers in rural areas were more price sensitive and preferred buying smaller pack sizes, while consumers in

urban areas were more brand conscious and preferred larger pack sizes. The study also found that consumers in rural areas relied more on personal sources of information, while consumers in urban areas relied more on mass media sources. The study concluded that companies should develop different marketing strategies for rural and urban areas based on the differences in consumer behavior.

The article by Mar and Vashisht (2015) aimed to examine the various factors that affect consumer behavior towards fast-moving consumer goods (FMCG) in the urban Indian market. The study was conducted through a questionnaire survey of 500 consumers in the urban areas of India. The authors identified several factors that influence consumer behavior towards FMCG products, including brand loyalty, product packaging, price, and advertising. The study found that brand loyalty plays a significant role in consumer behavior towards FMCG products. Consumers tend to stick to the brands they trust and are familiar with, leading to repeat purchases. The study also found that product packaging has a considerable impact on consumer behavior, with attractive packaging influencing purchase decisions. Price was found to be a critical factor in consumer behavior towards FMCG products. Consumers are willing to pay more for quality products, but at the same time, they are price-sensitive and look for value for money. The study also found that advertising plays a significant role in influencing consumer behavior towards FMCG products, with consumers being more likely to purchase products from brands they are familiar with. Overall, the study highlights the importance of understanding the factors that influence consumer behavior towards FMCG products in the Indian urban market. The findings can be useful for companies in the FMCG industry to develop effective marketing strategies and product offerings that cater to the needs and preferences of their target consumers.

Kumar and Kumar (2018) conducted a comprehensive review of existing literature on consumer behavior in the fast-moving consumer goods (FMCG) sector in India. They identified several factors that influence consumer behavior, including personal factors such as age, income, education, and lifestyle; psychological factors such as motivation, perception, learning, and attitude; social factors such as family, reference groups, and culture; and marketing mix factors such as product, price, promotion, and distribution. The authors highlighted that the Indian market is unique due to its diverse consumer base, where consumers have different cultural backgrounds, income levels, and lifestyles. This creates a challenge for FMCG companies to understand the needs and preferences of consumers and develop marketing strategies that cater to their specific requirements. Kumar and Kumar (2018) emphasized that the marketing mix is a critical factor in influencing consumer behavior in the FMCG sector. They noted that product quality, availability, and packaging, along with competitive pricing and promotion, are significant drivers of consumer behavior. The authors also highlighted the importance of social media and e-commerce platforms in influencing consumer behavior in India, where a significant portion of the population is tech-savvy and prefers online shopping. Overall, the review highlighted the importance of understanding consumer behavior in the FMCG sector in India, and the need for companies to develop marketing strategies that cater to the unique needs and preferences of Indian consumers.

The study conducted by Lekha and Karthikeyan (2016) investigates the impact of celebrity endorsement on consumer buying behavior in Coimbatore district with reference to FMCG products. The authors highlight that celebrity endorsement is a commonly used marketing strategy by FMCG companies, especially for products such as personal care, beauty, and food products. The study used a sample of 200 respondents, and data were collected using a structured questionnaire. The results of the study indicate that celebrity endorsement has a positive impact on consumer buying behavior, especially in terms of increasing the brand value and trustworthiness of the products. However, the study also finds that factors such as product quality, price, and availability also play a significant role

in the consumer's buying decision. The authors conclude that celebrity endorsement is an effective marketing tool for FMCG companies, but it should be used in conjunction with other marketing strategies to achieve optimal results.

The study by Mishra and Rana (2015) examines the impact of social media on consumer buying behavior in India. The authors highlight the rapid growth of social media usage in India and its increasing influence on consumer decision-making. The study employs a quantitative research approach using a self-administered survey of 200 respondents. The data was analyzed using descriptive statistics and regression analysis. The findings reveal that social media has a significant impact on consumer buying behavior in India. The study also identifies several factors that influence social media usage, such as age, education, income, and product category. The results suggest that younger, more educated, and higher-income consumers are more likely to use social media for buying decisions. Additionally, social media usage is more prevalent for high involvement product categories such as electronics and apparel.

The study concludes that social media has emerged as a powerful tool for marketers to influence consumer behavior in India. The authors suggest that marketers should focus on creating engaging and relevant content on social media platforms to attract and retain consumers.

The study by Pai and Singhal (2017) aimed to investigate the consumer behavior towards fast-moving consumer goods (FMCG) in the Indian market. The study used a descriptive research design and collected primary data through a survey questionnaire. The sample consisted of 300 respondents from different age groups, income levels, and educational qualifications. The study found that consumers in India prefer FMCG products due to their convenience, affordability, and availability. The study also revealed that brand loyalty, product packaging, and price are the significant factors that influence the purchase decision of consumers. Additionally, the study identified that promotional activities such as advertisements, offers, and discounts play a crucial role in creating brand awareness and influencing consumer behavior. The study concluded that FMCG companies need to focus on creating a strong brand image, developing innovative products, and utilizing effective promotional strategies to attract and retain consumers in the highly competitive Indian market.

### **Research Methodology:**

The research methodology involves a qualitative study of different countries and their consumer buying behavior. The information obtained is analyzed with the information on the topic available for India.

The developed countries considered for the research are as follows.

- United States
- United Kingdom
- Canada
- Australia
- Germany
- France
- Japan
- South Korea
- Italy
- Spain

**Analysis and Results:****Comparison between India and United States**

1. Demographics: The consumer demographics in India and the USA are vastly different. India has a much larger population, and a higher percentage of the population is below the age of 30. This affects the types of products that are in demand in each country.
2. Price sensitivity: Consumers in India are generally more price-sensitive than consumers in the USA. This is due to differences in income levels and the cost of living.
3. Brand loyalty: Brand loyalty is generally higher in the USA than in India. In India, consumers are more likely to switch brands in search of a better deal or product.
4. Distribution channels: The distribution channels for FMCG products in India are often less developed than those in the USA. This can affect the availability of products and the way that consumers shop for them.
5. Advertising: The advertising landscape in India is very different from that in the USA. In India, advertising tends to be more focused on traditional media such as TV and print, while in the USA, there is a greater emphasis on digital advertising.

**Comparison between India and United Kingdom**

1. Cultural differences: The cultural differences between India and the UK impact the consumer behavior in FMCG. For instance, Indians tend to value relationships and social interactions more than the British. This means that consumers in India are more likely to buy products that are recommended by family and friends, while consumers in the UK may rely more on advertising and online reviews.
2. Economic differences: The economic differences between India and the UK also affect consumer behavior in FMCG. The purchasing power of consumers in the UK is generally higher than in India, which means that consumers in the UK are more likely to be brand-conscious and purchase premium products. On the other hand, consumers in India are more likely to prioritize affordability and may be more inclined towards value-for-money products.
3. Distribution channels: The distribution channels for FMCG products also differ between India and the UK. In India, traditional mom-and-pop stores and small retailers are still prevalent, while in the UK, supermarkets and online retail dominate the market. This impacts consumer behavior in terms of product availability and pricing.
4. Product preferences: Consumer preferences for FMCG products also differ between India and the UK. For instance, tea is a popular beverage in India, while coffee is more popular in the UK. This means that tea-based FMCG products, such as tea bags and instant tea mixes, are more popular in India, while coffee-based products, such as instant coffee and coffee pods, are more popular in the UK.

**Comparison between India and Canada**

1. Brand Loyalty: Indian consumers are known to be more brand loyal when it comes to FMCG products, while Canadian consumers tend to be more open to trying new brands.
2. Pricing Sensitivity: Indian consumers tend to be more price-sensitive than Canadian consumers, as FMCG products constitute a significant portion of their household budget.
3. Shopping Frequency: Canadian consumers tend to shop for FMCG products less frequently than Indian consumers. Canadian consumers are more likely to buy in bulk, while Indian consumers prefer to buy smaller quantities more frequently.
4. Channel Preference: In India, traditional retail channels such as small grocery stores and local markets are still dominant, while in Canada, consumers increasingly prefer modern retail channels such as supermarkets and hypermarkets.



5. Health and Wellness: Canadian consumers tend to be more health-conscious and willing to pay a premium for healthier FMCG products, while Indian consumers tend to prioritize affordability over health benefits.

### **Comparison between India and Australia**

1. Brand loyalty: Indian consumers tend to be more brand loyal than Australian consumers. In India, consumers are more likely to stick to the brands they know and trust, while in Australia, consumers are more likely to switch between brands based on factors such as price, quality, and convenience.
2. Packaging and labeling: Packaging and labeling play a more significant role in influencing consumer behavior in India than in Australia. In India, the packaging and labeling of FMCG products often feature bright colors and detailed information to catch the consumer's attention, while in Australia, the packaging is generally more subdued.
3. Price sensitivity: Indian consumers are more price-sensitive than Australian consumers. In India, consumers are more likely to make purchase decisions based on price, and are more likely to switch to a cheaper brand if it offers similar quality. In contrast, Australian consumers are more willing to pay a premium for quality or convenience.
4. Channel preferences: Indian consumers are more likely to shop at traditional retail channels such as local kirana stores, while Australian consumers are more likely to shop at large supermarkets or online.
5. Product preferences: The types of FMCG products that are popular in India and Australia also differ. In India, FMCG products such as packaged food, personal care, and household products are popular, while in Australia, there is a higher demand for fresh food, beverages, and health and wellness products.

### **Comparison between India and Germany**

1. Product preferences: Indian consumers tend to prefer local and regional brands, whereas German consumers often prefer international and established brands.
2. Price sensitivity: Indian consumers are generally more price-sensitive than German consumers. They are more likely to switch brands based on price differences and are more likely to look for value for money products. German consumers, on the other hand, are willing to pay a premium for high-quality products.
3. Shopping habits: Indian consumers tend to shop more frequently, with smaller basket sizes, whereas German consumers tend to do larger shopping trips with larger basket sizes. Indian consumers also tend to shop in traditional markets and small stores, while German consumers prefer supermarkets and hypermarkets.
4. Advertising influence: Advertising has a significant influence on Indian consumers' buying behavior, and they tend to be more responsive to emotional appeals in advertising. In contrast, German consumers are generally more skeptical of advertising and tend to make buying decisions based on more objective factors like product quality, price, and reviews.
5. Cultural differences: There are significant cultural differences between India and Germany that impact consumer behavior. For example, in India, there is a tradition of buying and gifting sweets during festivals and special occasions, while in Germany, chocolate is a popular gift during holidays.

### **Comparison between India and France**

1. Market size: The FMCG market size in India is much larger than in France. According to a report by Nielsen, the FMCG market in India was valued at \$49 billion in 2019, while the market size in France was estimated to be around \$60 billion.

2. Consumption patterns: Indian consumers tend to buy FMCG products in smaller quantities and more frequently than French consumers. In contrast, French consumers prefer larger pack sizes and tend to stock up on FMCG products during promotional periods.
3. Brand loyalty: Indian consumers are generally more brand loyal than French consumers. Indian consumers often stick to familiar brands and are more likely to trust recommendations from friends and family. French consumers, on the other hand, are more willing to try new products and are less brand loyal.
4. Online shopping: Online shopping is a growing trend in both India and France, but Indian consumers are more likely to shop online for FMCG products than French consumers. In India, e-commerce platforms like Amazon and Flipkart have made it easier for consumers to buy FMCG products online, while in France, online grocery shopping is still a relatively small segment of the overall FMCG market.
5. Price sensitivity: Indian consumers are generally more price sensitive than French consumers. Indian consumers tend to choose FMCG products based on their price and value for money, while French consumers are more willing to pay a premium for high-quality or premium products.
6. Packaging and labeling: French consumers are more concerned about the quality of packaging and labeling than Indian consumers. In France, there is a strong emphasis on environmental sustainability and many consumers look for products that are eco-friendly and have clear labeling. In India, consumers tend to focus more on the price and quality of the product itself, rather than the packaging or labeling.

### **Comparison between India and Japan**

1. Age demographics: Japan has an aging population, with a median age of 47.3 years, while India has a relatively young population, with a median age of 28.4 years. This means that the buying patterns and preferences of consumers in these countries would be different. For instance, the older population in Japan may prefer products that cater to their specific needs, such as health supplements, while younger consumers in India may prefer more trendy and innovative products.
2. Urbanization: In Japan, over 90% of the population lives in urban areas, while in India, around 34% of the population lives in urban areas. This means that consumers in urban areas in both countries may have different purchasing habits and preferences compared to their rural counterparts.
3. Cultural influences: Japan has a collectivist culture, which means that individuals prioritize the needs of their group or community over their own needs. This could influence the types of FMCG products that are popular in Japan, such as those that are commonly used in group settings, such as snacks and beverages. In contrast, India has a more individualistic culture, which means that consumers may prioritize products that meet their personal needs and preferences.
4. Brand preferences: Japanese consumers tend to have a strong preference for domestic brands, while Indian consumers may be more open to foreign brands. This could influence the marketing strategies that FMCG companies use in each country.

### **Comparison between India and South Korea**

1. Market size: The FMCG market in India is much larger than that in South Korea. In 2020, the FMCG market in India was worth approximately US\$52.75 billion, while in South Korea it was worth around US\$26.6 billion.
2. Online shopping: In South Korea, online shopping for FMCG products is very popular, and accounts for a significant share of total sales. According to a survey conducted in

2019, around 78% of consumers in South Korea had purchased FMCG products online. In India, online shopping for FMCG products is still in its early stages, and offline retail stores continue to dominate the market.

3. Brand loyalty: South Korean consumers tend to be more brand-conscious and brand-loyal than Indian consumers. In a survey conducted in 2019, around 75% of South Korean consumers stated that they prefer to purchase FMCG products from a trusted brand, compared to only 53% of Indian consumers.
4. Product preferences: The types of FMCG products that are popular in India and South Korea also differ. For example, in South Korea, beauty and personal care products, as well as packaged food and beverages, are among the most popular FMCG products. In India, on the other hand, household cleaning products, personal hygiene products, and packaged food products are among the most popular.

### **Comparison between India and Italy**

1. Product preferences: Indian consumers tend to prefer personal care and household products, whereas Italian consumers have a higher demand for food and beverage products.
2. Brand loyalty: Indian consumers are known to be more brand loyal than Italian consumers. Indian consumers tend to stick with their preferred brands for longer periods, while Italian consumers are more open to trying new brands.
3. Distribution channels: In India, small mom-and-pop stores (kiranas) are still the primary distribution channel for FMCG products, while supermarkets and hypermarkets are gaining popularity. In contrast, in Italy, supermarkets and hypermarkets are the dominant distribution channels.
4. Price sensitivity: Indian consumers are generally more price sensitive than Italian consumers. In India, FMCG companies have to price their products competitively to attract price-sensitive consumers, while in Italy, consumers are willing to pay a premium for high-quality products.
5. Promotions and advertising: Indian consumers respond well to discounts and promotions, and advertising is crucial for building brand awareness. In Italy, consumers are less responsive to promotions and advertising, and word-of-mouth recommendations are more important.

### **Comparison between India and Spain**

1. Shopping Habits: In India, consumers tend to shop more frequently but in smaller quantities, whereas in Spain, consumers tend to shop less frequently but in larger quantities.
2. Brand Loyalty: Indian consumers are more price-sensitive and tend to switch brands based on price fluctuations, whereas Spanish consumers are more brand loyal and prefer to stick to their preferred brands.
3. Purchase Decision-making: Indian consumers tend to rely more on word-of-mouth recommendations from family and friends, whereas Spanish consumers are more influenced by advertising and promotions.
4. Product Preferences: Indian consumers prefer products that are value for money, whereas Spanish consumers tend to focus more on quality and are willing to pay more for premium products.
5. Online Shopping: E-commerce is still in its early stages in India, with most consumers preferring to shop at brick-and-mortar stores. In Spain, however, online shopping is more popular, especially for FMCG products.

**Future Scope on the Topic:**

One potential area of research could be to examine the impact of technological advancements on consumer behavior in the FMCG industry. For instance, the rise of e-commerce and online shopping has significantly impacted the way consumers purchase FMCG products. A comparative study between India and developed nations can help identify the extent of this impact and the differences in consumer behavior in the two regions.

Another area of research could be to explore the role of culture and values in shaping consumer behavior. India is a diverse country with varying cultural and regional values, which can influence consumer preferences and choices. A comparative study with developed nations can help identify the extent of these cultural influences on consumer behavior and provide insights into how FMCG companies can cater to these differences.

Lastly, the impact of the COVID-19 pandemic on consumer behavior in the FMCG industry can also be an area of future research. The pandemic has disrupted consumer behavior patterns across the world, and a comparative study between India and developed nations can help identify the similarities and differences in consumer behavior during this unprecedented time.

Overall, there is a vast scope for research in understanding the difference in consumer behavior in India and developed nations regarding FMCG products. Further research in this area can provide valuable insights for FMCG companies to better understand and cater to the preferences and choices of consumers in different regions.

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