A STUDY ON THE INFLUENCE OF COVID – 19 PANDEMIC ON CUSTOMER'S ONLINE SHOPPING BEHAVIOUR WITH SPECIAL REFERENCE TO CHENGALPATTU DISTRICT.

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LIST OF ABBREVIATIONS

ABBREVATION	FULL FORM
COVID - 19	Coronavirus disease 2019
UPI	Unified payments system
B2B	Business-to-Business
B2C	Business-to-Consumer
C2C	Consumer-to-Consumer
COD	Cash on Delivery
CRM	Customer Relationship Management
SKU	Stock Keeping Unit
SSL	Secure Sockets Layer
API	Application Programming Interface
PPC	Pay-Per-Click
UX	User Experience
UI	User Interface
SEO	Search Engine Optimization
SEM	Search Engine Marketing
RM	Customer Relationship Management
CTA	Call-to-Action
SaaS	Software as a Service

INTRODUCTION

1.1 Introduction

Fast-moving consumer goods sector is India’s fourth-largest sector and has been expanding at a healthy rate over the years as a result of rising disposable income, a rising youth population, and rising brand awareness among consumers. With household and personal care accounting for 50% of FMCG sales in India, the industry is an important contributor to India’s GDP.

India is a country that no FMCG player can afford to ignore due to its middle-class population which is larger than the total population of USA. The Indian FMCG market continues to rise as more people start to move up the economic ladder and the benefits of economic progress become accessible to the general public. More crucially, with a median age of just 27, India's population is becoming more consumerist due to rising ambitions. This has been further aided by government initiatives to increase financial inclusion and establish social safety nets.

Growing awareness, easier access and changing lifestyles have been the key growth drivers for the sector. The urban segment is the largest contributor to the overall revenue generated by the FMCG sector in India. However, in the last few years, the FMCG market has grown at a faster pace in rural India compared to urban India. Semi-urban and rural segments are growing at a rapid pace and FMCG products account for 50% of the total rural spending.

Globally, India is becoming one of the most attractive markets for foreign FMCG players due to easy availability of imported raw materials and cheap labor costs. The urban segment is the biggest contributor to the growth of India, the FMCG sector, accounting for around two-thirds of the total revenues. Fast moving consumer goods sector is a key provider to India's GDP growth. FMCG goods are popularly known as consumer-packaged goods. Products which have a quick turnover and relatively low cost are known as Fast Moving Consumer Goods. India’s FMCG Sector creates employment for more than three million people in downstream activities. Its principal constituents are Household Care, Personal Care, Food and Beverages. FMCG Industry is characterized by a well-established distribution network, low penetration levels, low operating cost, lower per capita consumption and intense competition between the organized and unorganized segments. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packed foodstuff, and household accessories and extends to certain electronic goods.

With a population of over one billion, India is one of the largest economies in the world in terms of purchasing power and consumer spending. The International Monetary Fund has projected that India's GDP will grow by 7.4%, making it the world's fastest growing large economy. The sector is characterized by strong presence of leading multinational companies, competition between organized and unorganized players, well established distribution network, and low operational cost. Growth in the country's FMCG sector is being fueled by improving scenarios in both demand as well as supply side.

Major demand side drivers include growing affluence and appetite for consumption of the Indian consumer, growing youth population, rise in per capita expenditure, and increasing brand consciousness. On the other hand, easier import of materials and technology, reduced barriers to entry of foreign players, and new product development, rapid real estate infrastructure development and improvement in supply chain efficiency are the major supply side drivers for the sector. As per the Boston Consulting Group, the Indian FMCG market is estimated at US$ 185 billion or about Rs 12.6 trillion. It has grown annually at about 12% per annum over the last decade. The growth of the FMCG sector, which primarily includes Food & beverages, personal care and household care have been driven in both the rural and urban segments. Rural consumption growth has outpaced urban consumption with the increase of percentage in monthly per capita expenditure in rural markets surpassing its urban counterparts over the past five years. Several government measures such as GST Bill, Food Security Bill and FDI in the retail sector are expected to have a significant positive impact on the country's FMCG sector in the coming years.

The retail market in India is estimated to reach US$ 1.1 trillion by 2020 from US$ 840 billion in 2017, with modern trade expected to grow at 20-25% per annum, which is likely to boost revenue of FMCG companies. The FMCG market in India is expected to increase at a CAGR of 14.9% to reach US$ 220 billion by 2025, from US$ 110 billion in 2020. The Indian FMCG industry grew by 16% in CY21 a 9- year high, despite nationwide lockdowns, supported by consumption-led growth and value expansion from higher product prices, particularly for staples. The Indian processed food market is projected to expand to US$ 470 billion by 2025, up from US$ 263 billion in 2019-20.

The FMCG market has three main segments such as Health care constitutes by 19%, Hhousehold by 31% and Personal care by 50%. Items in this category include all consumables (other than groceries/pulses) people buy at regular intervals. These items are meant for daily or frequent consumption and have a high return. Over the years, India's FMCG 3 sectors have been growing at a healthy pace on account of growing disposable income, booming youth population and increasing brand consciousness among consumers. The urban segment is the biggest contributor to the growth of India's FMCG sector, accounting for around two-thirds of the total revenues. However, the share of semi urban and rural segments in the country’s FMCG sector is anticipated to increase by the end of the year.

Rural areas are likely to be the major driver for FMCG, as growth continues to be high in these regions. Rural areas have a 16% rise and 12% rise in urban areas. Most companies swift to exploit this, as they speedily went about increasing direct distribution and providing better infrastructure. Companies are also working towards creating specific products specially targeted for the rural market.

The Government of India has also been supporting the rural population with higher minimum support prices, loan waivers, and disbursements through the National Rural Employment Guarantee Act programmed. These measures have helped in reducing poverty in rural India and given a boost to rural purchasing power. Hence rural demand is set to rise with rising incomes and greater awareness of brands.

India is one of the largest emerging markets, with a population of over one billion. India is one of the largest economies in the world in terms of purchasing power and has a strong middle-class base of 300 million. The Indian retail market is expected to grow over 60% to hit USD 11 trillion in the next three years. This growth in the retail market will be led by factors such as change in lifestyle and rising income of middle class, which helped the FMCG industry to grow at a rapid speed over the past few years. Retail market in India is estimated to reach USD 1.1 trillion by 2020 from USD 672 billion at present, with modern trade expected to grow at 20 per cent per annum, which is likely to boost revenues of FMCG companies wit rise in disposable incomes, mid and high-income consumers in urban areas have shifted their purchasing trend from essential to premium products. In response, firms have started enhancing their premium products portfolio. Indian and multinational FMCG players are leveraging India as a strategic sourcing hub for cost-competitive product development and manufacturing to cater to international markets.

The prices of the FMCG are low and profits earned are more dependent upon the volume sales of the products. The FMCG industry in India, has grown rapidly over the last decade, predominantly on account of increasing income levels and changing lifestyle of Indian consumers.

Fast Moving Consumer Goods, are products that are sold quickly at reasonably low cost. The profit from these products is fairly very meager and the selling is in large quantities, so the aggregate revenue on such products can be large. The fabrications of Fast-Moving Consumer Goods companies have huge competition and they are forced to look for innovative means of making money. They did this by learning the consumer's common needs and buying motives, and to develop the solution. This is very difficult because the consumers have different needs, different prospects and also sea changes in the standard of living and lifestyles. Presently the consumers are more vibrant, their sense of taste, and favorites are also changing. The consumers are also considering product differentiation and the convenience offered. The consumer has certain expectations from branded items in terms of its quality, price and packaging. The money spent on advertisement makes the consumer aware of the up-to-date brands in the market. The market conditions are trendy and not adopting a structured functioning pattern. The status of marketing requirements to be understood in view of social dynamics and various economic and operational gap theories. Thus, suitable planning for the market in terms of trade for channel infrastructure, technology and behavioral dimensions need greater emphasis for achieving better economic efficiency.

The consumers are finding various problems in selecting their fast-moving consumer goods. It is very important for any company to know how the customers perceive their products, services or the organization as a whole. It is the customer’s perception which influences the products and services of the organization. If the organizations make an attempt to find the customers perception, then, it can alter its products accordingly and offer to its customers. In this study, there is an attempt to understand the customer perceptions so that the store can improve in the areas where the customers do not have good perceptions. Ascertaining customer’s perception becomes very complicated when it comes to retailing, as it is a part. In this background it is identified that there is a need for research work in the field of consumer behavior of FMCG in the chengalpattu District.

1.2 Objectives of the study

1. To Study the demographic profile of the consumer.
2. To Identify the factors influencing consumer buying Behaviour towards fast moving consumer goods.
3. To Study consumer brand awareness in fast moving consumer goods.
4. To Understand the level of satisfaction perceived by respondents on fast moving consumer goods.
5. To Determine the problems in availing fast moving consumer goods.
6. To Suggest ways and means to improve the marketers in fast moving consumer goods.

1.3 Importance of the study

Consumer perception and preferences are crucial factors that influence the success or failure of fast-moving consumer goods (FMCG). FMCG are goods that are sold quickly and at relatively low prices, such as food, beverages, personal care items, and household products. The following are the key reasons why consumer perception and preferences are important for FMCG:

Understanding consumer perception and preferences is essential for FMCG manufacturers to produce products that meet the needs of consumers. It helps companies to identify the tastes, preferences, and expectations of consumers, allowing them to develop products that appeal to their target market.

FMCG markets are highly competitive, and companies need to differentiate their products from their competitors. By understanding consumer perception and preferences, companies can develop products with unique features, packaging, and marketing strategies that set them apart from competitors.

Consumer perception and preferences also affect brand loyalty. When consumers have a positive perception of a brand and prefer its products, they are more likely to become loyal customers. FMCG companies that successfully cultivate brand loyalty benefit from repeat purchases and increased customer lifetime value.

Consumer perception and preferences ultimately drive sales and revenue for FMCG companies. By producing products that consumers want and perceive positively, FMCG companies can increase sales and revenue. On the other hand, if products do not meet consumer needs or are perceived negatively, sales and revenue will suffer.

In conclusion, consumer perception and preferences play a critical role in the success of FMCG companies. Understanding consumer needs, differentiating products from competitors, building brand loyalty, and increasing sales and revenue are all key benefits that come from paying close attention to consumer perception and preferences.

1.4 Scope of the study

A study on consumer perception and brand preference on fast moving consumer goods can have a wide scope, covering various aspects related to the topic. Here are some possible areas that the study can focus on:

1. The study can explore the behavior of consumers when it comes to purchasing fast moving consumer goods (FMCG). This can include factors such as the frequency of purchases, the types of products consumers are most likely to buy, and the decision-making process involved in selecting a particular brand.

2. The study can also investigate the level of awareness consumers have about different FMCG brands. This can include factors such as the extent to which consumers are familiar with a brand, how much they know about the brand's products, and their perception of the brand's overall quality.

3. Another area that the study can focus on is the level of loyalty consumers have towards particular FMCG brands. This can include factors such as the reasons why consumers are loyal to a brand, how long they have been purchasing products from the brand, and how likely they are to recommend the brand to others.

4. The study can also examine the various marketing strategies used by FMCG brands to attract and retain customers. This can include factors such as the use of advertising, promotions, packaging, and social media.

5. The study can also investigate how demographic factors such as age, gender, income, and education level influence consumer perception and brand preference in the FMCG sector.

Overall, a study on consumer perception and brand preference on fast moving consumer goods can provide valuable insights into the behavior and preferences of consumers in this important market segment.

1.5 Methodology of the study

1.5.1 Method of Data Collection

Data collection is one of the most important aspects of Research. The study used both primary and secondary data.

- **Primary Data**

The Researcher used well-structured questionnaires, which contained closed ended questions. The questionnaire was distributed among the general public.

- **Secondary Data**

Data that has previously been collected and analyzed by another is referred to as secondary data because it is already available. The study's secondary data have been referred through books, websites, periodicals, journals, and numerous online sources.

1.5.2 Sample Size of the study

The sample size of the study has been limited to 103 respondents

1.5.3 Statistical Tools and Analysis

Data gathering is categorized, examined, and computed. Numerous data analysis tools, including frequency tables and diagrammatic presentations like pie charts and bar diagrams, have been utilized by the researcher. The researcher used the following statistical tools to analyze the data:

- Percentage Analysis
- Chi-Square Analysis
- ANNOVA
- Correlation

1.5.4 Research Design The research design refers to the overall approach applied by the researcher to pursue the research study to integrate the different components of the study in a coherent and logical way, thereby, ensuring effective exposure of the research problem, it constitutes the blueprint for the collection, measurement, and analysis of data. The present study is descriptive cum exploratory in nature where in empirical method is adopted for collection of survey data. It is used to explain description of relevant variables by demonstrating the existence of relationship between variables. In formulation of hypothesis, statements have been developed, to be tested, to be accepted or rejected with the help of data analysis by applying appropriate Quantitative Technique on the basis of laid down objectives.

1.6 Hypothesis of the study

1. H_0 : There is no significant influence of brand preference and purchase behavior of FMCG products.

H_1 : There is an significant influence of brand preference and purchase behavior of FMCG products.

2. **H_0**: There is no significant influence of demographic profile of consumer and brand preference on FMCG products.

H_1: There is an significant influence of demographic profile of consumer and brand preference on FMCG products.

3. **H_0**: There is no significant influence between brand awareness of FMCG products and satisfaction level of FMCG products.

H_1: There is an significant influence between brand awareness of FMCG products and satisfaction level of FMCG products.

4. **H_0:** There is no significant association between brand awareness and availing FMCG product.

H_1: There is significant association between brand awareness and availing FMCG product.

5. H_0: There is no significant association between satisfaction level and recommending FMCG product.

H_1: There is significant association between satisfaction level and recommending FMCG product.

1.7 Time Period of the study

The time period taken for the research paper is 6 months.

1.8 Limitations of the study

1. The sample size of the study cannot be generalized and applied for general public.

2. The preferences and opinions are dynamic and therefore, the results, conclusions and the findings of the study are based on those preferences and the opinions only. That is, results would differ if the preferences or opinions differ

3. The above-mentioned study has been carried out in one particular area, so, it can't be compared with the other area or with other study that forms the part of other area. It is comparable only with those studies which have been done in the same area

4. The short listing of the factors cannot be generalized on the actual terms because it depends on the sample size

5. Since, the short listing of the factors can't be generalized, then, it may seem that the analysis results are biased and, therefore, are not reliable.

6. The analysis results belong only to the observations within the sample. It does not forecast about the observations that lies outside the sample size or outside the model.

1.9 Chapter Scheme

Chapter I Enumerates the introductory concept of consumer perception and brand preference of FMCG:

1.1 Introduction

1.2 Objectives of the study

1.3 Importance of the study

1.4 Scope of the study

1.5 Methodology of the study

1.6 Hypothesis of the study

1.7 Time period of the study

1.8 Limitations of the study

Chapter II includes in brief, review of literature and the past study results relating to consumer perception and brand preference towards FMCG products.

Chapter III deals with conceptual framework of the study with graphical representation.

Chapter IV deals with the industrial profile and categories of FMCG products.

Chapter V covers the presentation of the analysis, interpretation and graphical representation of the results of the study.

Chapter VI comprises of findings, suggestions and conclusion of the study.

REVIEW OF LITERATURE

This chapter provides a detailed review of literature through research work done in past on brand awareness and customer preference for fast moving consumer goods. Review of literature is done and presented through different subheading in this chapter based on consumer Behaviour for FMCG, brand, brand awareness, sources of brand awareness, customer preference and factors influencing customer preference, purchasing behavior, rural market of FMCG. The chapter also discusses trend for review of literature and its limitations.

Earlier companies used to focus on material or production during sales and production era, but in today's marketing era inclination has been tremendously towards some intangible resources such as branding, customer preferences and loyalty to understand the customer well. Marketing of fast-moving consumer goods (FMCG) is a category that has not gained the deserved attention of researcher in comparison to consumer durable.

Before going deep into the research work, it is necessary that the scholar must
have a good idea of the basic concepts related to her research topic. For that the scholar must go through the relevant literature on the area of her interest. Reviews of related studies enable the scholar to get in-depth knowledge of the topic and to conduct his/her study in a different approach from that of the existing studies in her area of interest. This enables the scholar to carry on her study in an untouched field.

An empirical study on consumer perception and brand preference on fast moving consumer goods with special reference to chengalpattu District. However, there
are certain studies related to this topic in India both for urban and rural areas. Such
studies have enabled the researcher to identify some concepts relevant to the present
study. Here, an attempt is made to review some of the studies already conducted on this subject matter.

2.1 Review of literature

1. **Hassan S T (2021)** on his study investigated the factors influencing purchasing Behaviour of consumers while purchasing FMCG products online in India. The study recognized the factors like fulfillment, efficiency, privacy, system availability, response, and interaction were all criteria evaluated in the study. The study showed that e-commerce sites have featured and listed fast moving consumer products on their separate sites. There are also a number of specialist e-commerce sites that sell just FMCG products. Results of the study revealed that while internet penetration has risen, so has the use of sites that sell fast moving consumer products. Findings showed that consumers are still hesitant to acquire such products through internet shopping. In summary, it was found that transnational security and the ability to exchange products online attract customers.

2. **Balathandayutham (2020)** investigated customer perceptions of brand loyalty toward FMCG purchasers in Chidambaram. The study showed that the concept of brand loyalty relates to a customer's propensity to purchase a company's product or service again rather than a similar alternative from a rival. Results revealed that the concept of brand loyalty is connected to customer buying Behaviour that occurs on a regular basis. Findings of the study revealed that consumers' perceptions of FMCG product purchasers had a significant impact on brand loyalty. Findings of the study concluded that elements such as customer care services, information, advertisement, brand convenience, relationship establishment, accessibility, brand image, feedback, and convenience factors have influence on brand loyalty of fast-moving consumer goods.

3. **Sritharan R (2020)** investigated the variables that influence brand preference in the FMCG market. The study found that while brand choice is unavoidable in purchasing decisions, businesses must consider retailer influence, promotional aspects, quality elements, image aspects, preferred features, and retailer influence in order to maintain long-term development. Promotional features include simple accessibility, free offers, eye-catching presentation, and price. Findings stated that preferential characteristics include advertising, appealing packaging, and the availability of variations. Brand image and corporate image were discovered to be classified together under image aspects. A positive image serves as a basis for the development of favorable attitudes, which leads to the continued purchasing of a particular product. Firms may build strong loyal consumers this way. It was concluded FMCG companies can establish a strong brand image by providing high-quality products and effectively communicating their distinctive characteristics.

4. **Chakraborthy. S and Mukherjee. S (2020)** examined the customer satisfaction towards select fast moving consumer goods. The study revealed that customer satisfaction is influenced by financial gain, perceived value, service quality, and product quality. Furthermore, product, pricing, services, distribution, and image of a product factors have significant impact on satisfaction. Results of the study confirmed that customer satisfaction is also influenced by financial gain, perceived value, service quality, and product quality. Findings revealed that, while demographic factors are important in the decision-making process for customers, they had little influence on customer satisfaction except for gender. It was concluded that characteristics such as perceived value, service quality, and product quality have substantial implications for customer satisfaction, but financial gain is an unimportant variable.

5. **Khemka H (2020)** attempted to check the online buying behavior of customers in the FMCG industry. The study found that consumption of FMCG products was quickly increasing as the urban market reached saturation. The entry of international corporations into India has boosted rivalry among indigenous companies. Findings revealed that packaging has a significant impact on product sales. Customers' impulsive buying behaviour is seen in the FMCG industry, for example, when customers go to the store to buy cookies, they also buy chips. Findings also stated that quality, taste, and a cheap price are the key elements that influence a consumer's decision to purchase a product. In conclusion, it was found that marketers should priorities these elements in order to boost income. Furthermore, marketers must comprehend customer behaviour well.

6. **Dhanaraj V T (2020)** intended to check the consumer brand awareness of fast-moving consumer goods brands. This research looked at the rural customer behaviour with regard to ITC, Cadbury India, Dabur India, Hindustan Unilever Limited, and Nestle India, along with other fast moving consumer goods products. The study showed that it can assist fast moving consumer products companies understands the variations in customer behaviour between rural and urban areas. Findings of the study indicated that there is a link between different elements impacting customers and their awareness preferences in purchasing fast moving consumer goods brands from rural purchasers. In conclusion, it was found that there is a strong link between factors impacting the purchase of fast-moving consumer goods products and rural consumer socio-demographic characteristics.

7. **Pillai T and Jothi K (2020)** aimed to check the consumer behaviour of buying green products of fast-moving consumer goods in Kerala. The study emphasized the need of identifying the usage of fast-moving consumer products in order to increase understanding of brand acquisition activities among both advertisers and academics. It was found that marketers

should be aware that observing how advertisements, VIP underwriting, and other forms of marketing may affect customer purchasing behaviour in their specific market location is beneficial, as it will aid in the differentiation of markets via branding. Findings showed that businesses maximize marketing technology quality consistency and upgrades particular to customers by evaluating how FMCG agree on product discernment. It was concluded that brand identification, frequently targets consumers; firms must determine what segment of customers will be suitable to improve the brand image.

8. **Vijayalakshmi R (2020)** investigated the consumer buying behaviour towards fast moving consumer goods using an online shopping application. The study revealed that product specifics, brand name, pricing sensitivity, and general awareness factors have an impact on purchasing behaviour and attitude. For the crucial customer purchasing the products, online shopping is a great resource. Results revealed that consumers place a higher value on online purchasing. Consumer purchase behaviour has benefited online apps by saving time and money. Findings showed that consumers, on the other hand, influence the purchase of FMCG products through online applications. The motivating elements are keeping internet applications alive in marketing of fast-moving consumer goods. Findings showed that consumers place a higher value on online purchasing. The purchase habits of consumers are saving time and benefiting online apps. The study was concluded that online application of FMCG products, on the other hand, has an impact on customer attitudes and behaviour.

9. **Moosa SM and Jagadesan P (2020)** investigated the impact of social media on customer buying behaviour concerning fast moving consumer goods. The study highlighted the importance of product acquisition behaviour, information seeking behaviour, and selection seeking behaviour in the fast-moving consumer goods market. Consumer behaviour includes product acquisition and knowledge seeking, both of which occur in reaction to cues in the environment. It has been determined that marketing has a significant impact on client buying behaviour. Findings showed that consumers gather information before purchasing any product in order to make informed purchasing decisions, therefore marketing is frequently used to get knowledge about FMCG products. The study was concluded that several elements that impact consumer purchasing behaviour, with societal and individual aspects being the most influential.

10. **Shamshuddin S (2020)** attempted to analyses customer brand preferences for FMCG Mosquito products in Andhra Pradesh. The study revealed that consumer knowledge of FMCG mosquito refill products has risen, and they are better able to make judgments on which brand to buy and what kind of promotions are offered in various product categories. They buy excellent, branded products from the nearby store on a regular basis. Findings disclosed that

consumer may get the most information about a product through television advertising and switch to other FMCG companies if they aren't happy. It can be concluded that consumers have been accustomed to buying more FMCG products and trying out different brands in recent years, thus knowing consumer behaviour allows marketers to make marketing decisions that are in line with customer demands.

11. **Shetty G (2020)** observed the effect Covid-19 on fast moving consumer goods and retail businesses in India. Covid-19has had a significant influence on the human life on several levels. The study found that once the world resumes after Covid-19, companies and global trade would never be the same. In the future, the FMCG industry will see a number of new trends develop, such as direct to omnibus-channel fulfillment, consumer models, and so on. Macroeconomic dynamics, consumer behaviour, and supply-side disruptions, on the other hand, constitute a complex network that influences FMCG product purchase trends. Findings stated that emerging trends in the FMCG and retail industries imply that the previously existing layers of wholesalers, distributors, and other intermediaries between the manufacturer and the end customer are being eliminated. It was concluded that companies are utilizing technology to accomplish direct distribution and, as a result, are becoming closer to the consumers.

12. **Veerraju B (2020)** intended to assess the buying behaviour of customer towards fast moving consumer products. The study focused on getting insight into the impact of numerous factors on customer purchasing behaviour for personal care goods. Consumers believe that television advertising, followed by quality and brand loyalty, is major elements that have a greater impact on consumer purchasing behaviour, even whether they are from medium and lower income categories. Furthermore, educated and youthful customers use personal care products more frequently. Findings confirmed that consumers also explore using print media and incentive systems to reach out to end customers with branded products. It was concluded that marketers must continually monitor their customers and utilize electronic media to raise brand recognition among customers who buy high-quality products.

13. **Muthukumaran A (2019)** attempted to determine customer purchasing behaviour for a variety of soft drinks used by regular consumers. The major objectives are to identify the most popular soft drink brand, gain a comprehensive understanding of soft drink consumers' attitudes, and identify the elements that affected customer choice for soft drink goods. Findings of the study indicated that majority of customers who consumed the Bovonta brand among the different soft drinks are impressed by its constant availability, eminence, modifications made to the product throughout time, and various sizes such as small size bottle, medium size bottle,

and large size bottle. In summary, it can be concluded that the majority of consumers evaluated quality, superiority and regular availability brand while purchasing soft drinks.

14. **Sarker M A H and Rahman M (2019)** investigated that buying decision of consumers with respect to fast moving consumer goods. The study recognized the consumer purchase decision is treated as a dependent variable, whereas advertisement, product diversity, cost, demand, salesperson quality, well-known retailers, product presentation, income range, and personality were treated are treated as independent factors. Results revealed that advertisement, product diversity, cost, demand, salesperson quality, well-known retailers, product presentation, income range, and personality factors have significant role in consumer purchase decisions. Findings of the study revealed that these characteristics were favorably connected to customer purchase decisions, but that consumer unique personalities had no meaningful impact on purchasing decisions. As a result, it was concluded that it plays an important role and has a long-term influence on consumer decision-making.

15. **Divyapriyadharshini N (2019)** investigated the influence of customer knowledge of green products. The study highlighted that consumers are becoming more conscious of green products. It was found that consumers are also inspecting the certification mark on products sold with green labels. Green products are eco-friendly, environment-friendly, and nature friendly. Findings of the study stated that it aids in the preservation of the environment's natural beauty, and businesses are appropriately acquiring quality certification marks before selling green products. Findings also confirmed that there are various standardization processes that support certifications and will assure the highest level of consumer safety. Consumers, on the other hand, are well-informed about the marketing of green products. In conclusion, it was found that green products had a substantial influence on customer well-being.

16. **Mohanasundaram P (2019)** investigated customer attitudes regarding fast moving consumer goods in Dharmapuri. The study showed that companies should sell their products at a standard price with excellent quality, brands should be available in all places, and recruiting new consumers should be less expensive. Results divulged that brand loyalty offers businesses with powerful and competitive weapons to combat market competitors. In their purchasing decisions, customers are influenced by a variety of personal and environmental variables, including values, life style, personal influence, familial influence, motivation, attitude, personality, socioeconomic class, perception, knowledge, beliefs, reference group, and customs. Stores could use special incentives to entice frequent customers. It can be concluded that information about promotion methods should be communicated to all consumers in order

to raise customer knowledge of sales promotion tactics. In FMCGs, brand loyalty is a critical component.

17. **Vijayakumar K (2019)** investigated the degree to which several factors impact the purchasing of FMCG products. It was found that many organizations performance is determined by their ability to attract and keep clients. Companies have focused on selling their products at a standard price with excellent quality, brand availability in all places, and cheap cost in order to keep their existing consumers and attract new ones. Results disclosed that brand loyalty offers businesses with powerful and competitive weapons to combat market competitors. The FMCG business in India is a particularly dynamic one, with a main objective of satisfying customer requirements and wants while also targeting markets more effectively and efficiently. It can be concluded that the data gathered in this study will aid businesses in developing marketing strategies and providing better service to their consumers.

18. **Yashodha (2019)** investigated the customer preferences towards sales promotion techniques used by fast moving consumer goods. The study stressed that because of the severe rivalry, consumer preferences play a critical role in the success of any manufacturing company. It was found that consumers are eager to buy stylish goods for their own use. As a result, fast moving consumer goods firms receive enough certification and standards in order to sell their products. Findings of the study revealed that sales marketing tactics used by firms, such as proneness deals, cash discounts, free gifts, and additional quantities, help to determine customer preferences. In summary, it was concluded that consumers are happy with the promotional methods used by fast moving consumer goods businesses.

19. **Bhatnagar S & Chowdhary A (2019)** investigated the consumer online buying behaviour in the FMCG industry. The study found that consumers' online purchasing behaviour differs significantly from their purchases in physical stores. Consumers may read product descriptions and assess product quality when purchasing online. Furthermore, customer behaviour is primarily determined by their own purchasing preferences, which are affected by consumer purchasing habits and interests. Findings revealed that social and psychological variables had a direct impact on customers' purchasing decisions. Furthermore, time savings, price, availability, product quality, and the flexibility to buy anytime and anywhere are all important variables that influence the purchase of electronic products. It was found that consumer behaviour is also influenced by discounts, offers, promotions, cash on delivery, and replacement possibilities. To sum up, it was found that technology and consumer-specific variables both have an impact on online purchasing.

20. **Nallasivam A (2019)** examined the factors influencing consumer satisfaction with FMCG products. The study emphasized that the primary objective of FMCG products is to meet the demands and requirements of customers. Consumers use this product often in their day-to-day lives. As a result, making these products available to customers is a big challenge. To attract new customers, FMCG companies should sell their products at a standard price with excellent quality and brand availability in all outlets. Findings stated that brand loyalty will offer businesses with powerful and competitive weapons to combat market competitors. Price continues to be the most influential element in customer purchasing decisions, followed by quality and then ease of access. The study was concluded that value of promotional offers and brand availability is so crucial that firms must give it enough thought before planning and implementing their marketing strategy.

21. **Nivethitha S (2019)** examined consumer satisfaction with Horlicks in the Udumalpet Taluk. The study showed that consumers in today's fast-paced and hectic environment want every product to be available when and when they need it. As a result, in order to meet customer demand, the seller must decide and design the many components of the product and supply. Market participants have been identified as ensuring that their products have the essential qualities in order to maintain high levels of consumer loyalty. Findings revealed that, in order to ensure long-term viability, any firm must be creative in terms of product range and brand extension. The product must be carefully tailored to a certain brand's offerings. To satisfy all prospective sectors or clients, the malt beverage department is continuously evolving. The study was concluded that many varieties of healthy food products are slowly making their way to become specialists in their respective areas, depending on the healthy food product.

22. **Vidya M and Selvamani P (2019)** aimed to measure the consumer behaviour towards online shopping with product dimensions. The study revealed that customer behaviour is a challenge for organizations to comprehend, and it is evolving. It was found that the website should be made safer so that customers may freely shop. The customer's perception of a product is formed via their E-Commerce experience, and this perception is linked to the customer's attitude as a result of their e-commerce purchases. Results showed that varying demographic characteristics such as gender, age, and occupation have different perceptions of the product. Customers add the item to their cart but hesitant to purchase it owing to considerations such as the risk of online shopping, inadequate quality, and so on. In conclusion, it was found that product characteristics are positively associated with satisfaction and repurchase intention when it comes to online purchasing.

23. **Sandeep Kumar M and Srinivasa Narayana M (2018)** investigated customers' preferences for several brands in the consumer-packaged goods segment in modern retailing. It was found that consumer prefer various packaged goods for their consumption. It is mainly depended on the price, quality and value for the money. The study also planned to look at shopper's general brand preferences, buying behaviors, variables influencing brand choices, and opinions on various bands. Both primary and secondary data were used in the study. The sampling technique was determined to be random selection. Findings of the study stated that few consumers preferred to purchase consumer packaged goods on a weekly basis, while remaining consumers prefer to purchase it on a monthly basis. The study was concluded that importance of quality above promotion, price, and variety of alternatives for customers in the consumer-packaged products market.

24. **Ramadass N and Antony K.P.P (2018)** investigated the impact of sales promotion techniques on customers' purchasing decisions for durable products. The study revealed that customers like to acquire consumer durable at auspicious times, thus the festive season is a major influence in deciding customer purchasing behaviour. It was found that a manufacturer's or dealer's sales promotion has a substantial impact on a customer's buying choice. The operation, price, guarantee, product, and other aspects of the sales promotion plan are all tailored to the consumers' needs. Findings showed that customers frequently believe that the merchant is providing a greater price or specialized service that meets their demands. As a result, it was found that sales promotion is an unavoidable promotional tactic for increasing market share and attracting consumers.

25. **Guha S and Wadhawa D.S (2018)** studied customer preferences for a variety of FMCG personal care products in Chhattisgarh. In the FMCG category, the survey looked at client preferences for personal care goods. The study emphasized that customer preferences and tastes vary on a frequent basis. Each client has their own brand preferences in the market. Results showed that purchasing FMCG products involves a variety of purchasing strategies. Stores would profit greatly from a better understanding of customer identification of FMCG goods. The concern was advised to concentrate mostly on captivating the consumer and satisfying their needs, as well as their desire for the products. It can be concluded that customer preferences influence a variety of factors, including flavour, offers, promotions, quantity, brand name, quality, packaging, colour, pricing, and discount.

26. **Rajesh R (2018)** assessed the elements that influence online buying and how they affect consumer satisfaction. The study showed that customers are buying a variety of things, including personal care and home products, through internet shopping. Results of the study showed that online buyers are given enough information about the quality, pricing, design, standard, and product cost. Findings of the study showed that customers make purchases depending on their satisfaction with product-related variables. Furthermore, reliable service, replacement guarantees and timely responses have influence on customer satisfaction. In addition to that quick delivery and payment security all contribute to consumer satisfaction while purchasing online. In summary, it was concluded that customer satisfaction in online purchasing is impacted by a variety of factors.

27. **Sathya P and Indirajith R (2018)** investigated the consumer purchasing behaviour for consumer durable goods. The study showed that consumer durable goods market operates in a highly complicated and competitive business environment. It was found that before selling their products, marketers of durable goods should realize the need of fast access, accuracy, and consistency of information. Findings informed that consumers have a broad understanding of the product, dealer service, warranty, and post-sale concerns. Furthermore, buyers desire higher quality, ease of service access, a lower price, and a longer lifespan for the product they intend to buy. Findings showed that consumer awareness of durable products leads consumer to buy excellent brands, which enhance their happiness. It was found that consumer buying behaviour is influenced by numerous aspects of durable products.

28. **Banumathi P and Rani S.M.L (2018)** investigated the consumer perception with regard to fast moving consumer products and how consumers satisfied with the products. Product considerations, promotion factors, location factors, and pricing factors are the most influential variables in FMCG product purchase decisions. The study discovered that location, product, pricing, and marketing, as well as physiological and psychological variables, had a significant impact on customer behaviour. The impact of these elements, however, varies from product to product. Findings revealed that health and cleanliness are critical for the success of FMCG products. More clients are attracted to sales shops and their excellent service. Customers must be given complete information about the products sold in outlets or retail stores. It can be concluded that consumer behaviour is primarily influenced by location, product, price, and marketing, as well as physiological and psychological aspects.

29. **Gokul C (2018)** conducted this seminal study to determine customer perceptions of product line expansions from soft drinks to health drinks in Coimbatore. The major goals were to learn about customer preferences and the elements that influence such preferences when it came to

health drinks. This research presented a survey approach and created a questionnaire to collect primary data. For this study, a sample size of 300 customers from Coimbatore was chosen. Findings of the study indicated that customers chose ready-to-drink flavoured milk products the most, followed by frozen fruit desserts and packed tender coconut water. Furthermore, they found that the most influencing variables were product quality, which was healthier than soft drinks, as well as the flavor and taste of the product and brand.

30. **Mandani M (2018)** investigated the consumer perception towards fast moving consumer goods marketing. The study assessed the customer perceptions of FMCG marketing. Results revealed that the most important factors influencing customer perceptions of cause-related marketing products are production association, social duty, and self-pride. The study showed that most customers' purchasing decisions are impacted by cause-related marketing, and that they are willing to switch companies as a result of such marketing techniques. Furthermore, fast moving consumer products assures self-pride in addition to the commodity being sold. However, consumers are willing to pay a premium price for the goods. It was concluded that fast moving consumer products were shown to be an effective technique for attracting customers to a certain brand and creating a sense of belonging to that brand.

31. **Chen C (2018)** carried out this seminal study to check the consumer behaviour and intention to purchase green products. The study looked at consumers' decision-making processes and how they are linked to affective, cognitive, and behavioral goals. Findings revealed that promoting green products and certified products will increase their consumer base. Results indicated that good attitudes about products, the environment, perceived value, and social influence have a beneficial impact on purchase intent. Consumer attitudes toward products, on the other hand, have a significant influence on purchase intent. Findings of the study also revealed that product knowledge has a substantial impact on consumer satisfaction. It was found that customer knowledge of green and quality certified products actively changes consumer behaviour.

32. **Kumar R and Kaushal S.K (2017)** investigated the different factors affecting consumer attitude and purchase intention with regard to electronic durable goods. The study stressed that it is critical for marketing organizations to understand consumer attitudes and purchasing intentions, especially when it comes to electronic durable products. Results showed that consumer attitudes and purchasing intentions toward electronic durable products are influenced by elements such as warranty, service assurance, brand,dependability, and permanence. Findings showed that consumer attitudes and purchasing intentions are influenced by price, risk, perceived quality, and brand image. Furthermore, advertisements have little effect on

customer attitudes or buy intent. Findings divulged that consumer attitudes are influenced by demographic characteristics such as gender, income, education, and marital status. It was concluded that a variety of factors impact customer attitudes and purchasing intentions.

33. **Senthilkumar R (2017)** investigated the attitude and behaviour of rural customers regarding branded FMCG products. However, many businesses' performance is dependent on their ability to attract and keep rural consumers. The study showed that companies should sell their products at a standard price with excellent quality, with brands available in all locations, and it is less expensive to acquire new clients from rural areas. Results revealed that brand loyalty offers businesses with powerful and competitive weapons to combat market competitors. Findings indicated that there was a statistical link between education,product, price,occupation, and brand choice, but no statistical relationship between income level,place, age, skin type, marital status, social variables, promotion,or replacement product with brand preference. In conclusion, it was found that product, price, employment and education have merely a statistical association with customer brand preference.

34. **Surbhi M (2017)** investigated the impact of advertising on customer behaviour in relation to fast moving consumer products. Companies may earn customer confidence through effective advertising. It was found that businesses should advertise their products during times when they are most likely to be seen by consumers. Companies should offer pertinent product information. The advertising should include all of the features. The usage,pricing, and after-use impacts of the offered goods or service should all be included in the advertising. The majority of consumers believe that ads do not persuade them. As a result, businesses need come up with new ways to make advertisements more persuasive to consumers. It was concluded that all of these characteristics have a favourable influence on consumer buying behaviour toward brands, which aids in the promotion of advertising products and shifts consumer buying behaviour toward purchasing intention

35. **Adam M.A and Khan F.S (2017)** examined the consumer buying behaviour towards international brands in FMCG sector in Pakistan. The study showed that customer purchasing intentions toward foreign companies are influenced by quality. It has no effect on customer intentions to purchase an international brand. Consumer buying intentions toward foreign brands are influenced by price. It has no effect on customer intentions to purchase an international brand. Findings indicated that consumer purchase intention toward foreign brands is also influenced by the country of origin. It has a significant beneficial influence on customer desire to purchase an international brand. Similarly, the brand consciousness variable influences

customer desire to purchase foreign brands. It can be concluded that these factors have a favourable influence on customer purchase intentions for foreign brands.

36. **Fazeen R.A.K (2017)** attempted to study influence of online shopping in customer behaviour. The study highlighted that different factor impact consumer behaviour when it comes to purchasing a product in a physical or online store. Consumer behaviour is influenced by a number of aspects, including customer service, security, commitment, and overall website quality. Results revealed that consumer behaviour is independent of gender and age, but is influenced by gender and education, as well as gender and income. Findings concluded that consumer behaviour is primarily influenced by marketing, security, search options, website quality, pricing, refunds, and ease. Moreover, consumers are drawn to internet shopping because of discounts, lower prices and freebies. Furthermore, security, trust, and privacy concerns are the most important factors influencing customer behaviour.

37. **Meera R.M (2017)** attempted to investigate buyer behaviour toward FMCG brands in the research region, as well as the factors that impact customers' decisions to purchase FMCG products. The convenience sampling approach was utilized to choose sample consumers for the study. The findings were determined using percentage and chi-square testing. The study indicated that fast moving consumer products are essential in people's daily lives. Their significance is in providing people with personality-oriented benefits. From the foregoing research, it is clear that FMCG brands are capable of providing excellent services to consumers in terms of product quality and accessibility. Furthermore, it was concluded that consumers had difficulties purchasing FMCG products. It was also concluded that the firm may try to apply new methods to attract consumers.

38. **Jayanthi D.R (2017)** conducted this study to analyses the FMCG business in India. The industry has additional room for expansion. It was found that in comparison to the urban market, rural purchases of FMCG products are growing. Food and drinks,
household, healthcare and personal care are the three primary areas of FMCG. Results showed that companies such as Amazon have developed a new approach for partnering with local food stores and supermarkets. Because of rising disposable income, FMCG expenditure is increasing. India's FMCG industry has a lot of room to develop. Consumption in rural areas is growing. There is also a growth in FMCG product advertising, which aids in attracting a big number of clients. It was concluded that companies in the FMCG industry attract customers by offering a unique deal.

39. **Patnaik A (2017)** investigated consumer satisfaction with a focus on green FMCG products. The study highlighted that consumers are happy with green products. It was found

that customers today are increasingly concerned with what they consume, how it is cooked, packaged, and other factors. Results revealed that quality and price, without a question, continue to be the most important variables influencing client purchasing decisions and satisfaction. Findings informed that natural, recyclable, organic, green, eco-friendly, and fair trade have begun to appear on labels for which today's conscientious customer is willing to pay a premium, from baby products to cosmetics, food to home products. The study was concluded that little everyday use goods such as paste, detergent, and talcum powdered can help create a green society.

40. **Rajanikanth C and Jyothsna C (2017)** examined the post-purchase behaviour consumer and its influence on satisfaction with ITC personal care products were investigated by. The study emphasized that customer happiness is a result of the buyer's purchase and use of the goods. The study revealed that consumer satisfaction may be good, contemporaneous, and leading predictors of sales, competitive marketplaces, societal performance of the business, and consumer behaviour measurements may be particularly beneficial for firms to detect and solve problems in the marketing process. Findings revealed that personal care products are used by people from all walks of life. Personal care products are increasingly being purchased online through internet portals. It was concluded that the untapped rural market presents an opportunity for the personal care industry.

41. **Jezovicova K (2016)** endeavored to discover the characteristics on the packaging of healthy foods that lead to create customer interest in such products. The most appealing features on the packaging of healthy foods such as biscuit,tea,spread, milk, fruit juice, and side dish couscous were determined using qualitative and quantitative approaches in this study. The study revealed that major goal was to figure out which packaging features of healthful foods were the most appealing to customers. In addition, the most appropriate packaging materials for various types of goods, as well as the colour utilized on the packaging of these foods, were discussed. In conclusion, it was found that crucial information for developing appealing and effective packaging for healthy products.

42. **Mehra P and Singh R (2016)** aimed to observe the consumer preference and purchasee decision making for micro-packs. The survey found that customer preferences are shifting for a variety of reasons. The large pack, on the other hand, is difficult to handle and store, which is why micro packs are preferred. Furthermore, buyers are pleased with the quality mark placed on the micro-packs. Furthermore, the study found that advertisements on electronic and print media are the most essential source of information, and that the pack's previous performance impacts customers' purchasing decisions. Furthermore, a large collection of a single brand

appeared as the most essential effort shown by retail outlets for establishing customer impression and preference on the brand. It was concluded that consumer preference and purchasing decision-making are influenced by micro-pack.

43. **Sangamesh Aran S (2016)** attempted to address the different aspects that impact customers' buying decisions while purchasing and/or using bath soap in Erode. The study showed that a rural customer's perspective is comparable to that of an urban consumer. They have a good understanding of the product's demand, as well as a good understanding of the product's information sources. The consumers consider FMCG products and make appropriate purchasing decisions. The consumer chooses the product, makes a purchase choice, and expresses their degree of pleasure. Consumers' post-purchase happiness is influenced by the prevailing brand image and product quality. Findings disclosed that consumer purpose has a high royalty, therefore their strength and expectations are also maximized. The democratic background has influence on behavioural element as well as the brand royalty, and they choose to buy bath soaps from a nearby retail store.

44. **Rao K.J and Dangar Wala U.R (2016)** examined the brand awareness and preference for FMCG products. In rural consumerism, fast moving consumer goods have developed as a prominent product category. Companies that sell FMCG to rural customers can't just apply their regular marketing techniques to the rural market. Rather, they must develop rural-specific methods. Everywhere, there is a growing trend in brand awareness. Consumers are unconcerned with the product's cost. It was found that consumer is more inclined to pay a greater price when they realize they can afford it. Because using branded products from well-known firms will improve their reputation and status in that village. It was concluded that marketing firms could undertake health awareness initiatives by teaching consumers about the importance of using FMCG goods.

45. **Sakar P and Then gavel S (2016)** aimed to determine the contributing factors and consumers' brand preferences. The major goal is to look at the socioeconomic profile of rural customers, as well as their knowledge and purchasing behaviour, as well as their degree of pleasure with health drinks. Horlicks, Malt ova, Bourn Vita, Complan, Viva, Boost and Milo were among the health drinks. Results of the study showed that the majority of consumers said that the flavor of the health drink was the most important factor in their decision, and that the price of the health drink was too high. The study also showed that there was no correlation between the amount spent on health drinks and the consumers' purchasing periods. In conclusion, it was found that there is no correlation between the consumers' monthly salary and their purchases.

46. **Aparna P G (2016)** investigated the influence of the growing trend of internet marketing on the decision-making process of FMCG consumerism India. The research looked into how internet marketing influences people's purchasing decisions. The study showed that trust is a crucial aspect to consider while shopping online. Results of the study revealed that online purchasing of FMCG products grows, firms must examine consumer comments or reviews about their products to assist them handle issues. Because incorrect information damages a firm's reputation, the corporation should always provide accurate information about its products. When it comes to advertising FMCG products, several forms of media are compared. In summary, it was concluded that insurance, warranty, price, and after-sales services have influence on purchasing decisions.

47. **Nguyen D.H (2016)** endeavored to check the consumer behaviour and order fulfillment in online commerce. The study identified that aspect of order fulfillment procedures that are significant to online customer behaviour, such as exchanging, buying, returning or replacing. The study showed that fast delivery, flawless inventory management, effective transportation for delivery, and efficient warehouse layout and management are just a few of the problems that online merchants confront in order to meet client expectations. The separation of retail units and consumers has caused online firms to vary from traditional businesses in a number of ways, including consumer behaviour and order fulfillment. Findings stated that Inventory management, shipping, and return management all have a major impact on online consumer behaviour. It was concluded that consumer behaviour has a major impact on the fulfillment of orders in online retail businesses.

48. **Ranadive A (2015)** examined the consumers' intention to buy for groceries online. The study also intended to look into the elements that impact customers' decision to shop for groceries online. It was found that due to a lack of time to visit and shop, consumers frequently pay interest on food purchases made online. Results of the study indicated that consumers have a weak but favourable intention to buy food online. Findings of the study revealed that it also helped online merchants understand their customers' desires and preferences when they wanted to buy groceries. Furthermore, online grocery stores will be able to locate comparable products in the market, which will be accepted by customers. In conclusion, it was found that knowing consumer behaviour is essential for developing customer-acquisition tactics.

49. **Fernandes S and Londhe B.R (2015)** scrutinized the influence of social reference group on their purchasing behaviour among working and non-working women in Bangalore. There has been a significant change in the wages of women as a result of new advances and the shifting situation of privatization, liberalization,and globalization, and therefore reference groups to a

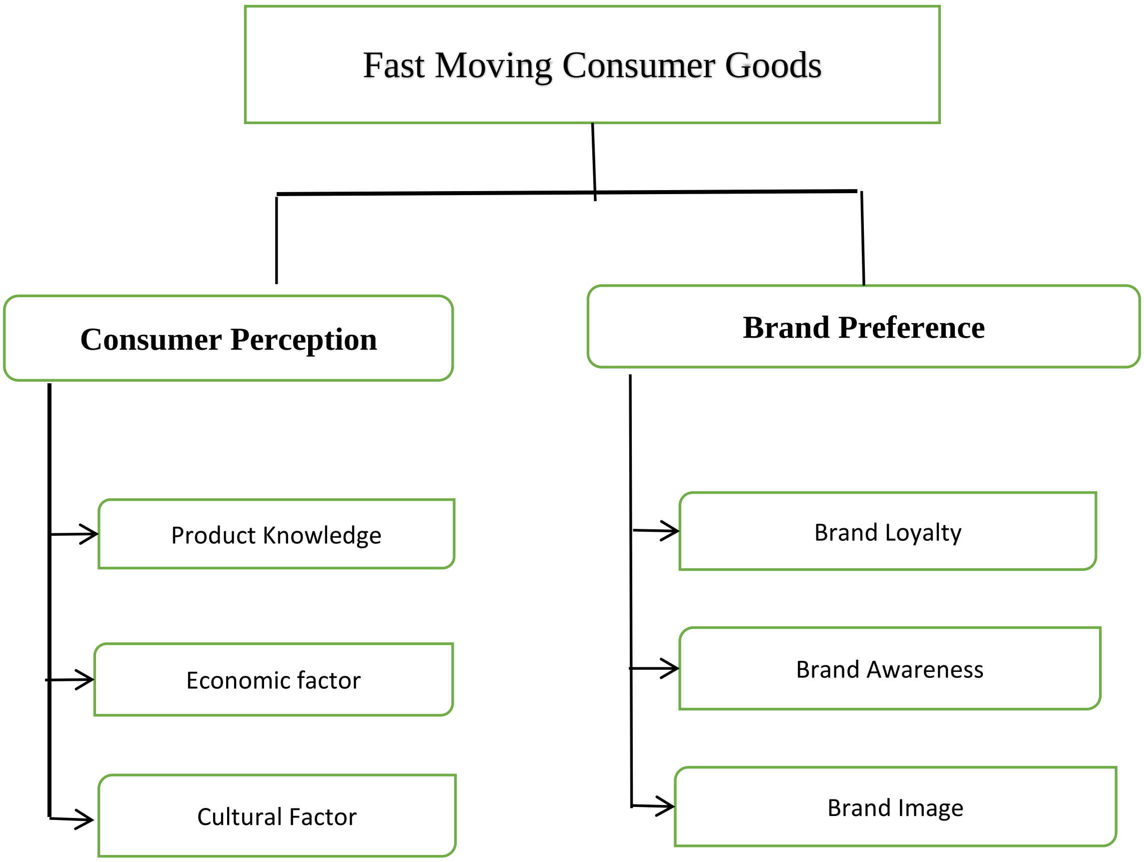
greater extent assist in their spending behaviours. The study found that informal groups, secondary groups, membership, formal groups, primary groups, and aspiration groups are all different types of reference groups. Similarly normative influence, value-expressive influence, and informational influence are all different types of influences that influence consumer decisions. It can be concluded that women were shown to be the major caregivers for both children and the elderly. Shopping for pleasure in the company of friends is an uncommon experience in the time-constrained world of busy women.

50. **Zekiri J and Hasani V.V (2015)** attempted to identify the most relevant packaging features that affected the purchase decision process. The study emphasized that the major goals were to determine the influence of packaging on purchasing decisions. The study also intended to examine the effect of packaging aspects on purchasing decisions, and to calculate the relative impact of each packaging feature on the customer. Results of the study revealed that package components were extremely significant throughout the purchasing process and that they greatly aided the decision-making process. Furthermore, the study was concluded that criteria such as innovation in package, package practicality, packaging material quality, language in package, and package design appear to have the most impact on product selection during the purchase process

2.2 Research Gap

The present study made an effort to consumer buying behaviour on fast moving consumer goods. The chapter furnished the review of earlier seminal studies conducted by many academicians and researchers in different aspects of consumer buying behaviour on FMCG products. Earlier studies have separately studied the consumer knowledge, attitude, preference, buying behaviour, perception, and satisfaction on fast moving consumer goods. Furthermore, source of information and post purchase behaviour of consumers while buying and using fast moving consumer goods. However, individually these aspects have been investigated across in India and abroad. But there is no specific study examined about consumer buying behaviour by integrating all such aspects. Therefore, the present study covers all the aspects like consumer knowledge, attitude, and source of information, preference, perception, satisfaction,and post purchase behaviour regarding the fast-moving consumer goods. As a result, all the above aspects are covered to examine the consumer buying behaviour on fast moving consumer goods.

CONCEPTUAL FRAMEWORK



THEORITICAL FRAMEWORK

4.1 What Are Fast-Moving Consumer Goods (FMCG)?

Fast-moving consumer goods are products that sell quickly at relatively low cost. These goods are also called consumer packaged goods.

FMCGs have a short shelf life because of high consumer demand (e.g., soft drinks and confections) or because they are perishable (e.g., meat, dairy products, and baked goods). These goods are purchased frequently, are consumed rapidly, are priced low, and are sold in large quantities. They also have a high turnover when they're on the shelf at the store.

Consumer goods are products purchased for consumption by the average consumer. They are divided into three different categories: durable goods, non-durable goods, and services. Durable goods have a shelf life of three years or more while non-durable goods have a shelf life of less than one year. Fast-moving consumer goods are the largest segment of consumer goods. They fall into the non-durable category, as they are consumed immediately and have a short shelf life.

Nearly everyone in the world uses fast-moving consumer goods (FMCG) every day. They are the small-scale consumer purchases we make at the produce stand, grocery store, supermarket, and warehouse outlet. Examples include milk, gum, fruit and vegetables, toilet paper, soda, beer, and over-the-counter drugs like aspirin.

FMCGs account for more than half of all consumer spending, but they tend to be low-involvement purchases. Consumers are more likely to show off a durable good such as a new car or beautifully designed smartphone than a new energy drink they picked up for $2.50 at the convenience store.

Fast-moving consumer goods (FMCG) are non-durable by nature. They have a huge demand and are affordable for most everyone. The FMCG examples include processed foods, beverages, cosmetics, toiletries, health products, consumer electronics, etc. Less durability, high demand, and low price are some FMCG traits that enable them to be sold off quickly from the shelves of the stores. Sometimes, they are also called consumer packaged goods or CPG, as many are packaged goods.

Proper planning, innovation, localization, diversification, and investment are reasons behind many FMCG brands' success. Some popular FMCG brands are Nestle, Coca-Cola, P&G. The distribution channel is an important aspect of product delivery.

4.2 How does FMCG works?

The FMCG sector's popularity is far-reaching. The fast-moving consumer goods industry provides affordable solutions to everyday problems, from packaged daily necessities that can be easily grabbed from a store to ready-to-make food. For example, hostel students prefer packaged food like instant noodles as it does not require elaborate cooking. In addition, packaged food helps individuals who live alone and cannot arrange home-cooked meals. Likewise, the industry has been helping consumers by providing medicines, masks, cosmetics, personal care, and hygiene products.

In 2017, the value of the Global FMCG market size was $10,020.0 billion, with its 2025 growth projections being $ 15,361.8 billion. Asia is one of the largest markets for these products. Many studies have found that FMCG brands have succeeded in using innovation, localization, value-oriented products, better customer targeting, and product diversification

For example, this Mckinsey study explains how Wrigley chewing gum quickly became a fast-growing product in China, acquiring over $2 billion using products designed especially for Chinese consumers. It further explains how FMCG giant Nestle reduced prices by 30% in its ready-to-drink coffee segment in China to provide more value-oriented products.

A strong distribution channel plays a crucial role in the FMCG industry as it ensures that the products are delivered to the stores on time. However, an expensive supply chain will also add to the cost. As such, global brands try to find ways to source resources locally. For example, nestle offered discounted coffee in China by saving on the cost of using a local supply base in Yunnan. Consequently, its sourcing became 99 % Chinese.

Moreover, the distribution model is divided into two parts, one part is direct, and another part is indirect. In the direct state, the transaction occurs between the manufacturers and clients without the interference of the third party. In the indirect state, the manufacturers sell the product through a distribution channel to their clients.

Many channels were disrupted, leading to losses in the aftermath of the pandemic. At the same time, the companies had to buckle up to meet the increased demands of consumer goods due to panic buying. Another challenge for the FMCG industry has been the changing consumer preference toward healthier alternatives. Moreover, the e-commerce boom has forced companies to offer their products using online platforms. Also, more and more consumers are turning price-sensitive. All these challenges have hurdled the growth of the sector.

4.3 List of Fast-Moving Consumer Goods (FMCG)

The fast-moving consumer goods are bought on a need basis and sold frequently. Therefore, the classification of the FMCG industry is done primarily by product type. Some of the types are listed below.

Processed Foods:

They come in a package. Some serve as a cooking ingredient; some are ready-to-eat food, while some have nutritional value. For example, tinned vegetables, cereals, flavored yogurt, cheese, tofu, canned beans, etc. Almost all kinds of food are processed. Some of them contain artificial flavors and preservatives to increase their shelf life. Almost all kinds of food undergo some form of processing. For example, even a can of fresh diced tomatoes undergoes cleaning, dicing, and packaging. Also, sometimes vitamins are added to dairy products to boost their nutritional levels.

Beverages:

This category includes fruit juice, drinking water, cold drink, shake, and soft drink. For example, you grab a can of packaged orange juice on your way to work.

Dry Foods:

Examples of dry foods are sugar, powdered milk, tea, rice, flour, etc. Had they not been available as packaged food, people would have had to head to a factory or a farmer’s cottage to purchase a bag of rice.

Fresh Foods:

Fruits and vegetables are examples of fresh foods, but they are perishable by nature, making them less durable.

Bakes Foods:

Different types of cookies, biscuits, packaged cakes, doughnuts, muffins, etc., come under this category. The fast-moving consumer goods companies keep coming up with innovative varieties of baked goods to entice customers. However, the products also come with a shelf life, and if they are not consumed by then, they become unfit for consumption.

Cosmetics and Toiletries:

This category includes different skin moisturizers, facial makeup, hair colors, beautifying products, deodorants, etc. Examples of toiletries include soap, toothpaste, razors, shaving creams, etc.

Ready-to-Eat:

They are ready to eat food and need to be consumed immediately. Examples include snacks, noodles, soups, etc.

Frozen Foods:

Ice creams, sausages, etc., belong to this category.

Consumer Electronics:

Electronic equipment is typically used in everyday life. Examples of this category include memory cards, headphones, laptops, etc.

Health and Hygiene Products:

This includes different medicines, surgical masks, hospital gowns, tampons, etc.

Office Supplies and Stationery:

They are the items that are regularly used for performing office work. The list of items includes a stapler, eraser, marker, highlighter, fountain, pen, sticky notes, folder, etc.

4.4 Indian FMCG companies:

Hindustan Unilever Ltd

Hindustan Unilever Limited is India's largest fast moving consumer goods (FMCG) company with a Historical presence in India of over 80 years. It is the largest in the list of top 5 FMCG companies in India.

Nine Out of ten Indian households use one or more of HUL Brands. Divisions – Home Care, Beauty & Personal Care and Foods and Refreshment – includes a portfolio of brands that serve consumers across the length and breadth of India.

- Revenue: Rs 40,511 Cr
- Employees: 5,645
- Market Cap: 451,666 Cr.
- Dividend Yield: 1.05 %
- ROE: 81.95 %

- Sales Growth (3Yrs): 6.89 %
- Promoter holding: 67.18 %
- Debt to equity: 0.01

With over 40 brands across 12 distinct categories including Fabric Wash, Household Care, Purifiers, Personal Wash, Skin Care, Hair Care, Colour Cosmetics, Oral Care, Deodorants, Beverages, Ice Cream & Frozen Desserts and Foods, the Company is part of the daily life of millions of consumers**.**

The Brand portfolio includes leading brands such as Surf Excel, Rin, Wheel, Sunlight, Vim, Pureit, Lux, Lifebuoy, Dove, Fair & Lovely, Pond's, Vaseline, Clinic Plus, Sunsilk, Indulekha, Lakmé, Pepsodent, Closeup, Axe, Brooke Bond, BRU, Kwality Wall's, Knorr and Kissan.HUL is one of the top fmcg brands in India.

Nestle India Ltd

Nestlé is the world's largest food and beverage company. The company has more than 2000 brands ranging from global icons to local favorites, and are present in 191 countries around the world. After more than a century-old association with the country, today, NESTLÉ India has a presence across India with 8 manufacturing facilities and 4 branch offices. It is the third Largest in Top FMCG Companies in India

- Revenue: 12,117 Cr
- Employees:
- Market Cap: 139,532 Cr.
- ROE: 45.30 %
- Sales Growth (3Yrs): 11.37 %
- Promoter holding: 62.76 %
- Debt to equity: 0.01
- Price to book value: 34.93

NESTLÉ India set up its first manufacturing facility at Moga (Punjab) in 1961 followed by its manufacturing facilities at Choladi (Tamil Nadu), in 1967; Nanjangud (Karnataka), in 1989; Samalkha (Haryana), in 1992; Ponda and Bicholim (Goa), in 1995 and 1997, respectively; and Pantnagar (Uttarakhand), in 2006. In 2012, Nestlé India set up its 8th manufacturing facility at Tahliwal (Himachal Pradesh).

Britannia Industries Ltd

Britannia Industries is one of India's leading Top FMCG Companies with a 100-year legacy. The company is among the most trusted food brands and manufactures India's favorite brands like Good Day, Tiger, NutriChoice, Milk Bikis and Marie Gold which are household names in India. Britannia's product portfolio includes Biscuits, Bread, Cakes, Rusk, and Dairy products including Cheese, Beverages, Milk, and Yoghurt.

- Revenue: 11,211 Cr
- Employees:
- Market Cap: 75,893 Cr.
- ROE: 30.25 %
- Sales Growth (3Yrs): 9.60 %
- Promoter holding: 50.66 %
- Debt to equity: 0.04
- Price to book value: 17.84

Britannia is a brand which many generations of Indians have grown up with and our brands are cherished and loved in India and the world over. Britannia products are available across the country in close to 5 million retail outlets and reach over 50% of Indian homes.

The company's Dairy business contributes close to 5 percent of revenue and Britannia dairy products directly reach 100,000 outlets. It is in fourth in the list of top 5 FMCG companies in India.

Patanjali Ayurved Limited

Patanjali Ayurved Limited was established in 2006 with a thought of rural and urban development. The company is not merely an organization but a thought of creating a healthy society through Yog and Ayurved.

- Revenue: 9,022 Cr

The Company recognize farmers as main assets. They provide herbal and organic products on contract farming. The company takes various initiatives for farmers to raise their income and provide surety towards sale of their produce.

Farmers are provided with all sorts of technical-aid and necessary information about efficient farming. The company manufacturing units process consumables like food items, medicines etc. These are made available to consumers through a wide network of Authorized Patanjali Stores and retails shops.

Dabur India Ltd

The world's largest and leading Ayurvedic and Natural Health Care company with 135 years of rich heritage and experience. It is sixth in the list of top 10 FMCG companies in India 2019.

Business is divided into three Strategic Business Units, i.e., Consumer Care Business, Foods Business, and International Business. Consumer Care Business covers interests in Health Care and Home & Personal Care. Dabur is 7th in the list of top fmcg brands in India.

- Revenue: 8,813 Cr
- Employees: 7500
- Market Cap: 83,697 Cr.
- ROE: 26.41 %
- Sales Growth (3Yrs): 2.67 %
- Promoter holding: 67.88 %
- Debt to equity: 0.11
- Price to book value: 13.61

One of the most trusted and well-known Ayurvedic brands in the world. Dabur has a strong presence across the globe with its products reaching consumers created a unique product portfolio, based on natural ingredients. Products enjoy good market shares in categories such as Hair Oils, Hair Creams, Hair Gels, Shampoos, Dental Care and Skin Care.

Hatsun Agro Product Ltd

Hatsun manufactures and markets products that cater to both cooking and consumption, like milk, curd, ice creams, dairy whitener, skimmed milk powder, ghee, paneer and lots more. Brands have become household names in over one million Indian houses. Arun Icecreams, Arokya Milk, Hatsun Curd, Hatsun Paneer, Hatsun Ghee, Hatsun Dairy Whitener, Ibaco and have become popular choices across the country.

- Revenue: Rs 4760 Cr.

- Market Cap: 9,551 Cr.
- ROE: 20.46 %
- Sales Growth (3Yrs): 11.39 %
- Promoter holding: 73.54 %
- Debt to equity: 1.11
- Price to book value: 11.88

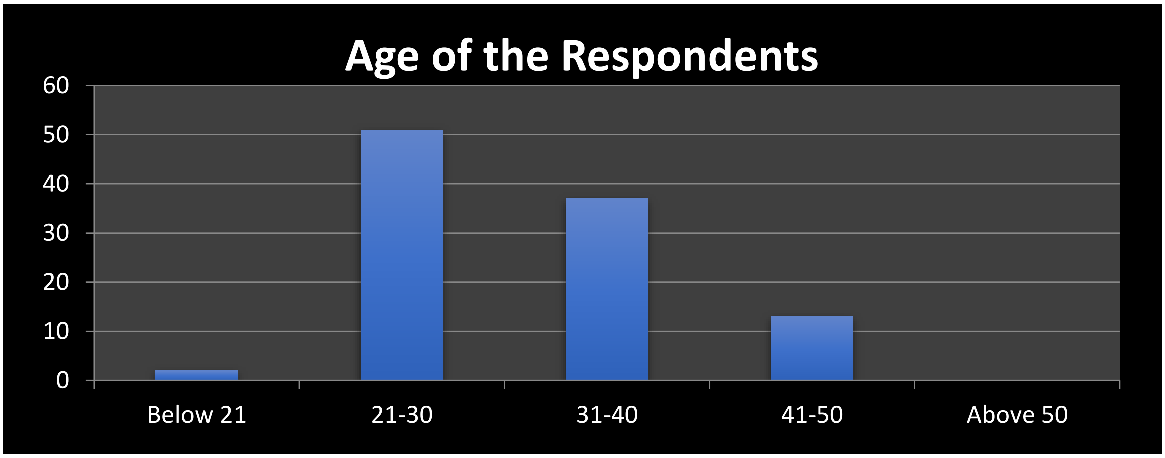
96.23% of sales come from consumers alone. It also has a healthy global presence with dairy ingredients exported to 38 countries around the world – primarily in America, the Middle East, and South Asian markets. The company has total sales of Rs 4760 Cr.

DATA ANALYSIS AND INERPRETATION

Table 5.1.1- Age of the Respondents

Valid	Frequency	Percentage
Below 20	02	1.9
21-30	51	49.50
31-40	37	35.90
41-50	13	12.60
Above 50	0	0
Total	103	100

Chart 5.1.1- Age of the Respondents

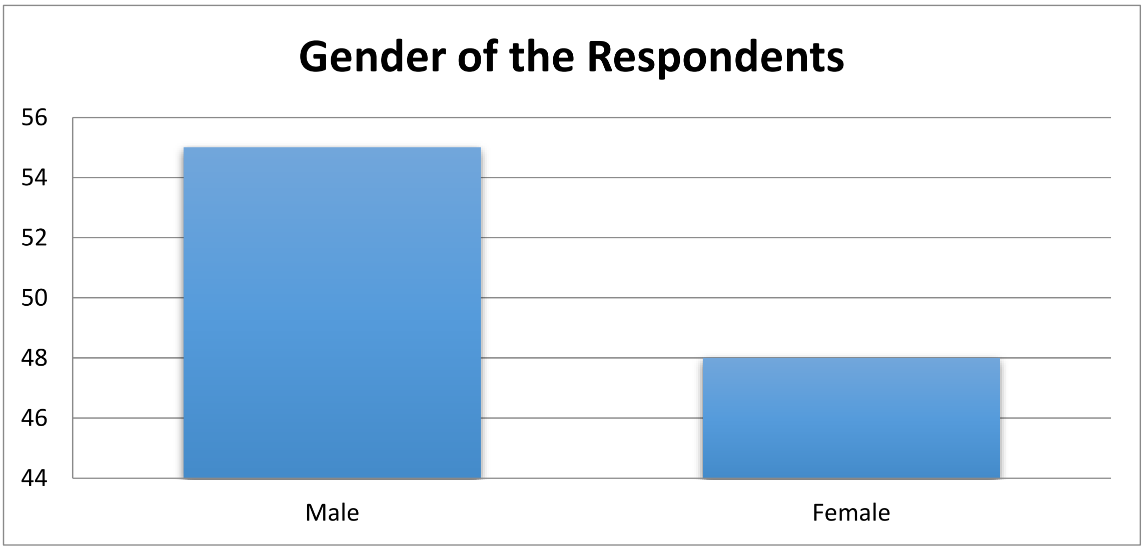


The age range of a group of people is represented in the above table as a category variable. The group consists of 103 people. 02 of the 103 people are below the age of 20, 51 are between the ages of 21 and 30, 37 are between the ages of 31 and 40, 13 are between the ages 41 and 50 and none are older than 50. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. The average age of the group is below 20 for 1.9% of the participants, between 21 and 30 for 49.50%, and between 31 and 40 for 35.90%, between 41 and 50 for 12.60%. None of the members of the ensemble are above 50.

Table 5.1.2 – Tabulation for the Gender of the Respondents

Valid	Frequency	Percentage
Male	55	53.40
Female	48	46.60
Total	103	100

Chart 5.1.2 –Gender of the Respondents



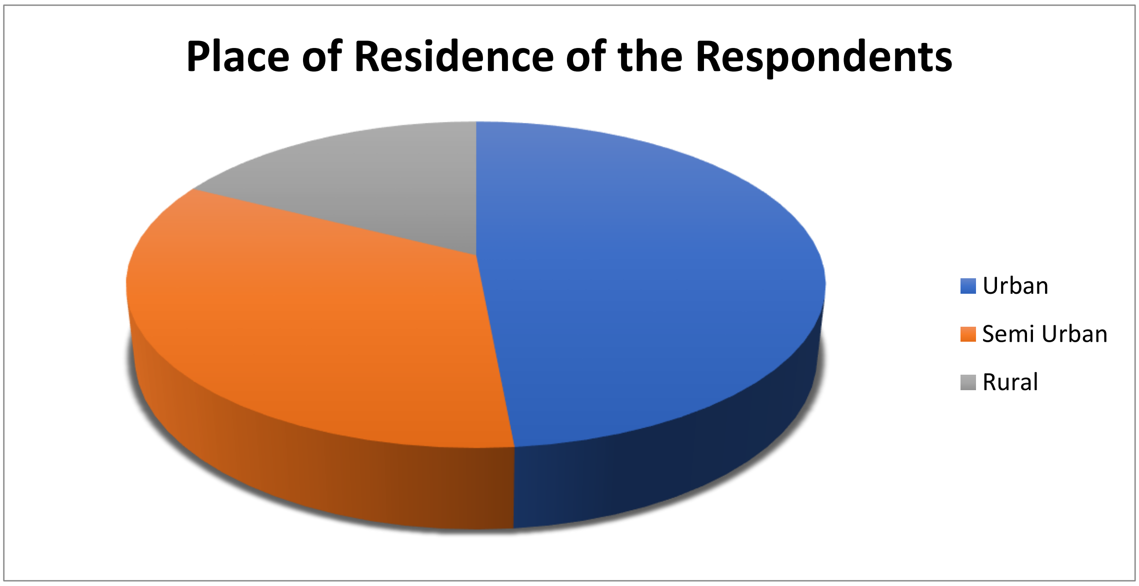
The gender of a group of people is shown in the above table as a categorical variable.

The group consists of 103 people. Among the 103 people, 55 of them are men and 48 of them are women. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. There are 53.40% male and 46.60% female members of the group.

Table 5.1.3 – Tabulation for the place of residence of the respondents

Valid	Frequency	Percentage
Urban	50	48.5
Semi Urban	35	34
Rural	18	17.5
Total	103	100

Chart 5.1.3 – Place of residence of the respondents



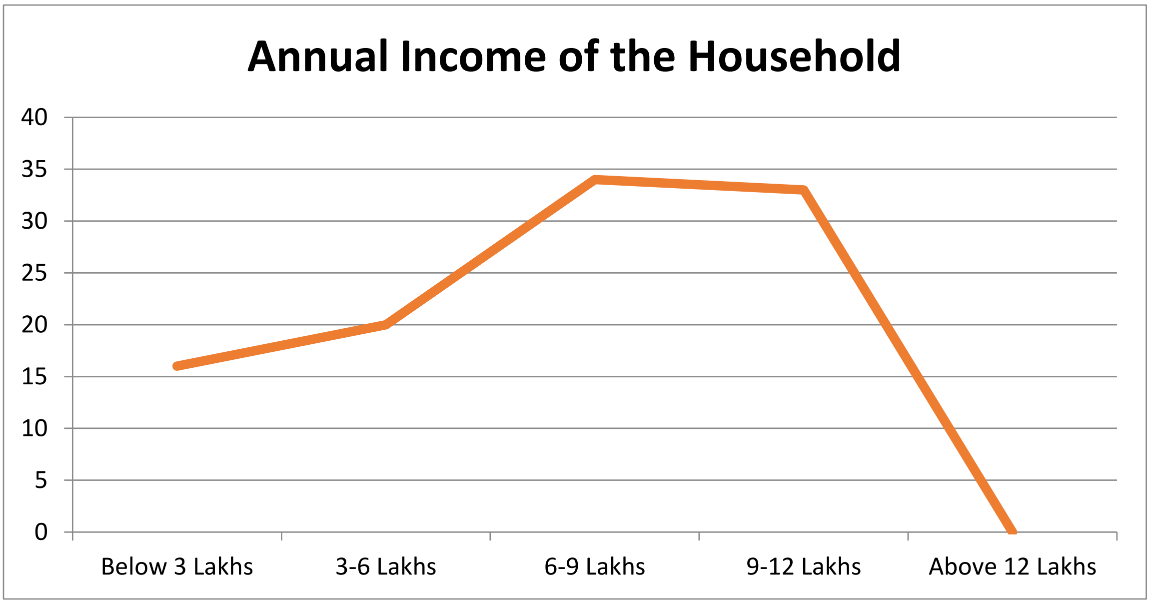
The residing area of a group of people is shown in the above table as a categorical variable.

The group consists of 103 people. Among the 103 people, 50 of them are from urban area, 35 of them are from semi-urban area and 18 of them are from rural area. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. There are 48.50% of people live in urban area, 34% of the people live in semi-urban area and 17.50% of the people live in rural area.

Table 5.1.4 – Annual Income of the household

Valid	Frequency	Percentage
Below 3 Lakhs	16	15.50
3-6 Lakhs	20	19.4
6-9 Lakhs	34	33
9-12 Lakhs	33	32
Above 12 Lakhs	0	0
Total	103	100

Chart 5.1.4 – Annual Income of the household

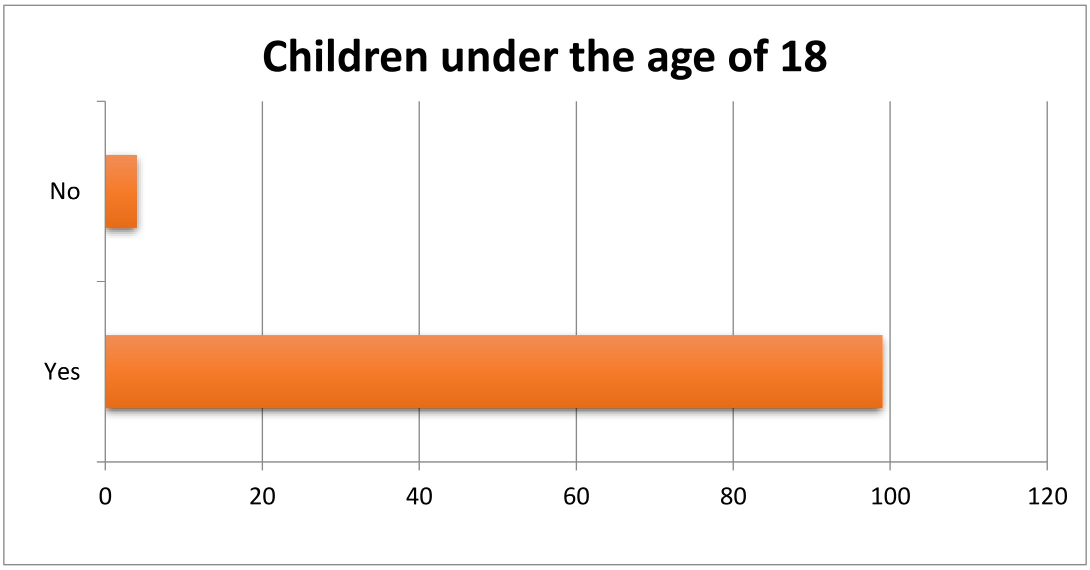


There are 103 individuals in the group. Out of the 103 individuals, 16 have an income below 3 lakhs, 20 have an income between 3-6 lakhs, 34 have an income between 6-9 lakhs, 33 have an income between 9-12 lakhs, and none of the members have an income above 12 lakhs. The frequency column represents the number of individuals in each category. The percentage column represents the proportion of individuals in each category, calculated as (frequency/total)*100. 15.50% of the individuals in the group have an income below 3 lakhs, 19.40% have an income between 3-6 lakhs 33% have an income between 6-9 lakhs, 32 have an income between 9-12 lakhs,

Table 5.1.5 – Tabulation for children under the age of 18

Valid	Frequency	Percentage
Yes	99	96.10
No	4	3.90
Total	103	100

Chart 5.1.5 – Children under the age of 18



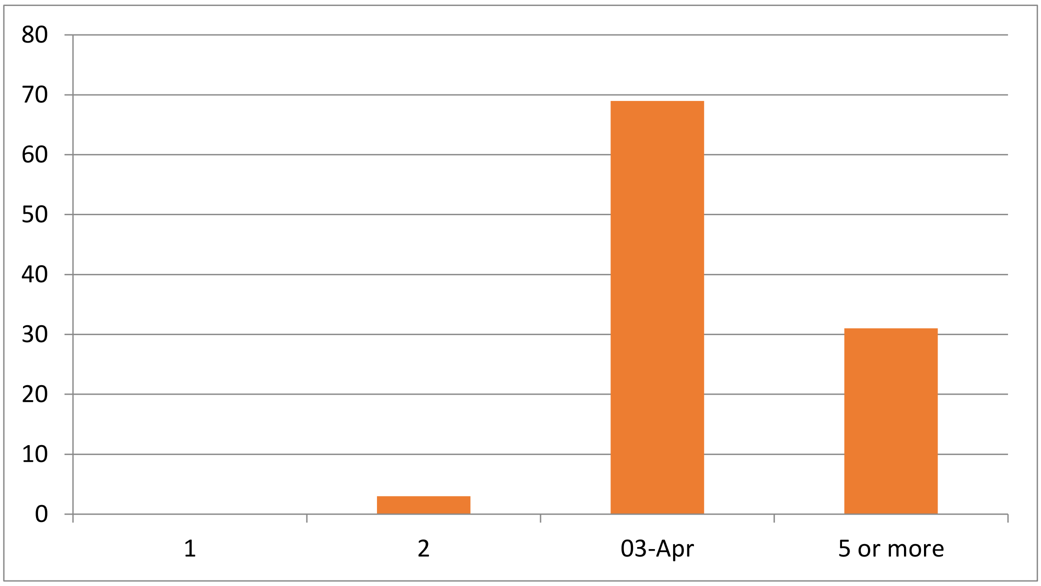
How many people have children under the age group of under 18 is shown in the above table as a categorical variable.

The group consists of 103 respondents. From these 103 respondents, 99 respondents have children under the age group of 18 years and only 4 respondents don't have children under the age group of 18years. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 96.10% of the members have children under the age group of 18 years and 3.90% of the members don't have children under the age group of 18years.

Table 5.1.6 – Tabulation for number of persons in a family

Valid	Frequency	Percentage
1	0	0
2	3	2.90
3-4	69	67
5 or more	31	30.10
Total	103	100

Chart 5.1.6 – Number of persons in a family

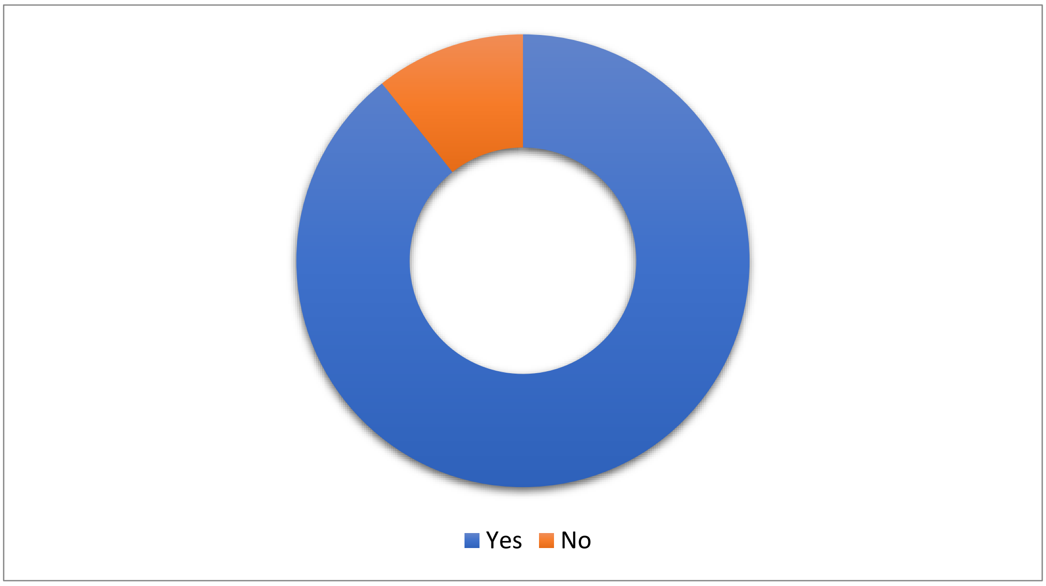


The group consists of 103 people. None of them live as individual, 2 people have 2 members in their family, 69 people have 3-4 members in their family and 31people have 5 or more than 5 members in their family. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100.2.90% have 2 members in their family, 67% have 3-4 members in their family and 30.10% have 5 or more than 5 members in their family.

Table 5.1.7 - Tabulation showing number of people having pets

Valid	Frequency	Percentage
Yes	92	89.30
No	11	10.70
Total	103	100

Chart 5.1.7 - Chart showing number of people having pets



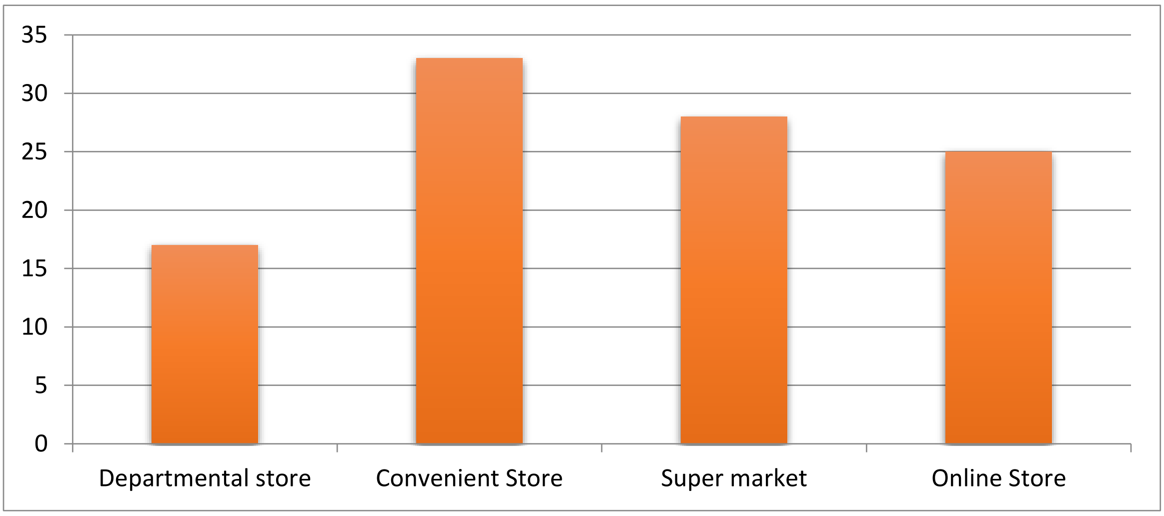
How many people have pets at their home is shown in the above table as a categorical variable.

The group consists of 103 respondents. From these 103 respondents, 92 respondents have pets at their home and 11 respondents don't have pets at their home. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 89.30% of the members have pets at their home and 10.70% of the members don't have pets at their home.

Table 5.1.8 – Tabulation for consumer preference toward store

Valid	Frequency	Percentage
Departmental store	17	16.50
Convenient Store	33	32
Super market	28	27.20
Online Store	25	27.20
Total	103	100

Chart 5.1.8 – consumer preference toward store

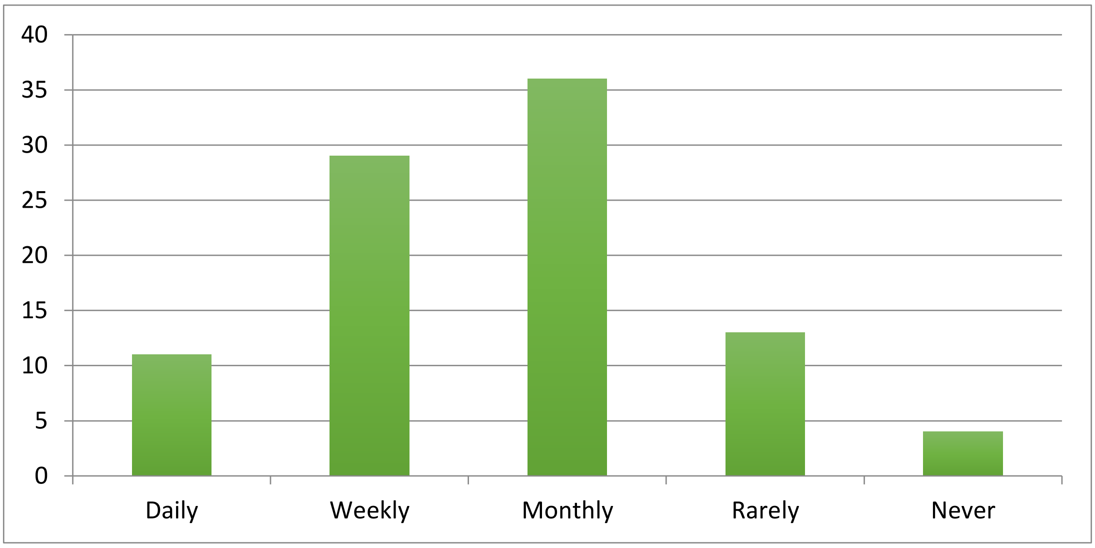


The group consists of 103 people. 17 people prefer departmental store, 33 people prefer convenient store, 28 people prefer super market and 25 people prefer online store. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 16.5% people prefer departmental store, 32 % people prefer convenient store, 27.20% people prefer super market and 24.30% people prefer online store.

Table 5.1.9 – Tabulation for purchase of FMCG

Valid	Frequency	Percentage
Daily	11	10.70
Weekly	29	37.90
Monthly	36	35
Rarely	13	12.60
Never	4	3.90
Total	103	100

Chart 5.1.9 – Purchase of FMCG

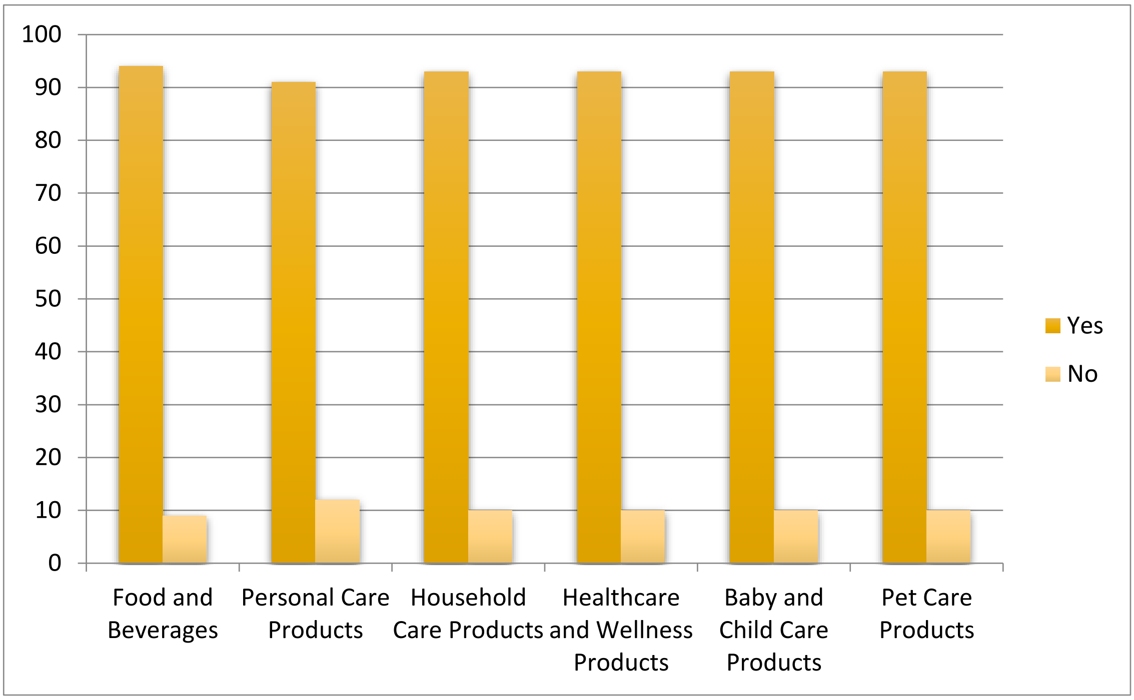


The table shows how often people purchase fast moving consumer goods. On the total count of 103 individuals, 11 individuals prefer to purchase FMCG products on daily basis, 29 individuals prefer to purchase FMCG products on weekly basis, 36 individuals prefer to purchase FMCG products on monthly basis, 13 individuals prefer to purchase FMCG products rarely and 4 individuals never prefer to purchase FMCG products. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 10.70% individuals prefer to purchase FMCG products on daily basis, 37.90% individuals prefer to purchase FMCG products on weekly basis, 35% individuals prefer to purchase FMCG products on monthly basis, 12.60% individuals prefer to purchase FMCG products rarely and 3.90% individuals never prefer to purchase FMCG products.

Table 5.1.10 – Tabulation for categories of FMCG product

Valid	Value	Frequency	Percentage
Food and Beverages	Yes	94	91.26
	No	09	I8.74
	Total	103	100
Personal Care Products	Yes	91	88.35
	No	12	11.65
	Total	103	100
Household Care Products	Yes	93	90.29
	No	10	09.71
	Total	103	100
Healthcare and Wellness Products	Yes	93	90.29
	No	10	09.71
	Total	103	100
Baby and Child Care Products	Yes	93	90.29
	No	10	09.71
	Total	103	100
Pet Care Products	Yes	93	90.29
	No	10	09.71
	Total	103	100

Chart 5.1.10 – Categories of FMCG product



The table shows categories of fast-moving consumer goods which individuals prefer to purchase There are six types of categories of FMCG products. They are stated below.

Food and Beverages :

The information provided on the above table was given by 103 individuals out of which 94 individuals prefer to purchase foods and beverages and only 9 individuals not prefer to purchase foods and beverages. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 91.26% individuals prefer to purchase foods and beverages and I8.74% individuals not prefer to purchase foods and beverages.

Personal care Products :

The information provided on the above table was given by 103 individuals out of which 91 individuals prefer to purchase personal care products and only 12 individuals not prefer to purchase personal care products. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 88.35% individuals prefer to purchase personal care products and 11.65% individuals not prefer to purchase personal care products.

Household care Products:

The information provided on the above table was given by 103 individuals out of which 93 individuals prefer to purchase household care products and only 10 individuals not prefer to purchase household care products.The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals prefer to purchase household care products and 09.71% individuals not prefer to purchase household care products.

Healthcare and Wellness Products:

The information provided on the above table was given by 103 individuals out of which 93 individuals prefer to purchase healthcare and wellness products and only 10 individuals not prefer to purchase healthcare and wellness products.The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals prefer to purchase healthcare and wellness products and 09.71% individuals not prefer to purchase healthcare and wellness products.

Baby and Child Care Products:

The information provided on the above table was given by 103 individuals out of which 93 individuals prefer to purchase baby and child care products and only 10 individuals not prefer to purchase baby and child care products.The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals prefer to purchase baby and child care products and 09.71% individuals not prefer to purchase baby and child care products.

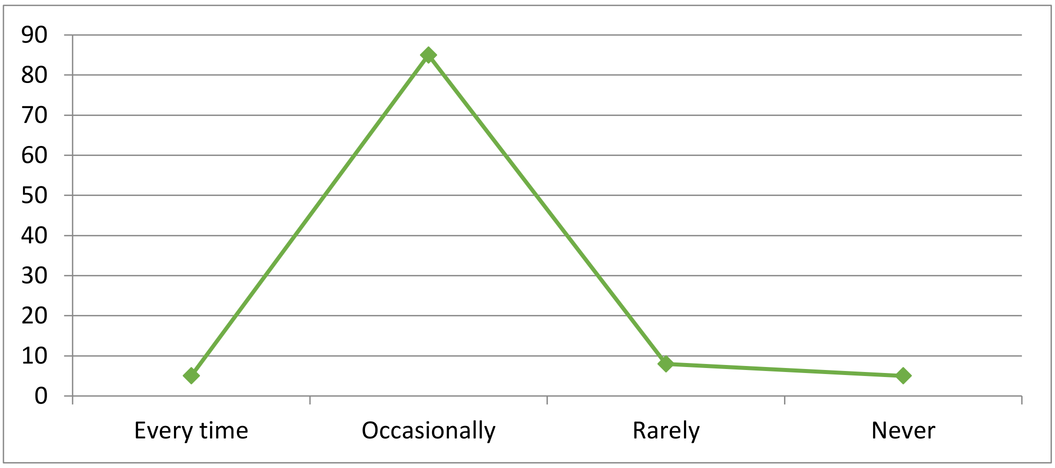
Pets Care Products:

The information provided on the above table was given by 103 individuals out of which 93 individuals prefer to purchase pets care products and only 10 individuals not prefer to purchase pets care products.The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals prefer to purchase pets care products and 09.71% individuals not prefer to purchase pets care products.

Table 5.1.11 – Tabulation for Switching Brand

Valid	Frequency	Percentage
Every time	5	4.90
Occasionally	85	82.50
Rarely	8	7.8
Never	5	4.9
Total	103	100

Chart 5.1.11 – Switching Brand

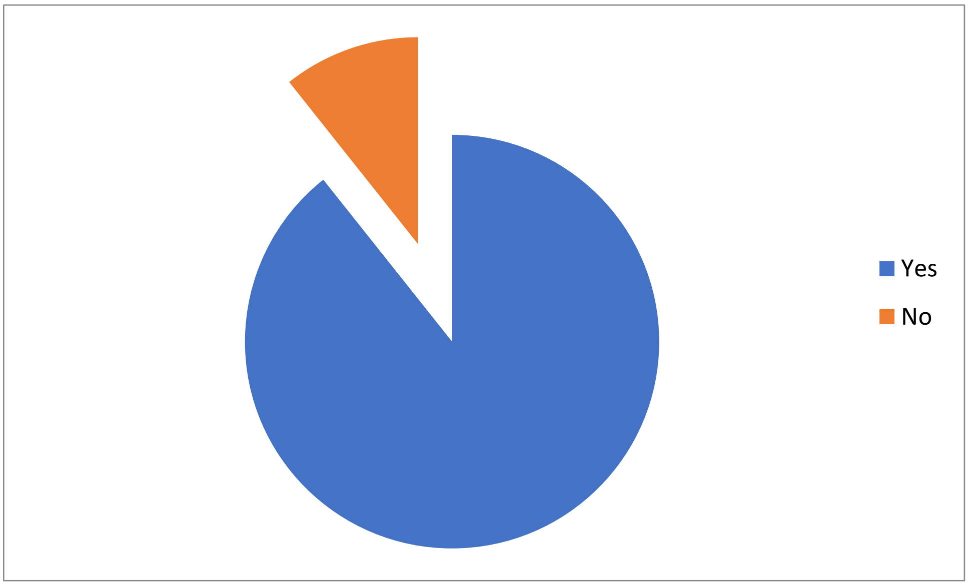


The table shows how often individuals switch brands while purchasing fast moving consumer goods. There are group of 103 individuals. 5 individuals like to switch brands every time when the make purchase, 85 individuals like to switch brands occasionally, 8 individuals like to switch brands rarely and 5 individuals doesn't like to switch brands. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 4.90% individuals like to switch brands every time when the make purchase, 82.50% individuals like to switch brands occasionally, 7.8% individuals like to switch brands rarely and 4.90% individuals doesn't like to switch brands.

Table 5.1.12 – Tabulation for Influence of brand preference

Valid	Frequency	Percentage
Yes	92	89.30
No	11	10.70
Total	103	100

Chart 5.1.12 – Influence of brand preference

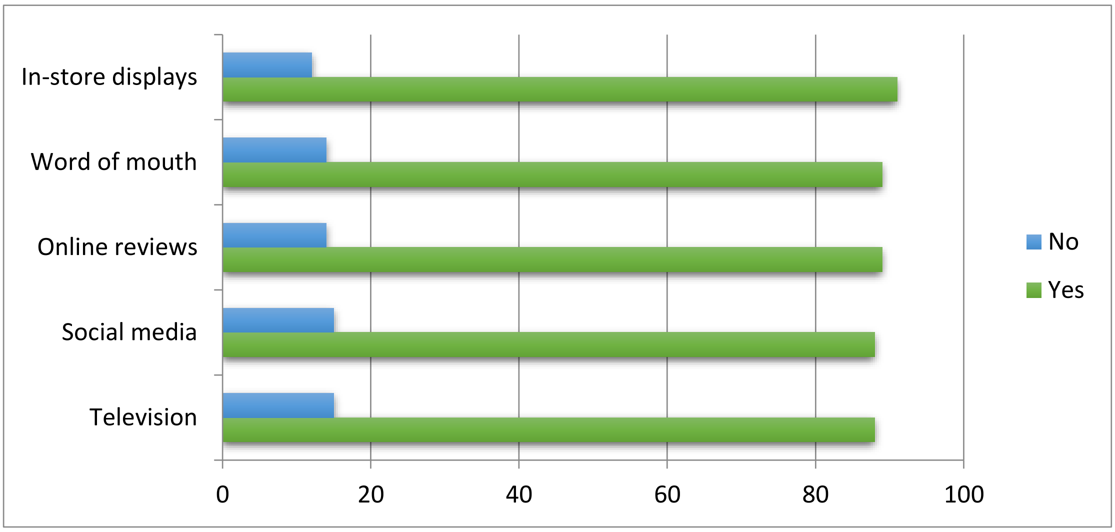


The table show the information of do individuals feel that brand preference influence in selecting an FMCG product. There are totally 103 individuals. 92 individuals feels that brand preference influence in selecting an FMCG product and 11 individuals feels that brand preference does not influence in selecting an FMCG product. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 89.30% individuals feels that brand preference influence in selecting an FMCG product and 10.70% individuals feels that brand preference does not influence in selecting an FMCG product.

Table 5.1.13 – Tabulation for information about FMCG product

Valid	Value	Frequency	Percentage
Television	Yes No Total	88 15 103	85.44 14.56 100
Social media	Yes No Total	88 15 103	85.44 14.56 100
Online reviews	Yes No Total	89 14 103	86.40 13.60 100
Word of mouth	Yes No Total	89 14 103	86.40 13.60 100
In-store displays	Yes No Total	91 12 103	88.35 11.65 100

Chart 5.1.13 – Information about FMCG product



The table shows sources through which individuals obtain information about fast moving consumer goods. There are six source of information They are stated below.

Television: The information provided on the above table was given by 103 individuals out of which 88 individuals have obtained information from television and only 15 individuals have not obtained information from television.The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 85.44% individuals have obtained information from television aNd 14.56% individuals have not obtained information from television.

Social Media: The information provided on the above table was given by 103 individuals out of which 88 individuals have obtained information from social media and only 15 individuals have not obtained information from social media. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 85.44% individuals have obtained information from social media and 14.56% individuals have not obtained information from social media.

Online reviews: The information provided on the above table was given by 103 individuals out of which 89 individuals have obtained information from online reviews and only 14 individuals have not obtained information from online reviews. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 86.40% individuals have obtained information from online reviews and 13.60% individuals have not obtained information from online reviews.

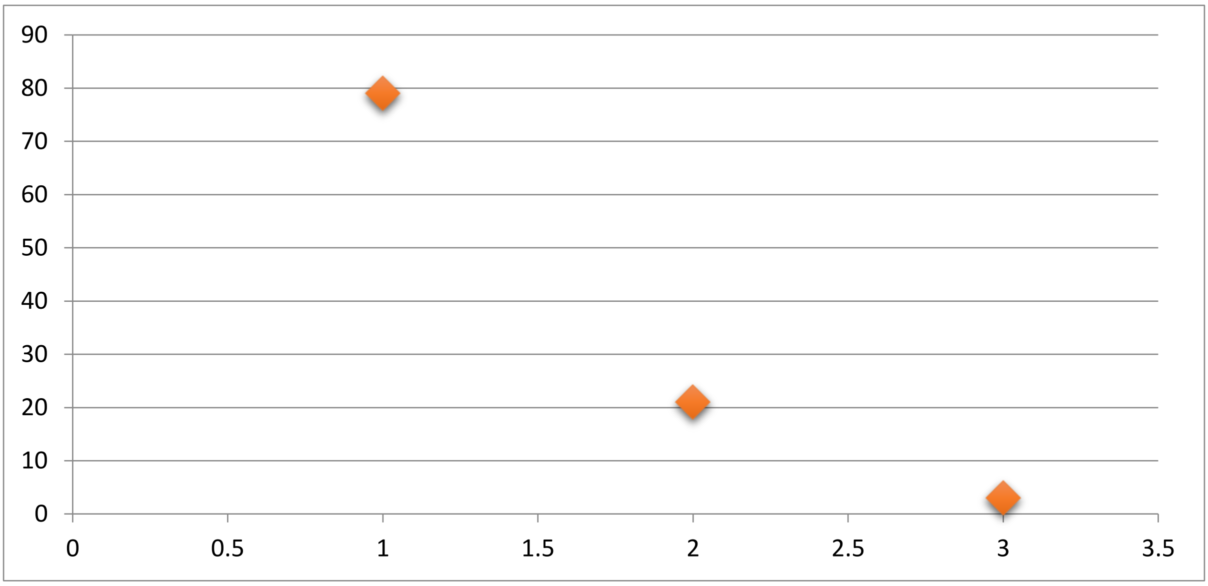
Word of mouth: The information provided on the above table was given by 103 individuals out of which 89 individuals have obtained information from word of mouth and only 14 individuals have not obtained information from word of mouth. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 86.40% individuals have obtained information from word of mouth and 13.60% individuals have not obtained information from word of mouth.

In-store displays: The information provided on the above table was given by 103 individuals out of which 91 individuals have obtained information from in-store displays and only 12 individuals have not obtained information from in-store displays. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 88.35% individuals have obtained information from in-store displays and 11.65% individuals have not obtained information from in-store displays.

Table 5.1.14 – Tabulation for Importance of brand preference

Valid	Frequency	Percentage
Very Important	79	76.70
Somewhat Important	21	20.40
Not Important	3	2.90
Total	103	100

Chart 5.1.14 – Importance of brand preference

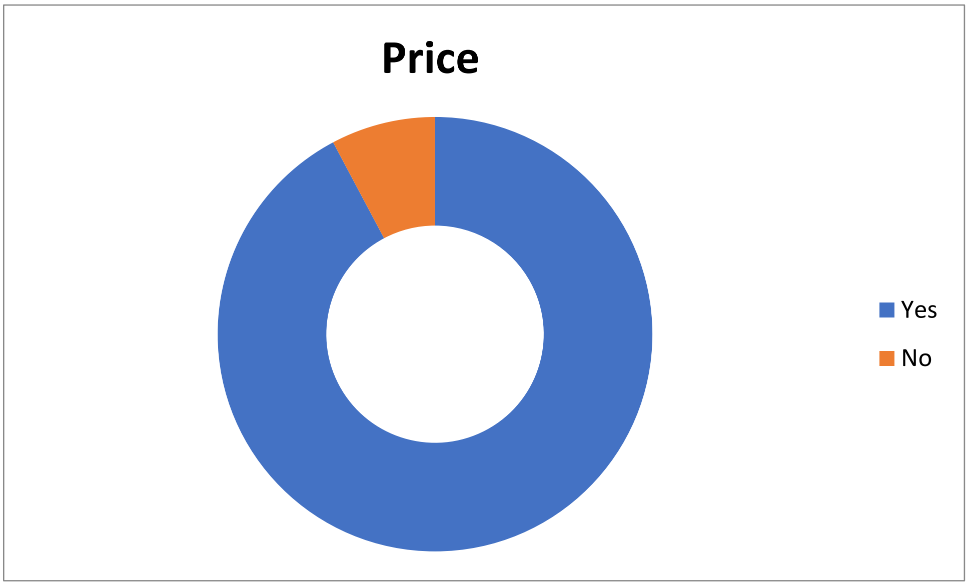


The table shows how important is brand preference in selecting an FMCG product. The information provided on the above table was given by 103 individuals. 79 individuals say brand preference is very important, 21 individuals say brand preference is somewhat important and 3 individuals says brand preference is not important. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100.76.70% individuals say brand preference is very important,20.40% individuals say brand preference is somewhat important and 2.90% individuals says brand preference is not important.

Table 5.1.15 – Tabulation for switching brand for price

Valid	Frequency	Percentage
Yes	95	92.23
No	08	7.76
Total	103	100

Chart 5.1.15 – Switching brand for price



The table shows price as the reason for switching brand. The information provided on the above table was given by 103 individuals. 95 individuals switch brands because of price and 8 individuals does not switch brand because of price. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 92.23% individuals switch brands because of price and 7.76% individuals does not switch brand because of price.

Table 5.1.15.2 – Tabulation for switching brand for Brand quality

Valid	**Frequency**	**Percentage**
Yes	93	90.29
No	10	9.70
Total	103	100

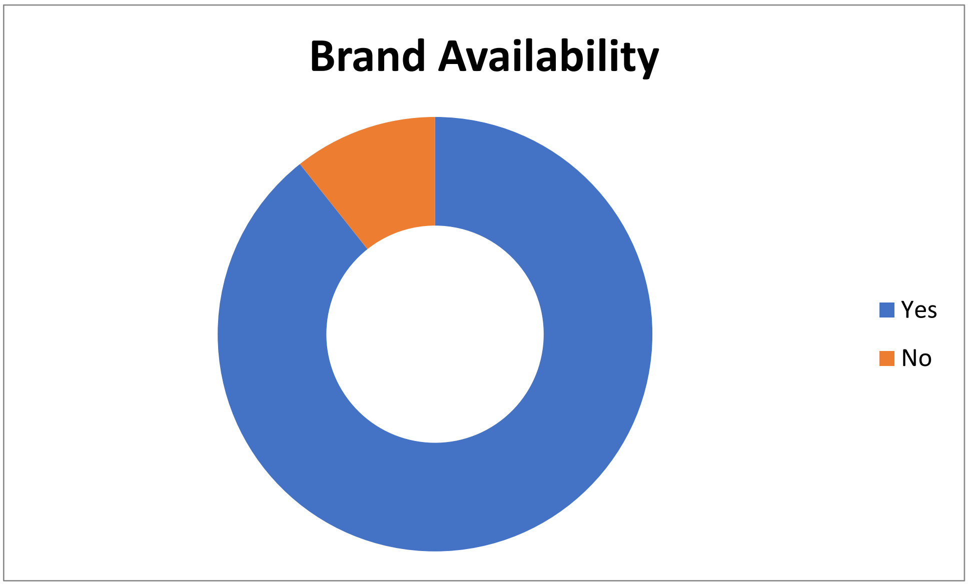
Chart 5.1.15.2 – Switching brand for Brand quality

The table shows Brand quality as the reason for switching brand. The information provided on the above table was given by 103 individuals. 93 individuals switch brands because of Brand quality and 10 individuals does not switch brand because of Brand quality. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals switch brands because of Brand quality and 9.70% individuals does not switch brand because of Brand quality.

Table 5.1.15.3 – Tabulation for switching brand for Brand Availability

Valid	Frequency	Percentage
Yes	92	89.32
No	11	10.68
Total	103	100

Chart 5.1.15.3 – Switching brand for Brand Availability

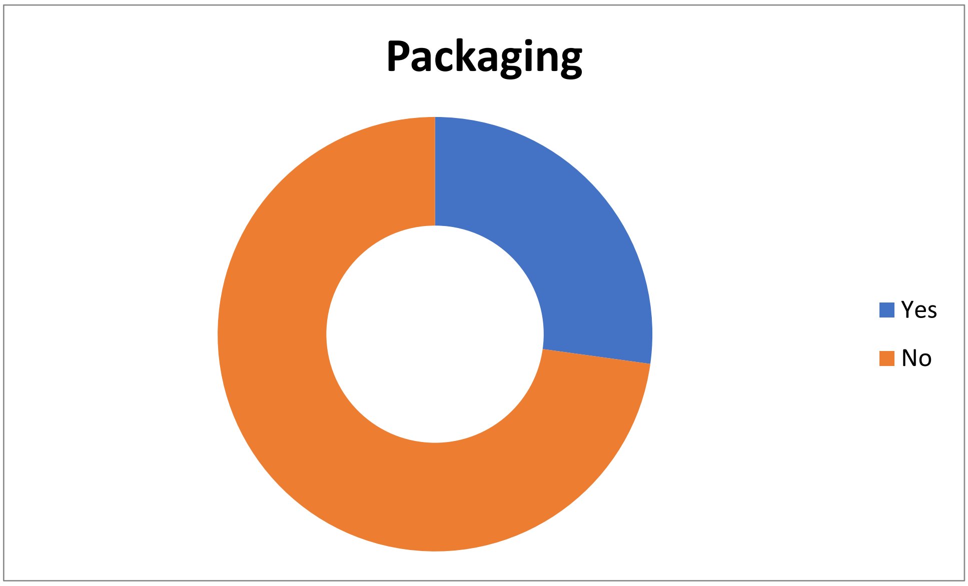


The table shows brand availability as the reason for switching brand. The information provided on the above table was given by 103 individuals. 92 individuals switch brands because of brand availability and 11 individuals does not switch brand because of brand availability. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 89.32% individuals switch brands because of brand availability and 10.68% individuals does not switch brand because of brand availability.

Table 5.1.15.4 – Tabulation for switching brand for Packaging

Valid	**Frequency**	**Percentage**
Yes	28	27.18
No	75	72.81
Total	103	100

Chart 5.1.15.4 – Switching brand for Packaging

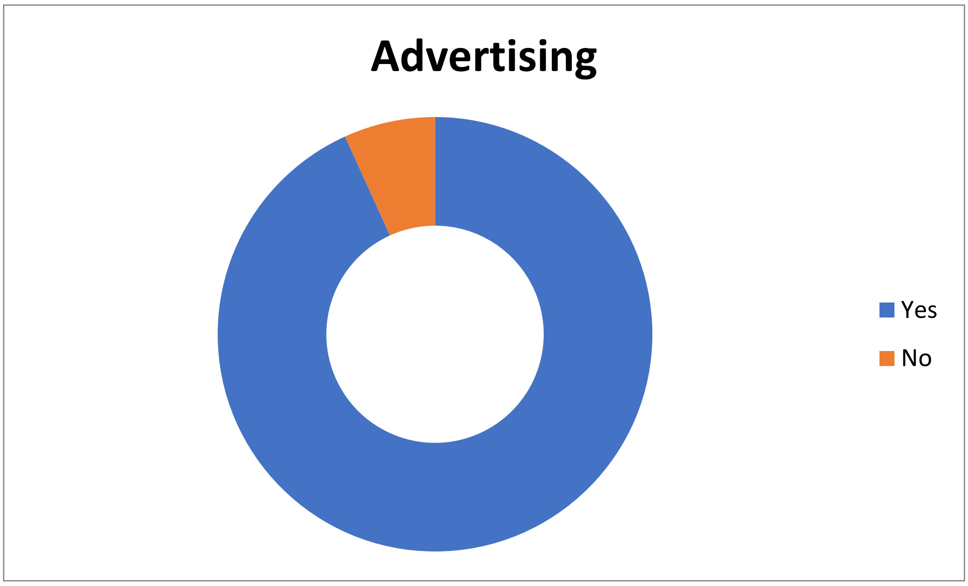


The table shows packaging as the reason for switching brand. The information provided on the above table was given by 103 individuals. 28 individuals switch brands because of packaging and 75 individuals does not switch brand because of packaging. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 27.18% individuals switch brands because of packaging and 72.81% individuals does not switch brand because of packaging.

Table 5.1.15.5 – Tabulation for switching brand for Advertising

Valid	Frequency	Percentage
Yes	96	93.20
No	7	6.80
Total	103	100

Chart 5.1.15.5 – Switching brand for Advertising

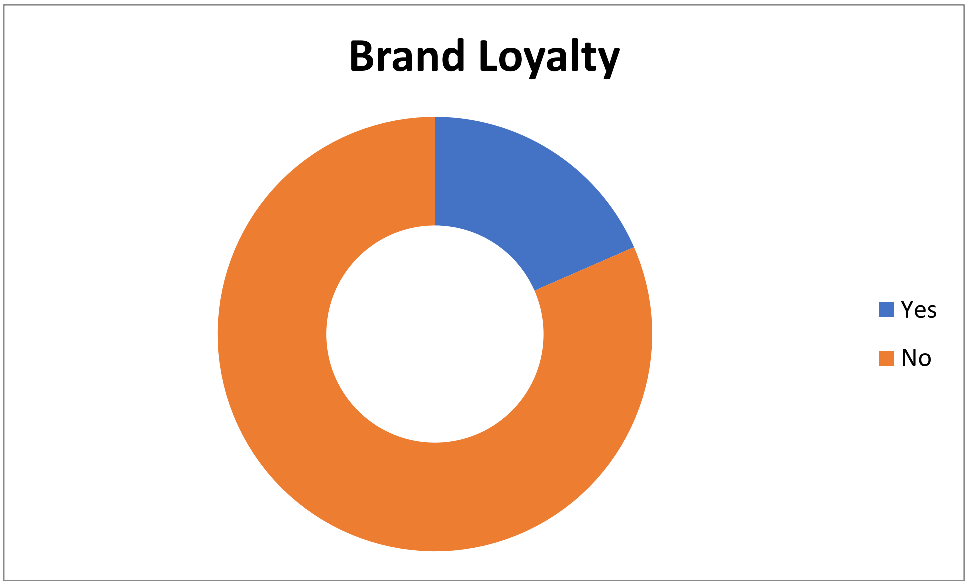


The table shows advertising as the reason for switching brand. The information provided on the above table was given by 103 individuals. 96 individuals switch brands because of advertising and 7 individuals does not switch brand because of advertising. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 93.20% individuals switch brands because of advertising and 6.80% individuals does not switch brand because of advertising.

Table 5.1.15.6 – Tabulation for switching brand for Brand Loyalty

Valid	Frequency	Percentage
Yes	19	18.44
No	84	81.66
Total	103	100

Chart 5.1.15.6 – Switching brand for Brand Loyalty

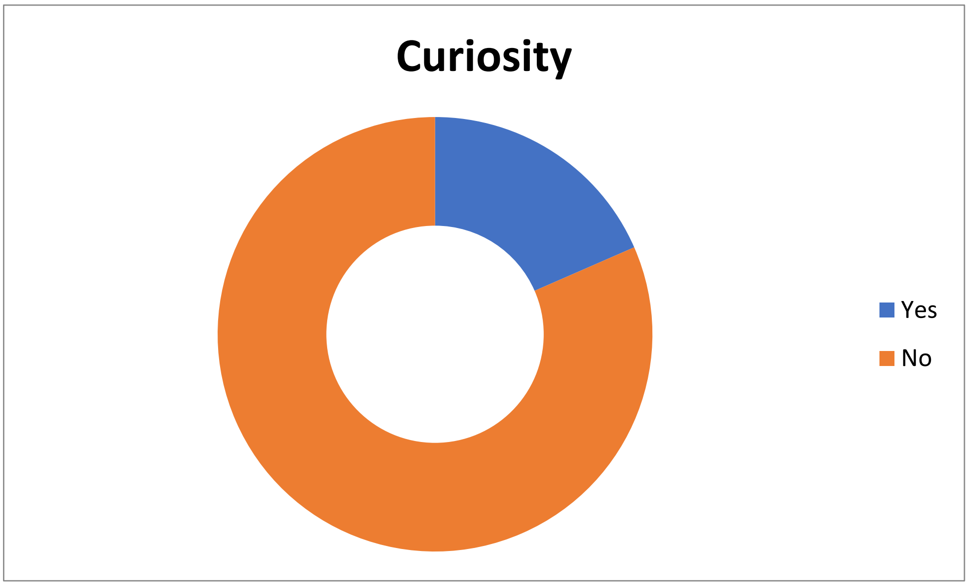


The table shows brand loyalty as the reason for switching brand. The information provided on the above table was given by 103 individuals. 19 individuals switch brands because of brand loyalty and 84 individuals does not switch brand because of brand loyalty. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 18.44% individuals switch brands because of brand loyalty and 81.66% individuals does not switch brand because of brand loyalty.

Table 5.1.15.7 – Tabulation for switching brand for Curiosity

Valid	**Frequency**	**Percentage**
Yes	91	88.34
No	12	11.65
Total	103	100

Chart 5.1.15.7 – Switching brand for Curiosity

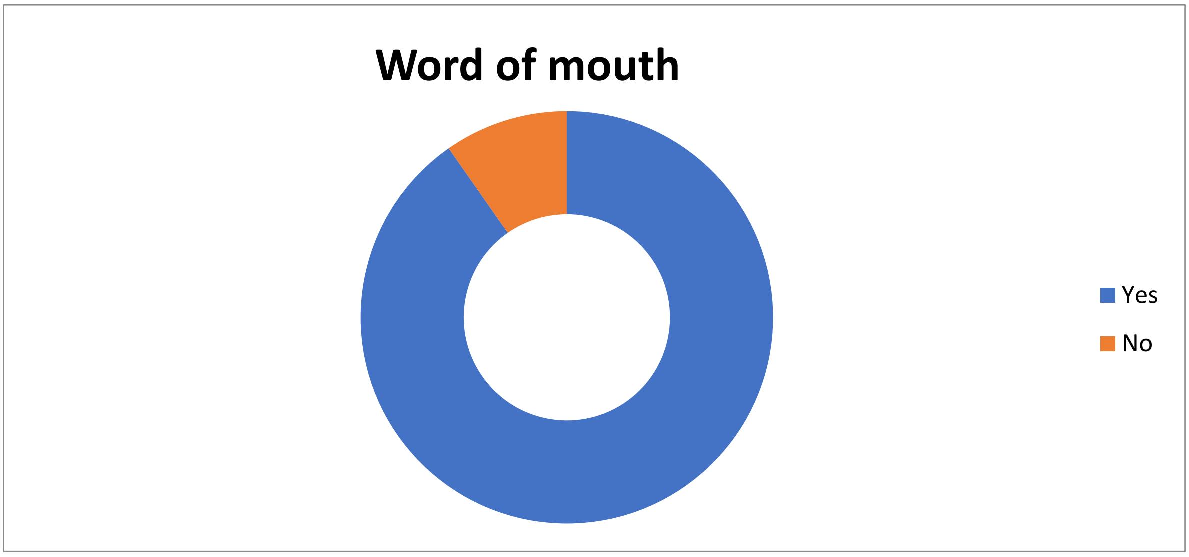


The table shows curiosity as the reason for switching brand. The information provided on the above table was given by 103 individuals. 91 individuals switch brands because of curiosity and 12 individuals does not switch brand because of curiosity. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 88.34% individuals switch brands because of curiosity and 11.65% individuals does not switch brand because of curiosity.

Table 5.1.15.8 – Tabulation for switching brand for Word of mouth

Valid	Frequency	Percentage
Yes	93	92.23
No	10	7.76
Total	103	100

Chart 5.1.15.8 – Switching brand for word of mouth

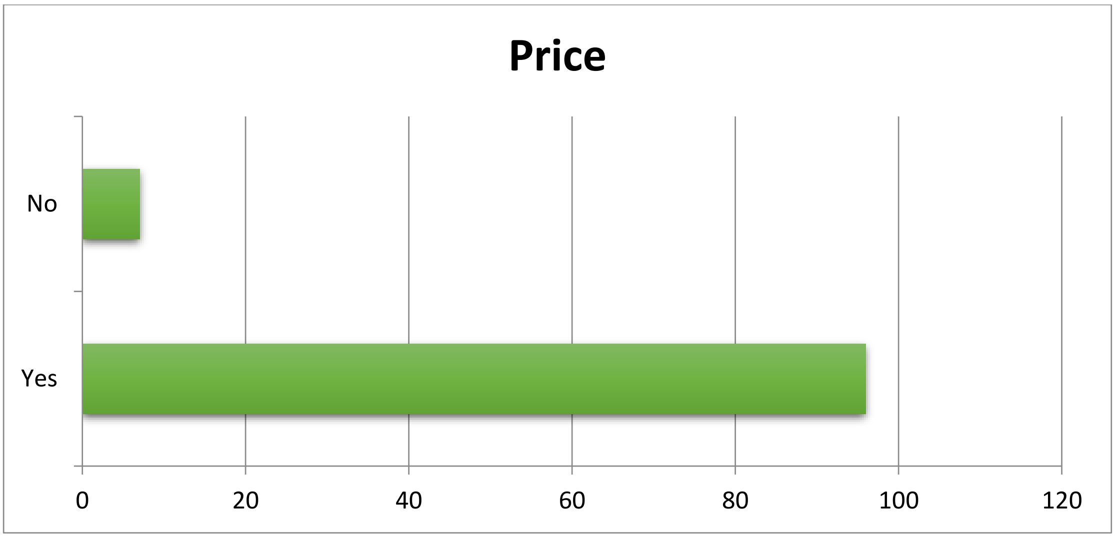


The table shows word of mouth as the reason for switching brand. The information provided on the above table was given by 103 individuals. 93 individuals switch brands because of word of mouth and 10 individuals does not switch brand because of word of mouth. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 90.29% individuals switch brands because of word of mouth and 9.70% individuals does not switch brand because of word of mouth.

Table 5.1.16.1– Tabulation for Not Switching Brand for price

Valid	Frequency	Percentage
Yes	96	93.20
No	7	6.80
Total	103	100

Chart 5.1.16.1 – Not Switching Brand for Price

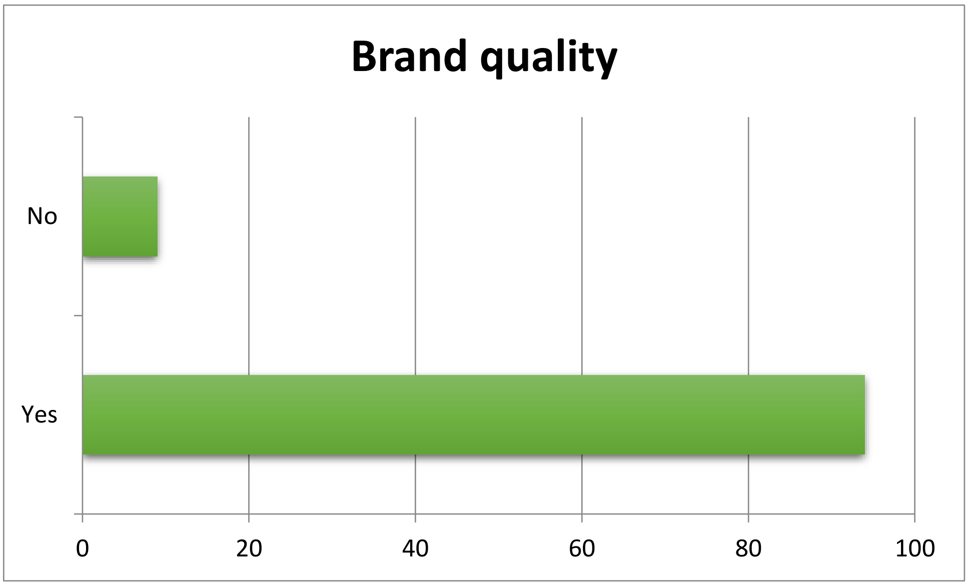


The table shows price as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 96 individuals not switching brands because of price and 7 individuals says price is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 93.20% individuals not switch brands because of price and 6.80% individuals says price is not reason for not switching brand.

Table 5.1.16.2– Tabulation for Not Switching Brand for Brand quality

Valid	Frequency	Percentage
Yes	94	91.20
No	9	8.80
Total	103	100

Chart 5.1.16.2 – Not Switching Brand for Brand quality

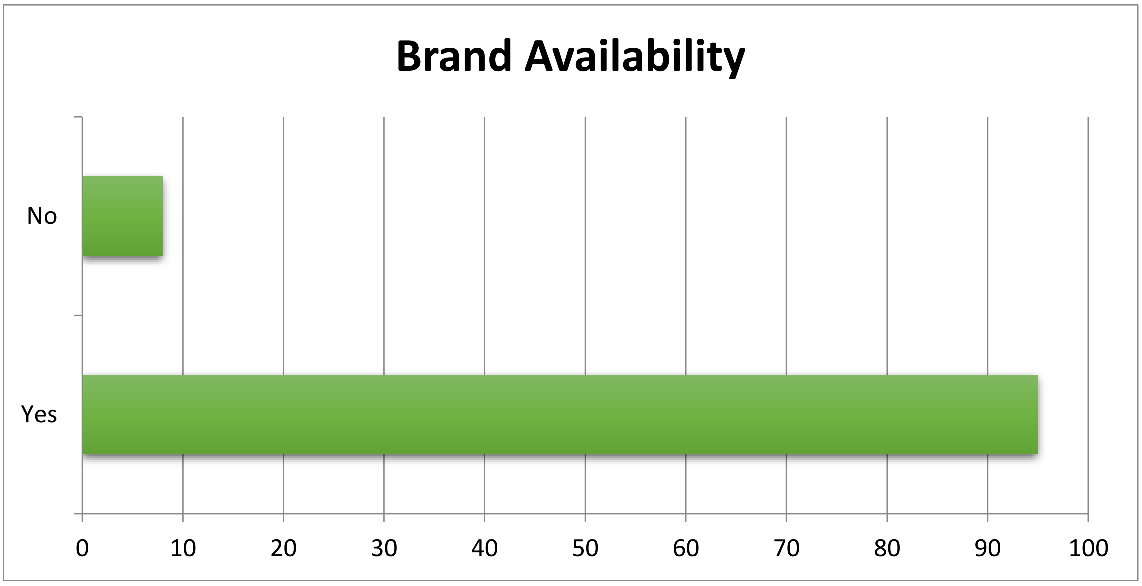


The table shows Brand quality as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 94 individuals not switching brands because of Brand quality and 9 individuals says Brand quality is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 91.20% individuals not switch brands because of Brand quality and 8.80% individuals says Brand quality is not reason for not switching brand.

Table 5.1.16.3– Tabulation for Not Switching Brand for Brand Availability

Valid	Frequency	Percentage
Yes	95	92.23
No	8	7.77
Total	103	100

Chart 5.1.16.3 – Not Switching Brand for Brand Availability

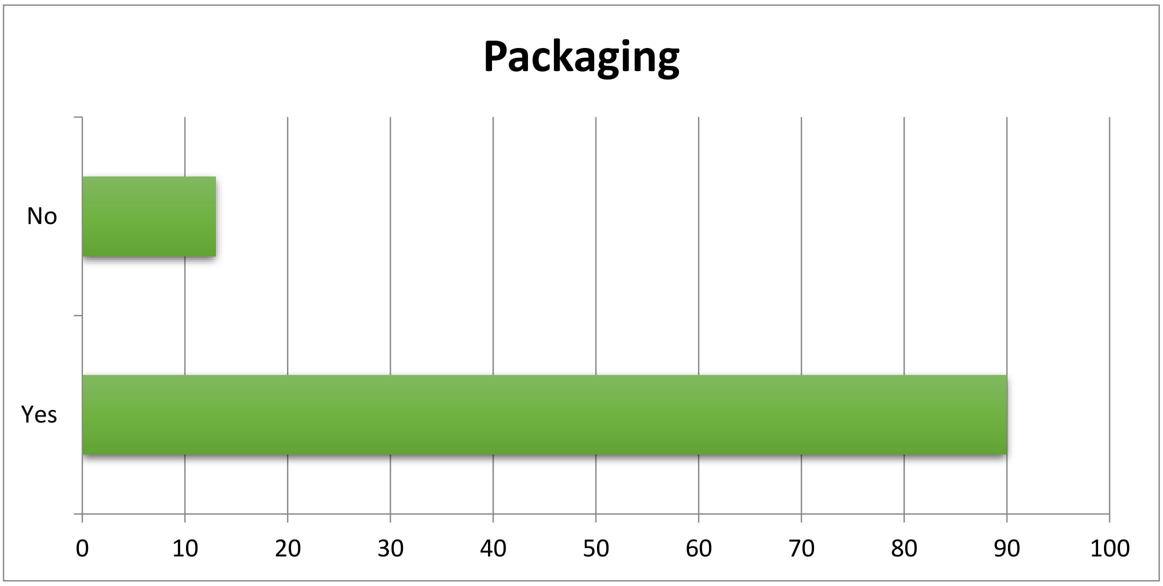


The table shows brand availability as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 95 individuals not switching brands because of brand availability and 8 individuals says brand availability is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 92.23% individuals not switch brands because of brand availability and 7.77% individuals says brand availability is not reason for not switching brand.

Table 5.1.16.4 – Tabulation for Not Switching Brand for Packaging

Valid	**Frequency**	**Percentage**
Yes	90	87.38
No	13	12.62
Total	103	100

Chart 5.1.16.4 – Not Switching Brand for Packaging

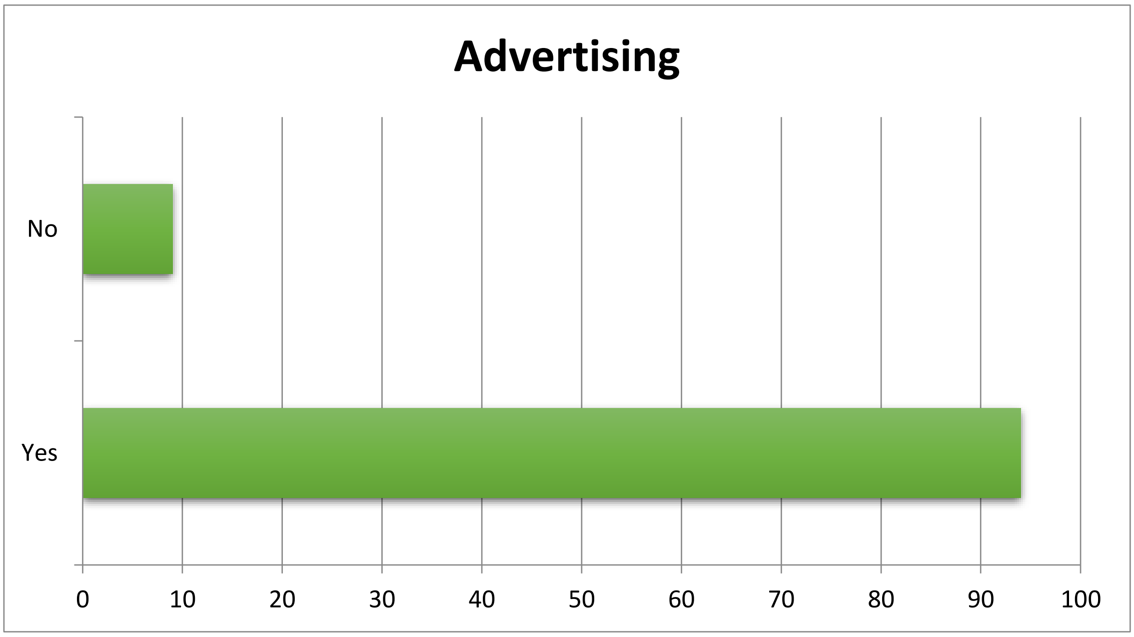


The table shows packaging as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 90 individuals not switching brands because of packaging and 13 individuals says packaging is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 87.38% individuals not switch brands because of packaging and 12.62% individuals says packaging is not reason for not switching brand.

Table 5.1.16.5 – Tabulation for Not Switching Brand for Advertising

Valid	Frequency	Percentage
Yes	94	91.26
No	09	8.74
Total	103	100

Chart 5.1.16.5 – Not Switching Brand for Advertising

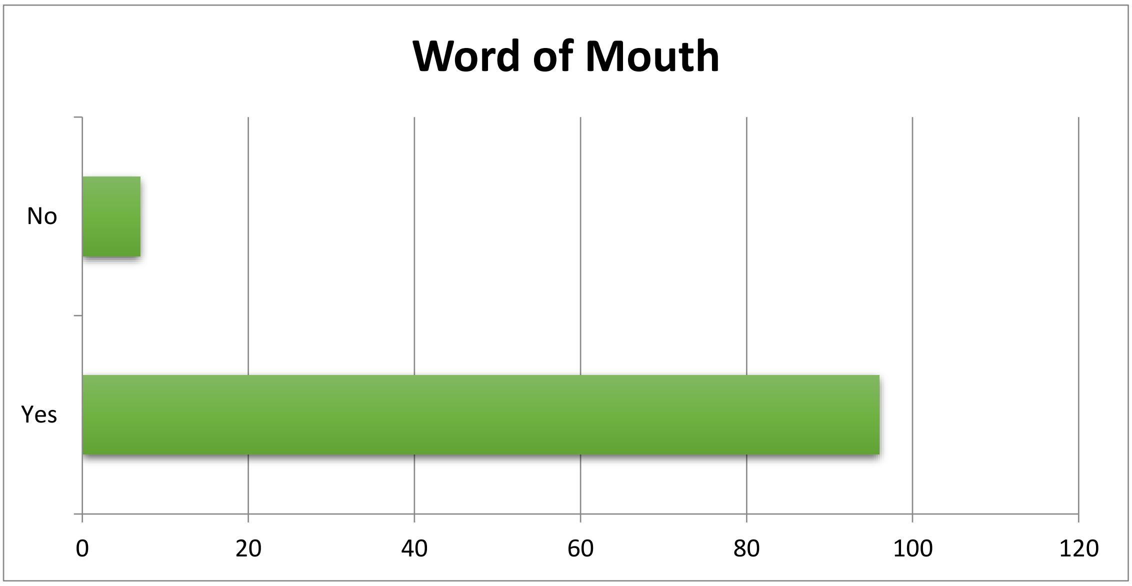


The table shows advertising as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 94 individuals not switching brands because of advertising and 9 individuals says advertising is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 91.26% individuals not switch brands because of advertising and 8.74% individuals says advertising is not reason for not switching brand.

Table 5.1.16.6 – Tabulation for Not Switching Brand for Word of mouth

Valid	Frequency	Percentage
Yes	96	93.20
No	7	6.80
Total	103	100

Chart 5.1.16.6 – Not Switching Brand for Word of Mouth

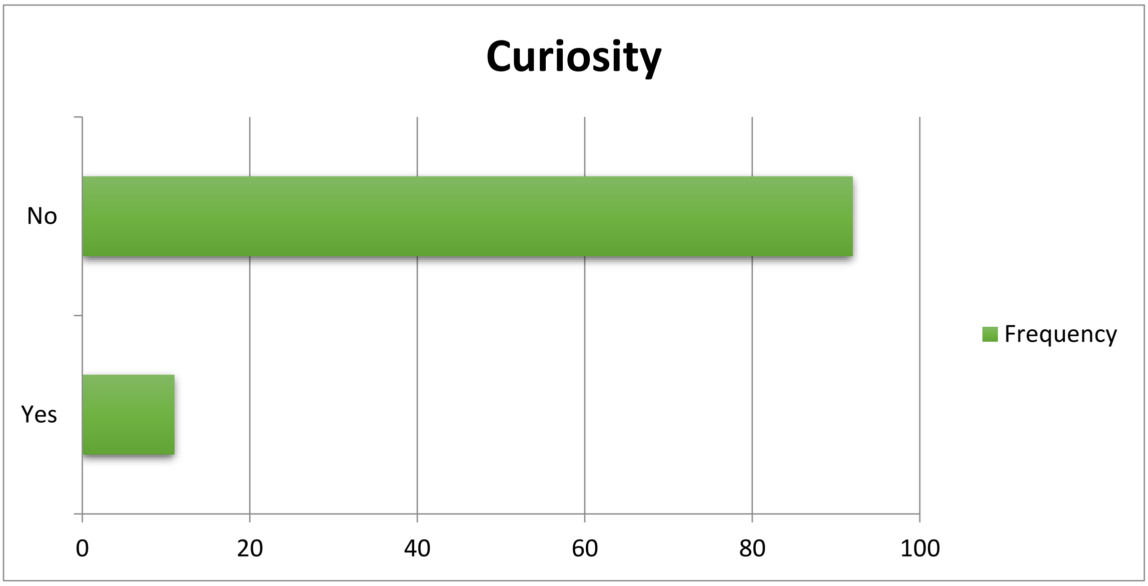


The table shows word of mouth as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 96 individuals not switching brands because of word of mouth and 7 individuals says word of mouth is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 93.20% individuals not switch brands because of word of mouth and 6.80% individuals says word of mouth is not reason for not switching brand.

Table 5.1.16.7 – Tabulation for Not Switching Brand for Curiosity

Valid	Frequency	Percentage
Yes	11	10.67
No	92	89.33
Total	103	100

Chart 5.1.16.7 – Not Switching Brand for Curiosity

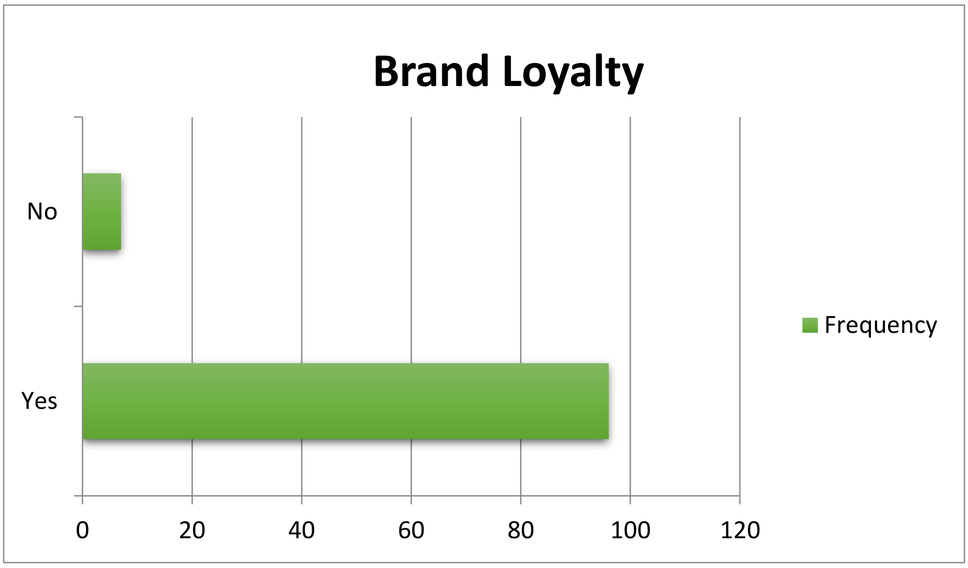


The table shows curiosity as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 11 individuals not switching brands because of curiosity and 92 individuals says curiosity is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 10.67% individuals not switch brands because of curiosity and 89.33% individuals says curiosity is not reason for not switching brand.

Table 5.1.16.8 – Tabulation for Not Switching Brand for Brand loyalty

Valid	Frequency	Percentage
Yes	96	93.20
No	7	6.80
Total	103	100

Chart 5.1.16.8 – Not Switching Brand for Brand loyalty

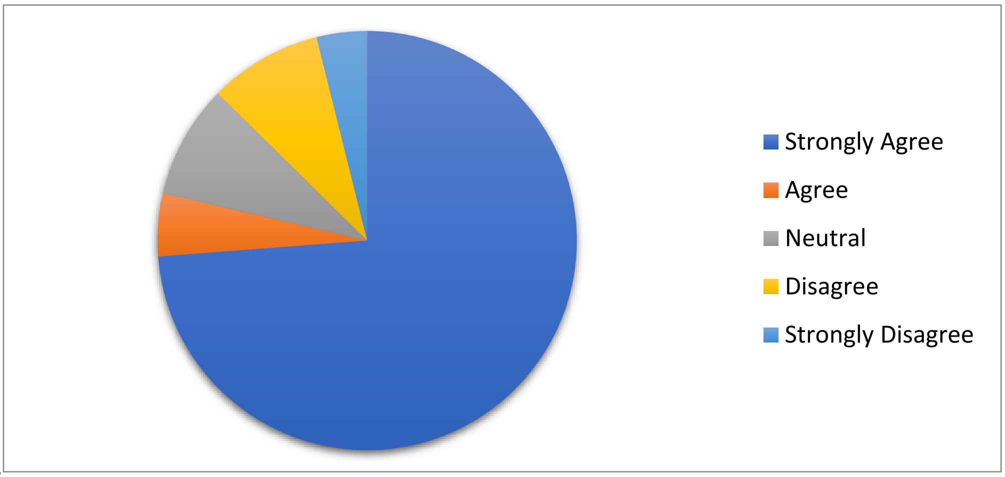


The table shows brand loyalty as the reason for not switching brand. The information provided on the above table was given by 103 individuals. 96 individuals not switching brands because of brand loyalty and 7 individuals says brand loyalty is not reason for not switching brand. The frequency column shows how many people fall into each category. The proportion of people in each group is shown in the percentage column and is computed as (frequency/total)*100. 93.20% individuals not switch brands because of brand loyalty and 6.80% individuals says brand loyalty is not reason for not switching brand.

Table 5.1.17.1 - Tabulation for I am aware of the different brands of fast-moving consumer goods available in the market.

Valid	Frequency	Percentage
Strongly Agree	76	73.78
Agree	5	4.85
Neutral	9	8.73
Disagree	9	8.73
Strongly Disagree	4	3.88
Total	103	100

Chart 5.1.17.1 - I am aware of the different brands of fast-moving consumer goods available in the market.

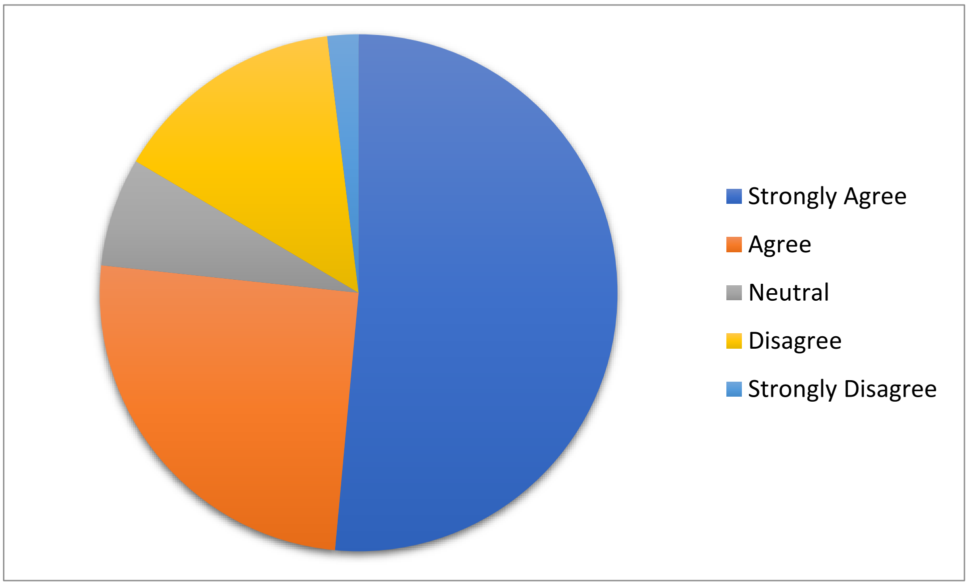


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. 76 individuals strongly agree that they are aware of different brands of FMCG available in the market, 5 individuals agree that they are aware of different brands of FMCG available in the market, 9 individuals feels neutral about awareness of different brands of FMCG available in the market, 9 individuals disagree that they are aware of different brands of FMCG available in the market, 4 individuals strongly disagree that they are aware of different brands of FMCG available in the market According to percentage analysis 73.78% of the individuals strongly agree, 4.85% of the individuals agree 8.73% of the individuals neither agree or disagree, 8.73% of the individuals disagree and 3.88% of the individuals strongly disagree.

Table 5.1.17.2 - Tabulation for I am familiar with the brand names of fast-moving consumer goods that I usually purchase.

Valid	Frequency	Percentage
Strongly Agree	53	51.45
Agree	26	25.24
Neutral	7	6.79
Disagree	15	14.56
Strongly Disagree	2	1.95
Total	103	100

Chart 5.1.17.2 - I am familiar with the brand names of fast-moving consumer goods that I usually purchase.

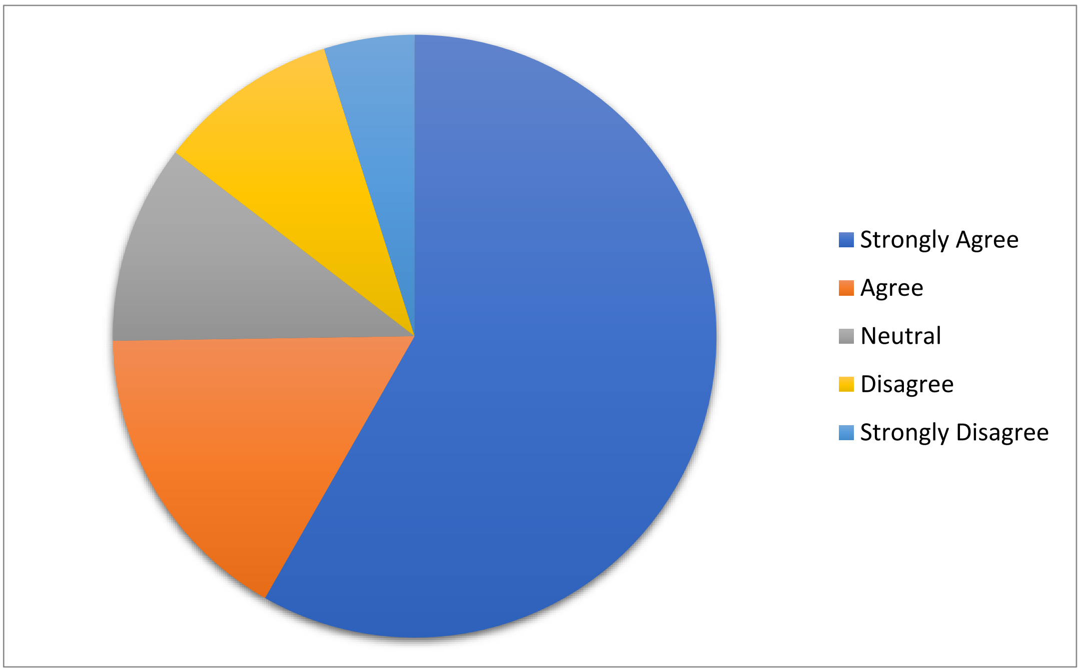


53 individuals strongly agree that they are familiar with the brand names of fast-moving consumer goods that they usually purchase, 26 individuals agree that they are familiar with the brand names of fast-moving consumer goods that they usually purchase, 7 individuals feels neutral about familiarit with the brand names of fast-moving consumer goods that they usually purchase, 15 individuals disagree that individuals are aware of different brands of FMCG available in the market, 2 individuals strongly disagree that that they are familiar with the brand names of fast-moving consumer goods that they usually purchase. According to percentage analysis 51.25% of the individuals strongly agree, 25.24% of the individuals agree 6.79% of the individuals neither agree or disagree, 14.56% of the individuals disagree and 1.95% of the individuals strongly disagree.

Table 5.1.17.3 - Tabulation for I recognize the logos and packaging of the brands of fast-moving consumer goods that I frequently purchase.

Valid	Frequency	Percentage
Strongly Agree	60	58.25
Agree	17	16.51
Neutral	11	10.67
Disagree	10	9.70
Strongly Disagree	5	4.85
Total	103	100

Chart 5.1.17.3 - I recognize the logos and packaging of the brands of fast-moving consumer goods that I frequently purchase.

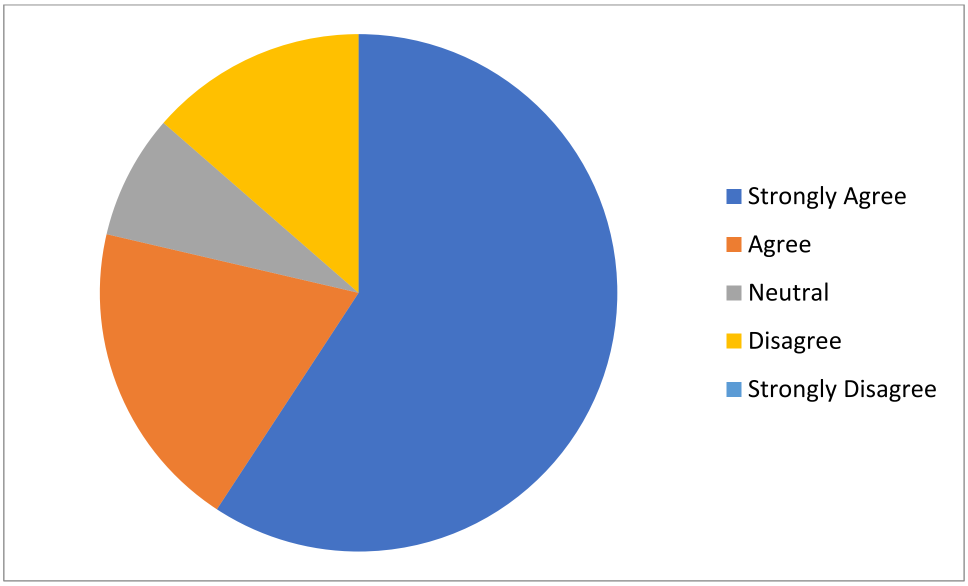


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. 60 individuals strongly agree that they are recognize the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase, 17 individuals agree that they are recognize the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase, 11 individuals feels neutral about recognizingg the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase, 10 individuals disagree that individuals are recognize the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase, 5 individuals strongly disagree that that they are recognize the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase. According to percentage analysis 58.25% of the individuals strongly agree, 16.51% of the individuals agree 10.67% of the individuals neither agree or disagree, 9.70% of the individuals disagree and 4.85% of the individuals strongly disagree.

Table 5.1.17.4 - Tabulation for I have a preference for certain brands of fast-moving consumer goods over others.

Valid	**Frequency**	**Percentage**
Strongly Agree	61	59.22
Agree	20	19.41
Neutral	8	7.76
Disagree	14	13.59
Strongly Disagree	0	0
Total	103	100

Chart 5.1.17.4 - I have a preference for certain brands of fast-moving consumer goods over others.

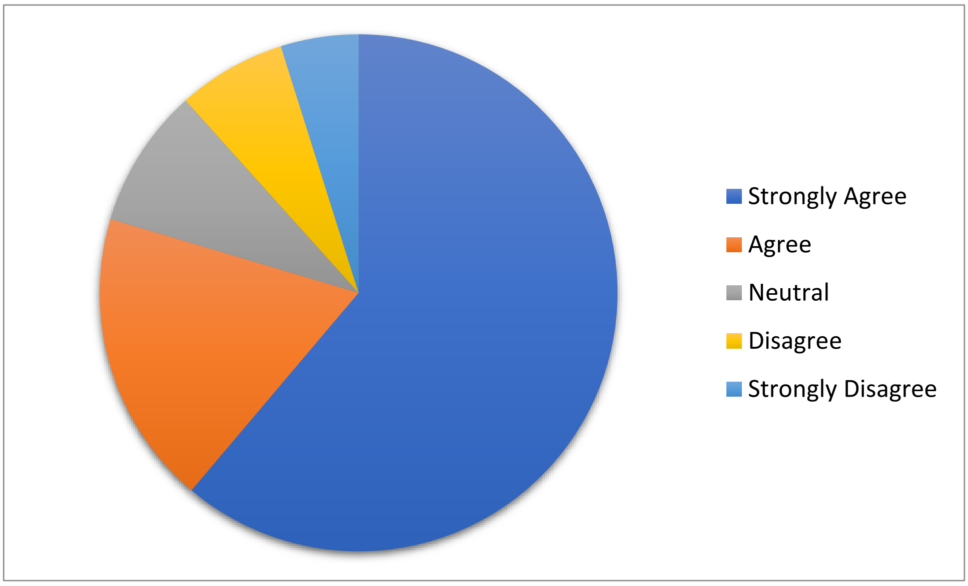


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 59.22% of the individuals strongly agree, 19.41% of the individuals agree 7.76% of the individuals neither agree or disagree, 13.59% of the individuals disagree and 0% of the individuals strongly disagree.

Table 5.1.17.5 - Tabulation for I am willing to pay more for fast-moving consumer goods of a particular brand that I trust.

Valid	Frequency	Percentage
Strongly Agree	63	61.16
Agree	19	18.44
Neutral	9	8.73
Disagree	7	6.79
Strongly Disagree	5	4.85
Total	103	100

Chart 5.1.17.5 - I am willing to pay more for fast-moving consumer goods of a particular brand that I trust.

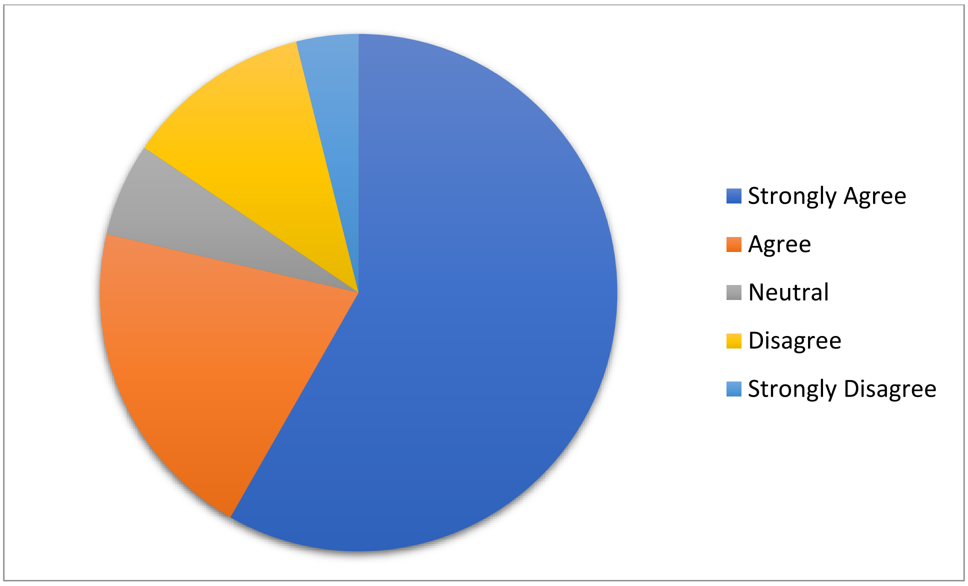


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 61.16% of the individuals strongly agree, 18.44% of the individuals agree 8.73% of the individuals neither agree or disagree, 6.79% of the individuals disagree and 4.85% of the individuals strongly disagree

Table 5.1.17.6 - Tabulation for I tend to recommend certain brands of fast-moving consumer goods to others.

Valid	**Frequency**	**Percentage**
Strongly Agree	60	58.25
Agree	21	20.38
Neutral	6	5.82
Disagree	12	11.65
Strongly Disagree	4	3.88
Total	103	100

Chart 5.1.17.6 - I tend to recommend certain brands of fast-moving consumer goods to others.

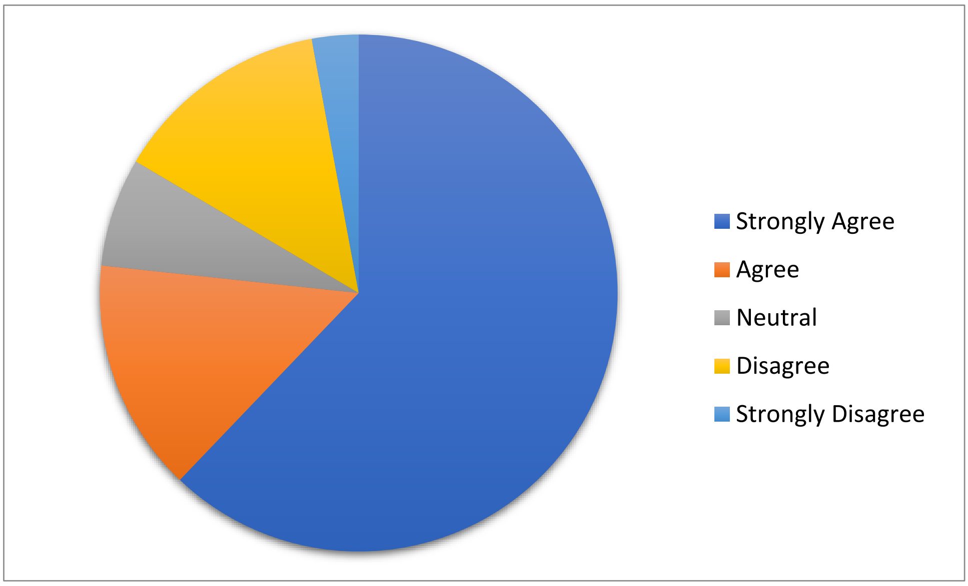


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 58.25% of the individuals strongly agree, 20.38% of the individuals agree 5.82% of the individuals neither agree or disagree, 11.65% of the individuals disagree and 3.88% of the individuals strongly disagree.

Table 5.1.17.7 - Tabulation for I usually choose a brand of fast-moving consumer goods that I have used before and liked.

Valid	Frequency	Percentage
Strongly Agree	64	62.13
Agree	15	14.56
Neutral	7	6.79
Disagree	14	13.59
Strongly Disagree	3	2.91
Total	103	100

Chart 5.1.17.7 - I usually choose a brand of fast-moving consumer goods that I have used before and liked.

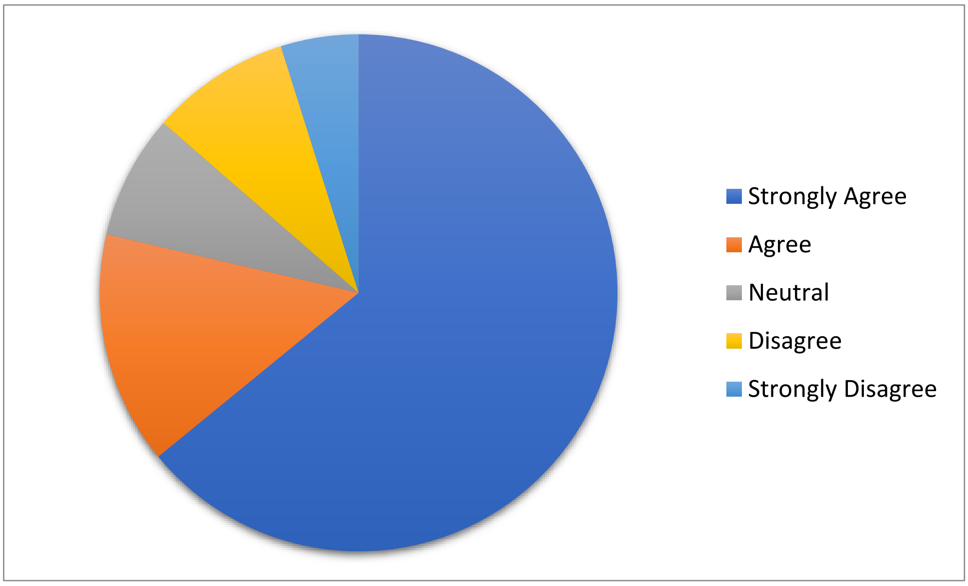


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 62.13% of the individuals strongly agree, 14.56% of the individuals agree 6.79% of the individuals neither agree or disagree, 13.59% of the individuals disagree and 2.91% of the individuals strongly disagree.

Table 5.1.17.8 - Tabulation for I think brand reputation is an important factor when purchasing fast-moving consumer goods.

Valid	**Frequency**	**Percentage**
Strongly Agree	66	64.07
Agree	15	14.56
Neutral	8	7.76
Disagree	9	8.73
Strongly Disagree	5	4.85
Total	103	100

Chart 5.1.17.8 - I think brand reputation is an important factor when purchasing fast-moving consumer goods.



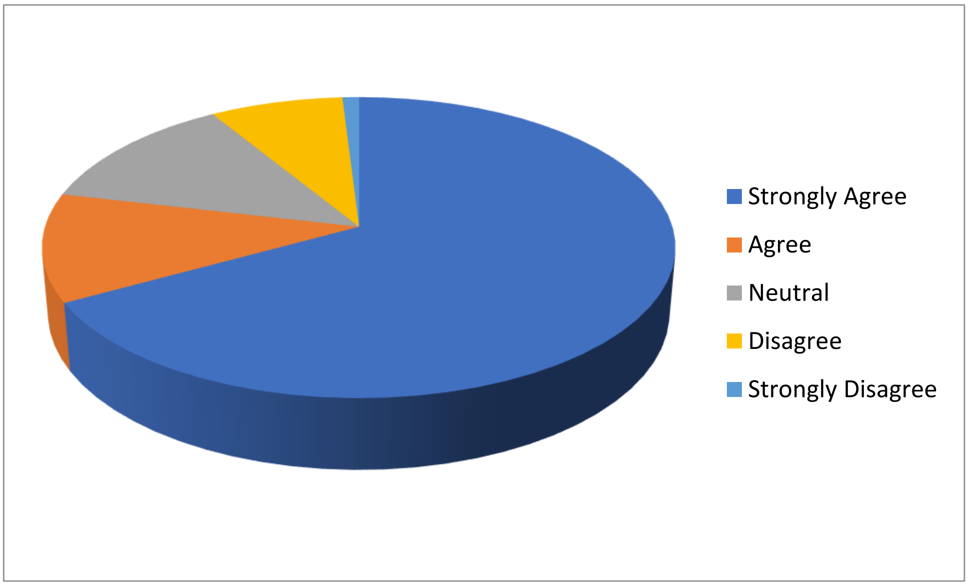
The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 64.07% of the individuals strongly agree, 14.56% of the individuals agree 7.76% of the individuals neither agree or disagree, 8.73% of the individuals disagree and 4.85 % of the individuals strongly disagree.

To assess problems in availing fast moving goods

Table 5.1.18.1 - Tabulation for It is difficult to find the fast-moving consumer goods I am looking for.

Valid	Frequency	Percentage
Strongly Agree	69	66.99
Agree	12	11.65
Neutral	13	12.62
Disagree	8	7.76
Strongly Disagree	1	0.97
Total	103	100

Chart 5.1.18.1 - It is difficult to find the fast-moving consumer goods I am looking for.

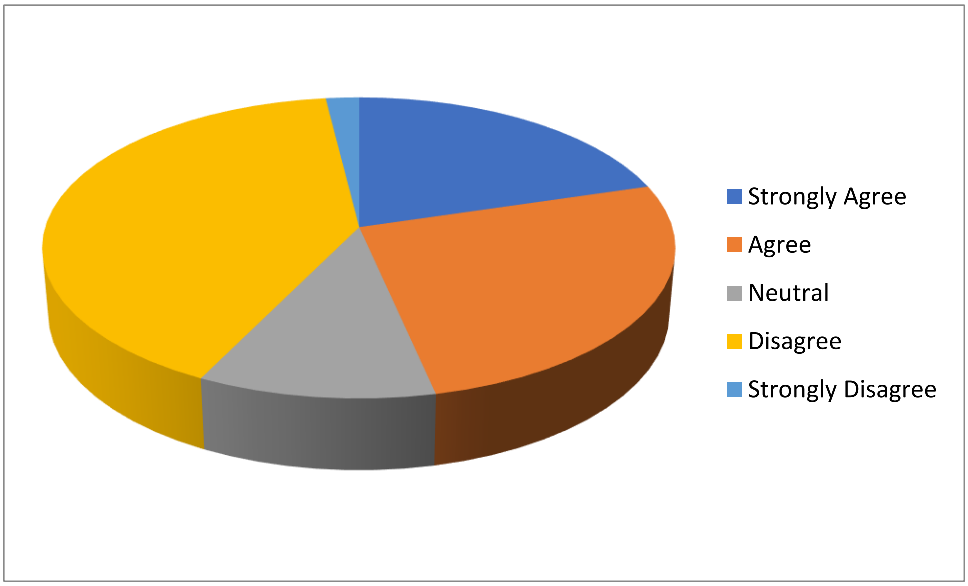


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 66.99% of the individuals strongly agree, 11.65% of the individuals agree 12.62% of the individuals neither agree or disagree, 7.76% of the individuals disagree and 0.97% of the individuals strongly disagree.

Table 5.1.18.2 - Tabulation for Fast moving consumer goods are often out of stock when I need them.

Valid	Frequency	Percentage
Strongly Agree	21	20.38
Agree	27	26.21
Neutral	11	10.67
Disagree	42	40.77
Strongly Disagree	2	1.94
Total	103	100

Chart 5.1.18.2 - Fast moving consumer goods are often out of stock when I need them.

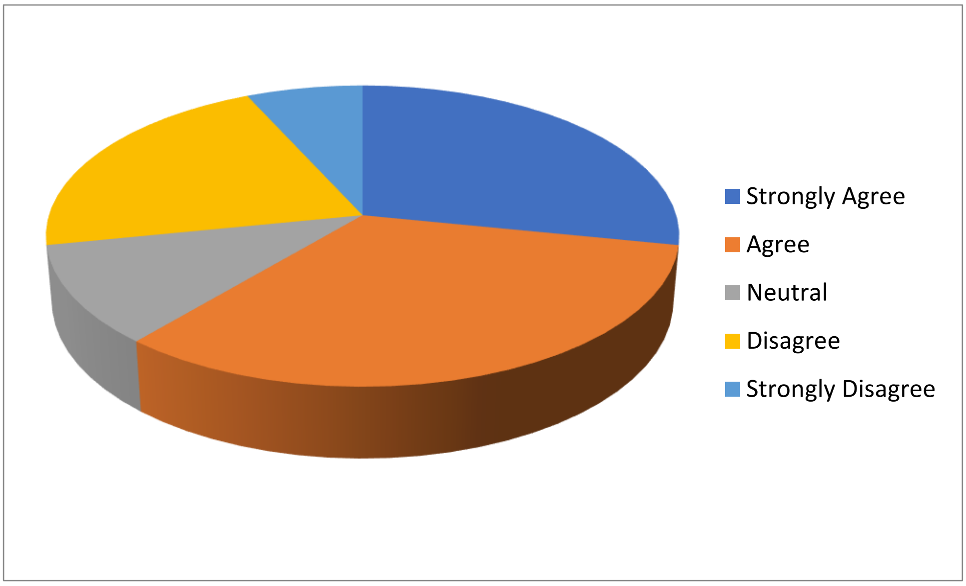


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 20.38% of the individuals strongly agree, 26.21% of the individuals agree 10.67% of the individuals neither agree or disagree, 40.77% of the individuals disagree and 1.94% of the individuals strongly disagree.

Table 5.1.18.3 - Tabulation for It takes too long to get the fast-moving consumer goods I want.

Valid	Frequency	Percentage
Strongly Agree	29	28.15
Agree	34	33
Neutral	11	10.67
Disagree	22	21.35
Strongly Disagree	7	6.79
Total	103	100

Chart 5.1.18.3 - It takes too long to get the fast-moving consumer goods I want.

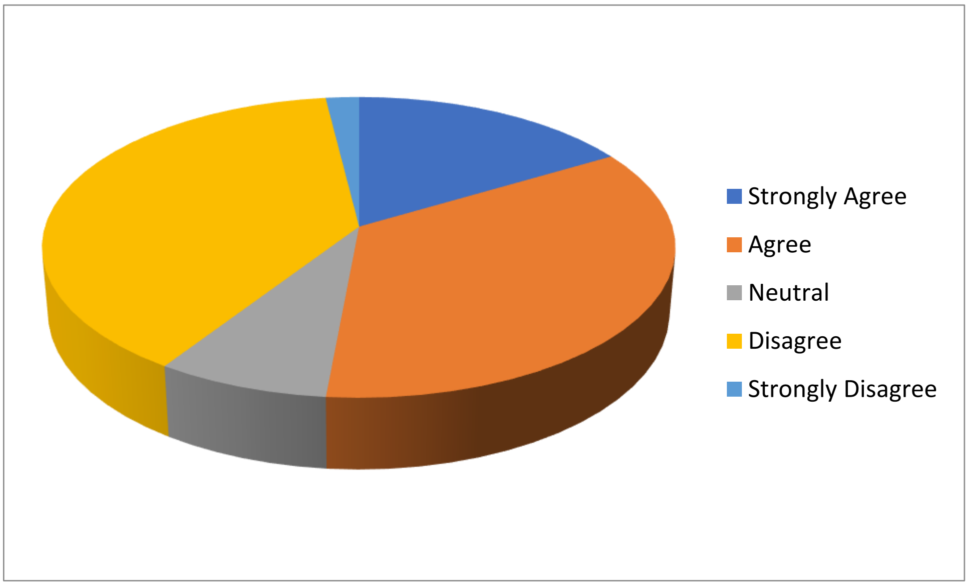


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 28.15% of the individuals strongly agree, 33% of the individuals agree 10.67% of the individuals neither agree or disagree, 21.35% of the individuals disagree and 6.79% of the individuals strongly disagree.

Table 5.1.18.4 - Tabulation for I often have to wait in long queues to purchase fast moving consumer goods.

Valid	Frequency	Percentage
Strongly Agree	17	16.50
Agree	36	34.95
Neutral	8	7.76
Disagree	40	38.83
Strongly Disagree	2	1.94
Total	103	100

Chart 5.1.18.4 - I often have to wait in long queues to purchase fast moving consumer goods.

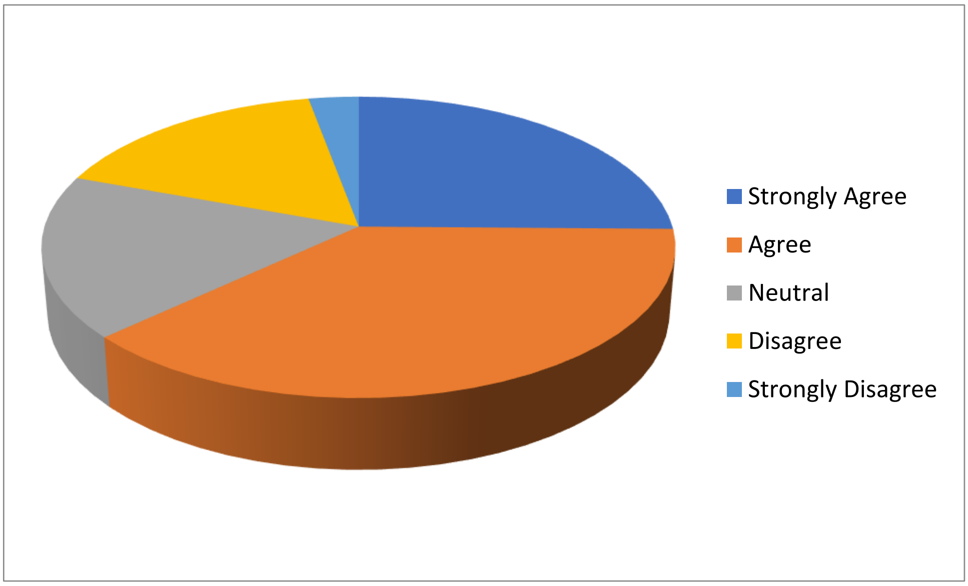


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 16.50% of the individuals strongly agree, 34.95% of the individuals agree 7.76% of the individuals neither agree or disagree, 38.83% of the individuals disagree and 1.94% of the individuals strongly disagree.

Table 5.1.18.5 - Tabulation for The prices of fast-moving consumer goods are too high.

Valid	Frequency	Percentage
Strongly Agree	26	25.24
Agree	39	37.87
Neutral	18	17.47
Disagree	17	16.50
Strongly Disagree	3	2.90
Total	103	100

Chart 5.18.5 - The prices of fast-moving consumer goods are too high.

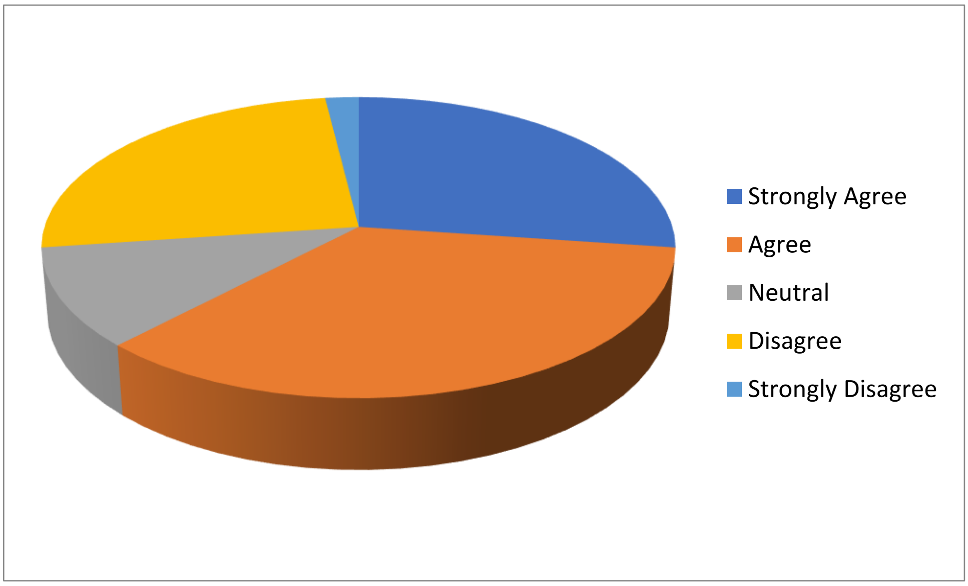


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 25.24% of the individuals strongly agree, 37.87% of the individuals agree 17.47% of the individuals neither agree or disagree, 16.50% of the individuals disagree and 2.90% of the individuals strongly disagree.

Table 5.1.18.6 - Tabulation for The quality of fast-moving consumer goods is not up to my expectations.

Valid	**Frequency**	**Percentage**
Strongly Agree	28	27.18
Agree	36	34.95
Neutral	11	10.67
Disagree	26	25.24
Strongly Disagree	2	1.94
Total	103	100

Chart 5.1.18.6 - The quality of fast-moving consumer goods is not up to my expectations.

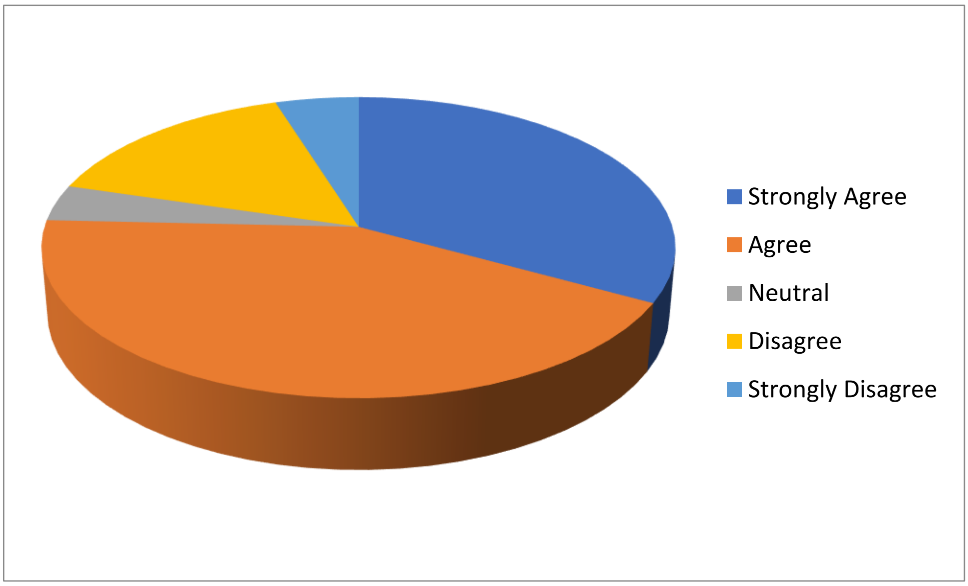


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 27.18% of the individuals strongly agree, 34.95% of the individuals agree 10.67% of the individuals neither agree or disagree, 25.24% of the individuals disagree and 1.94% of the individuals strongly disagree.

Table 5.1.18.7 - Tabulation for I am not satisfied with the variety of fast-moving consumer goods available.

Valid	Frequency	Percentage
Strongly Agree	34	33
Agree	44	42.71
Neutral	4	3.88
Disagree	16	15.53
Strongly Disagree	5	4.85
Total	103	100

Chart 5.1.18.7 - I am not satisfied with the variety of fast-moving consumer goods available.

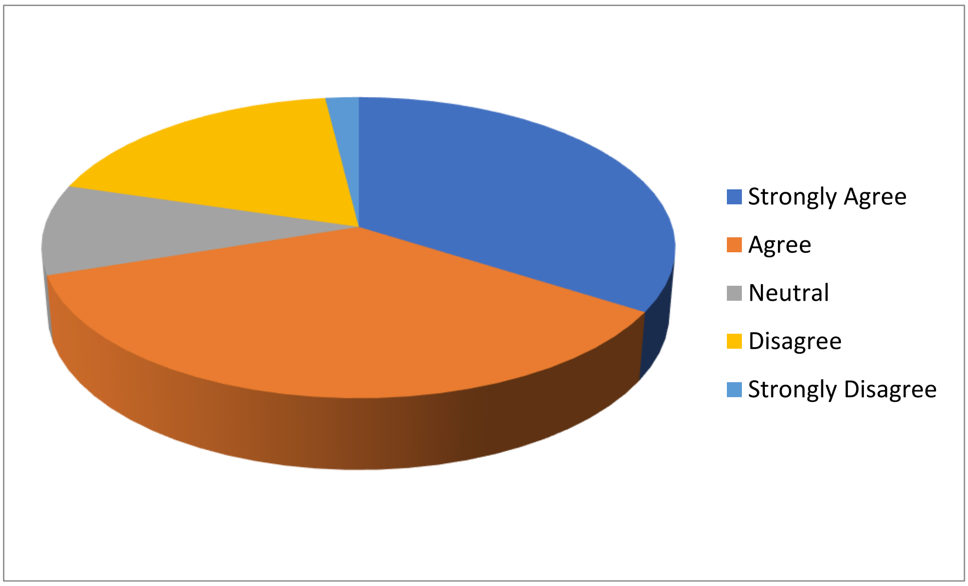


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 33% of the individuals strongly agree, 42.71% of the individuals agree 3.88% of the individuals neither agree or disagree, 15.53% of the individuals disagree and 4.85% of the individuals strongly disagree.

Table 5.1.18.8 - Tabulation for The location of stores that sell fast moving consumer goods is inconvenient for me.

Valid	Frequency	Percentage
Strongly Agree	35	33.98
Agree	37	35.92
Neutral	10	9.70
Disagree	19	18.44
Strongly Disagree	2	1.94
Total	103	100

Chart 5.1.18.8 - The location of stores that sell fast moving consumer goods is inconvenient for me.

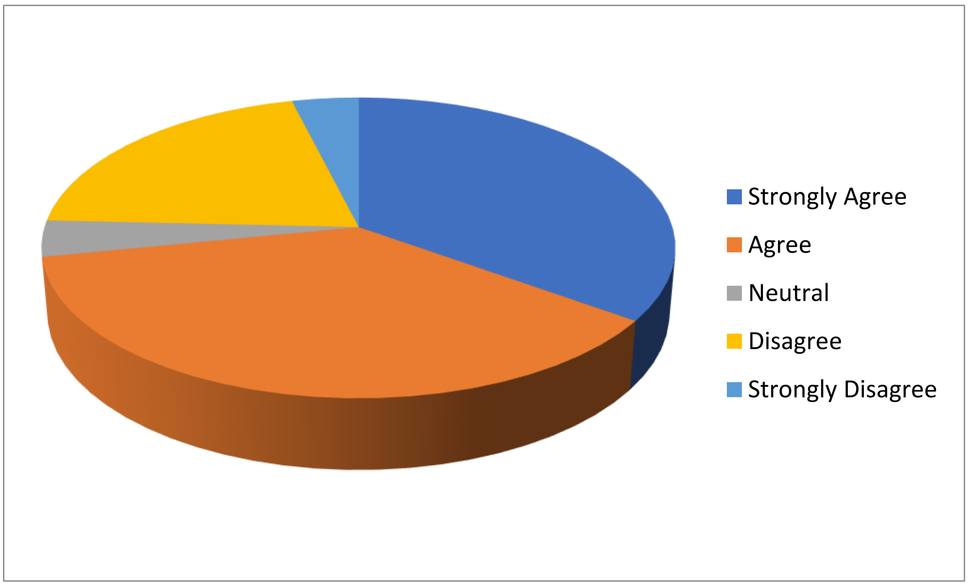


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 33.98% of the individuals strongly agree, 35.92% of the individuals agree 9.70% of the individuals neither agree or disagree, 18.44% of the individuals disagree and 1.94% of the individuals strongly disagree.

Table 5.1.18.9 - Tabulation for The customer service provided by stores that sell fast moving consumer goods is poor.

Valid	**Frequency**	**Percentage**
Strongly Agree	36	34.95
Agree	38	36.89
Neutral	4	3.88
Disagree	21	20.38
Strongly Disagree	4	3.88
Total	103	100

Chart 5.1.18.9 - The customer service provided by stores that sell fast moving consumer goods is poor.

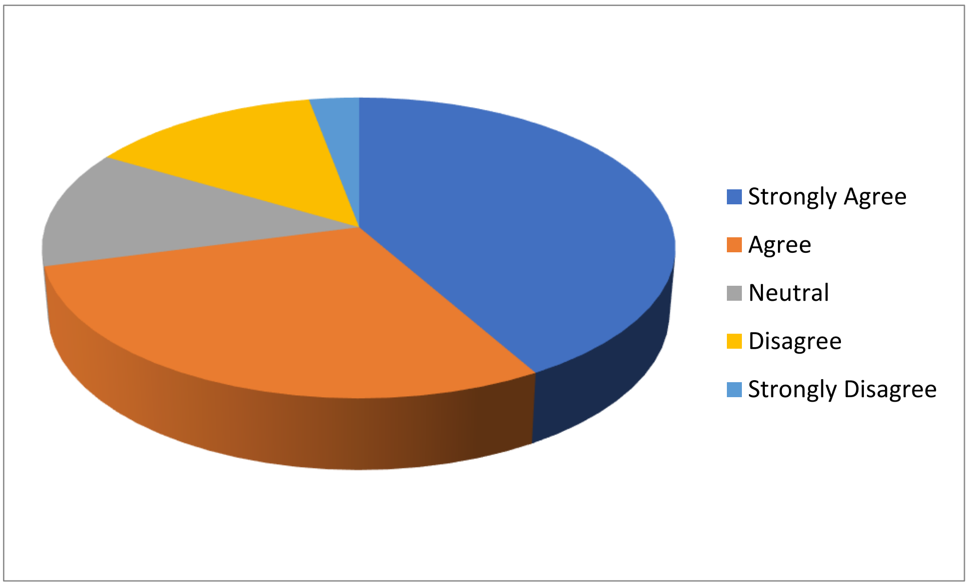


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 34.95% of the individuals strongly agree, 36.89% of the individuals agree 3.88% of the individuals neither agree or disagree, 20.38% of the individuals disagree and 3.88% of the individuals strongly disagree.

Table 5.1.18.10 - Tabulation for I face difficulty in making payment for fast moving consumer goods.

Valid	Frequency	Percentage
Strongly Agree	43	41.74
Agree	30	29.12
Neutral	13	12.62
Disagree	14	13.59
Strongly Disagree	3	2.91
Total	103	100

Chart 5.1.18.10 - I face difficulty in making payment for fast moving consumer goods.

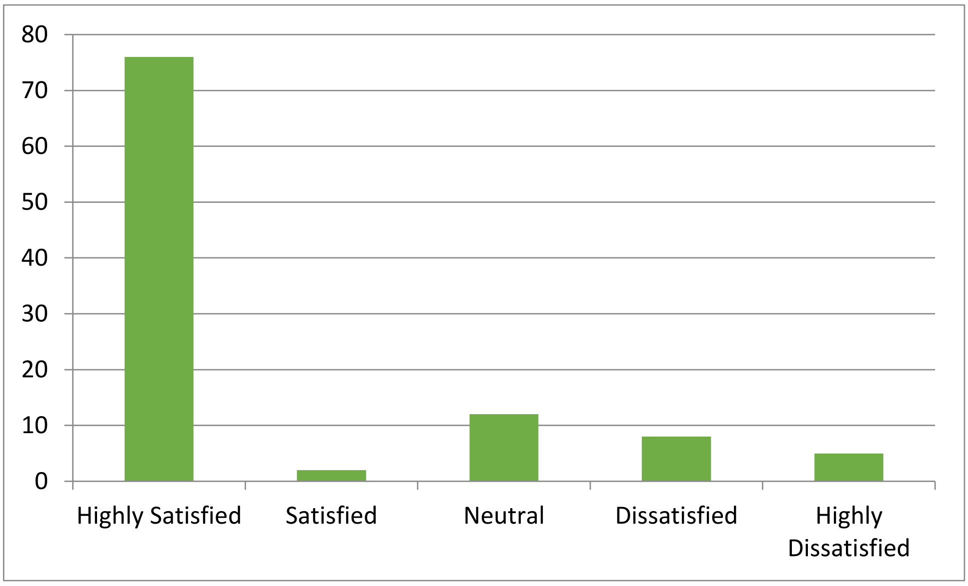


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis 41.74% of the individuals strongly agree, 29.12% of the individuals agree 12.62% of the individuals neither agree or disagree, 13.59% of the individuals disagree and 2.91% of the individuals strongly disagree.

Table 5.1.19.1 - Tabulation for to understand the level of satisfaction on FMCG with Price

Valid	Frequency	Percentage
Highly Satisfied	76	73.78
Satisfied	2	1.94
Neutral	12	11.65
Dissatisfied	8	7.76
Highly Dissatisfied	5	4.85
Total	103	100

Chart 5.1.19.1 - To understand the level of satisfaction on FMCG with Price

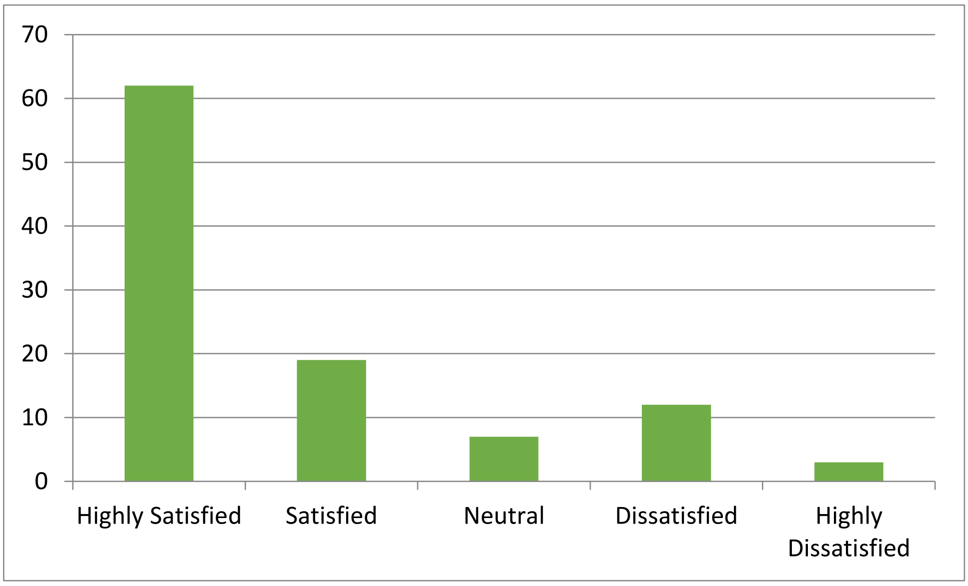


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 73.78% of the individuals highly satisfied, 1.94% of the individuals satisfied, 11.65% of the individual neither satisfied or dissatisfied 7.76% of the individuals dissatisfied, 4.85% of the individuals highly dissatisfied.

Table 5.1.19.2 - Tabulation for to understand the level of satisfaction on FMCG with Availability

Valid	**Frequency**	**Percentage**
Highly Satisfied	62	60.19
Satisfied	19	18.44
Neutral	7	6.79
Dissatisfied	12	11.65
Highly Dissatisfied	3	2.91
Total	103	100

Chart 5.1.19.2 - To understand the level of satisfaction on FMCG with Availability

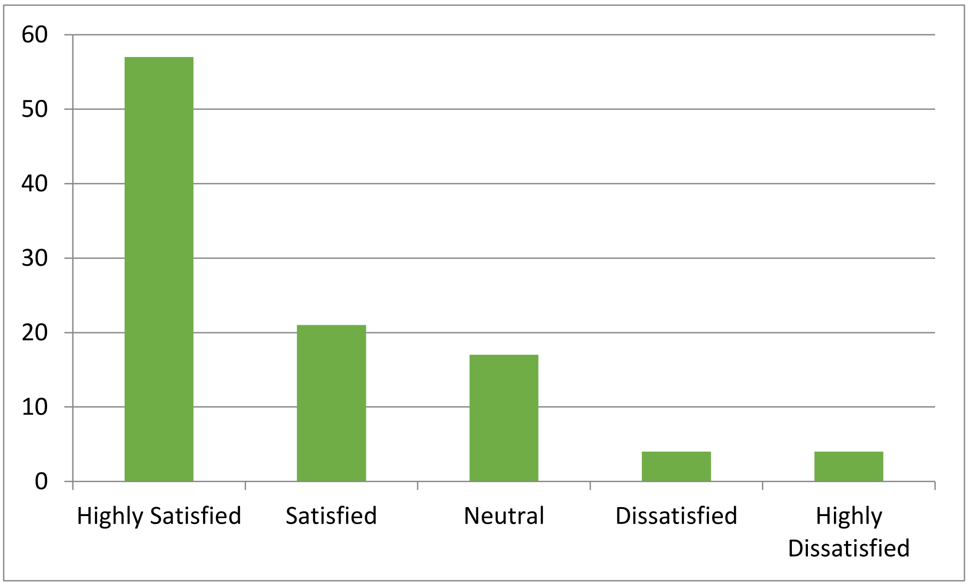


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 60.19% of the individuals highly satisfied, 18.44% of the individuals satisfied, 6.79% of the individual neither satisfied or dissatisfied 11.65% of the individuals dissatisfied, 2.91% of the individuals highly dissatisfied.

Table 5.1.19.3 - Tabulation for to understand the level of satisfaction on FMCG with Quality

Valid	Frequency	Percentage
Highly Satisfied	57	55.33
Satisfied	21	20.38
Neutral	17	16.50
Dissatisfied	4	3.88
Highly Dissatisfied	4	3.88
Total	103	100

Chart 5.1.19.3 - To understand the level of satisfaction on FMCG with Quality

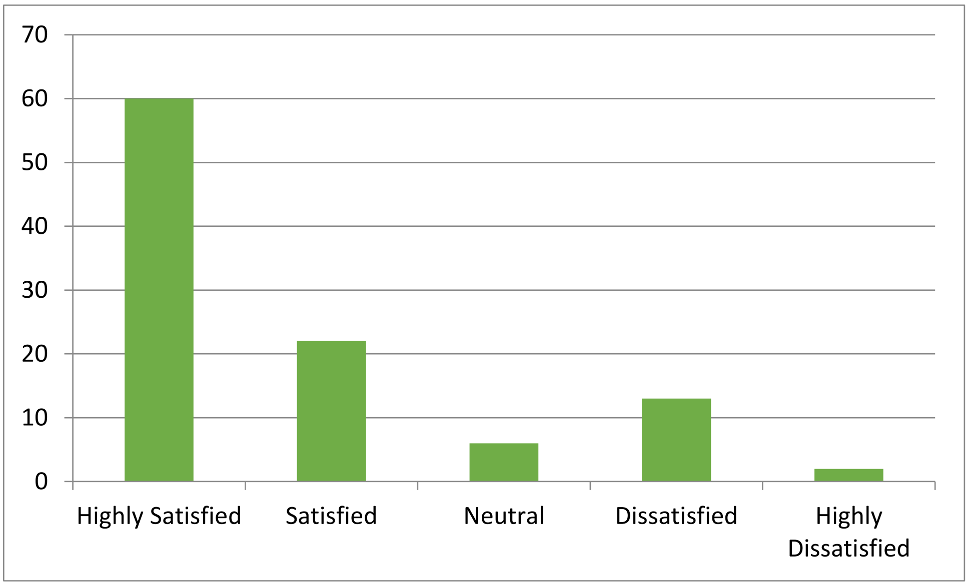


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 55.33% of the individuals highly satisfied, 20.38% of the individuals satisfied, 16.50% of the individual neither satisfied or dissatisfied 3.88% of the individuals dissatisfied, 3.88% of the individuals highly dissatisfied.

Table 5.1.19.4 - Tabulation for to understand the level of satisfaction on FMCG with Accessibility

Valid	**Frequency**	**Percentage**
Highly Satisfied	60	58.25
Satisfied	22	21.35
Neutral	6	5.82
Dissatisfied	13	12.62
Highly Dissatisfied	2	1.94
Total	103	100

Chart 5.1.19.4 - To understand the level of satisfaction on FMCG with Accessibility

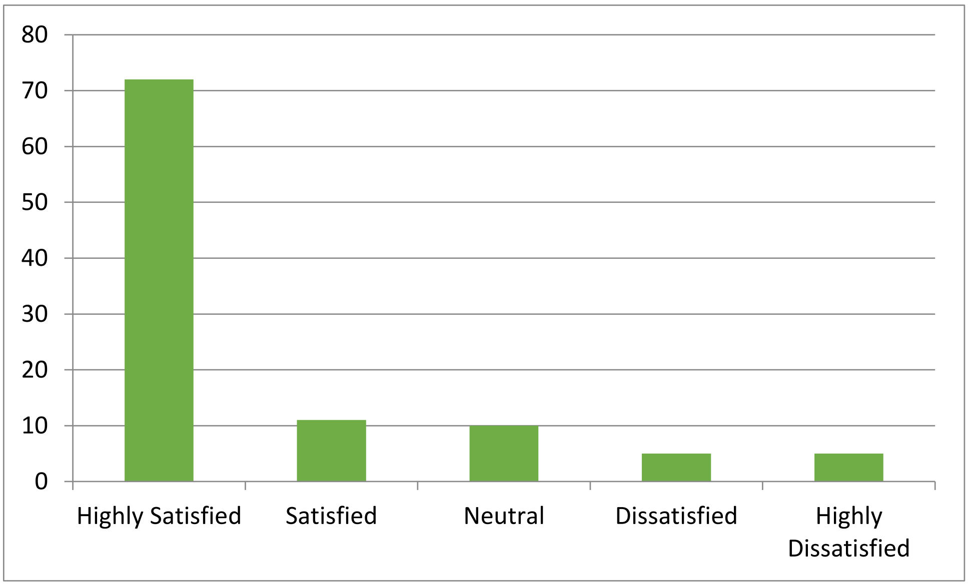


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 58.25% of the individuals highly satisfied, 21.35% of the individuals satisfied, 5.82% of the individual neither satisfied or dissatisfied 12.62% of the individuals dissatisfied, 1.94% of the individuals highly dissatisfied.

Table 5.1.19.5 - Tabulation for to understand the level of satisfaction on FMCG with Variety

Valid	Frequency	Percentage
Highly Satisfied	72	69.90
Satisfied	11	10.67
Neutral	10	9.70
Dissatisfied	5	4.85
Highly Dissatisfied	5	4.85
Total	103	100

Chart 5.1.19.5 - To understand the level of satisfaction on FMCG with Variety

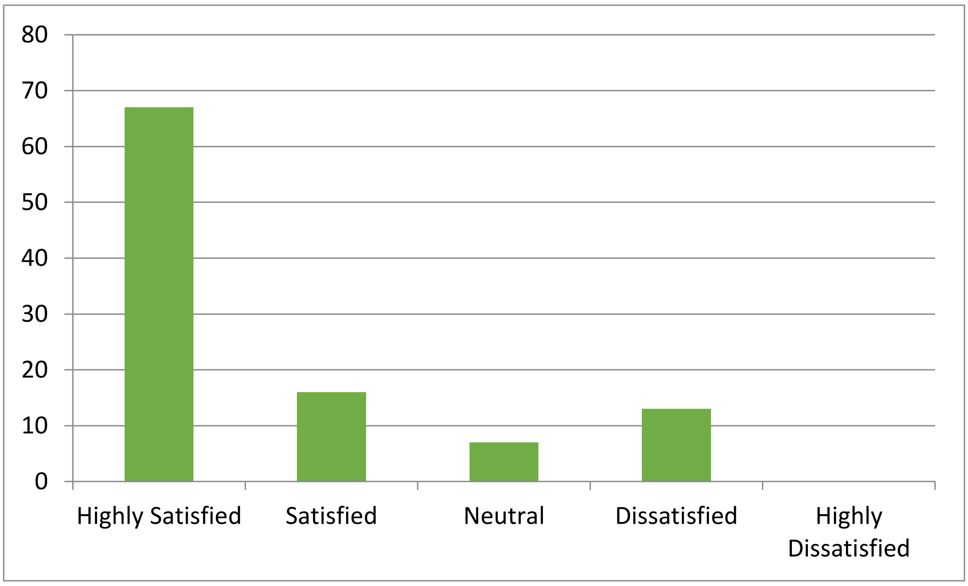


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 69.90% of the individuals highly satisfied, 10.67% of the individuals satisfied, 9.70% of the individual neither satisfied or dissatisfied 4.85% of the individuals dissatisfied, 4.85% of the individuals highly dissatisfied.

Table 5.1.19.6 - Tabulation for to understand the level of satisfaction on FMCG with Packaging

Valid	**Frequency**	**Percentage**
Highly Satisfied	67	65.04
Satisfied	16	15.53
Neutral	7	6.79
Dissatisfied	13	12.62
Highly Dissatisfied	0	0
Total	103	100

Chart 5.1.19.6 - To understand the level of satisfaction on FMCG with Packaging

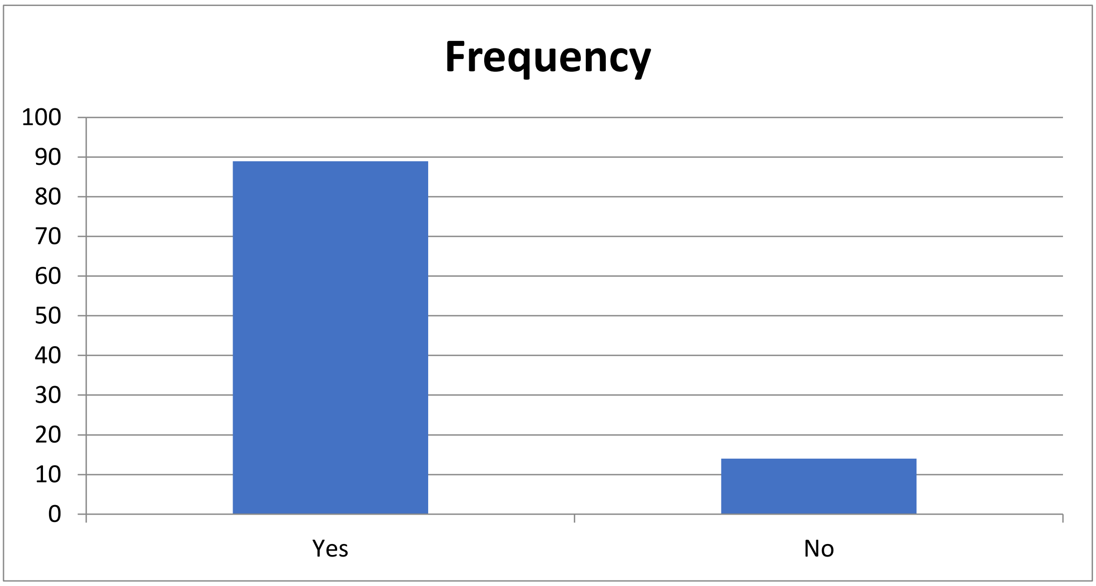


The table show study on consumer brand awareness in fast moving consumer goods. The above table provide information of 103 individuals. According to percentage analysis. According to percentage analysis 65.04% of the individuals highly satisfied, 15.53% of the individuals satisfied, 6.79% of the individual neither satisfied or dissatisfied 12.62% of the individuals dissatisfied, 0% of the individuals highly dissatisfied.

Table 5.1.20 - Tabulation for Do you feel that you will continue availing FMCG goods despite the potential drawbacks

Valid	Frequency	Percentage
Yes	89	86.40
No	14	13.6
Total	103	100

Chart 5.1.20 - Do you feel that you will continue availing FMCG goods despite the potential drawbacks

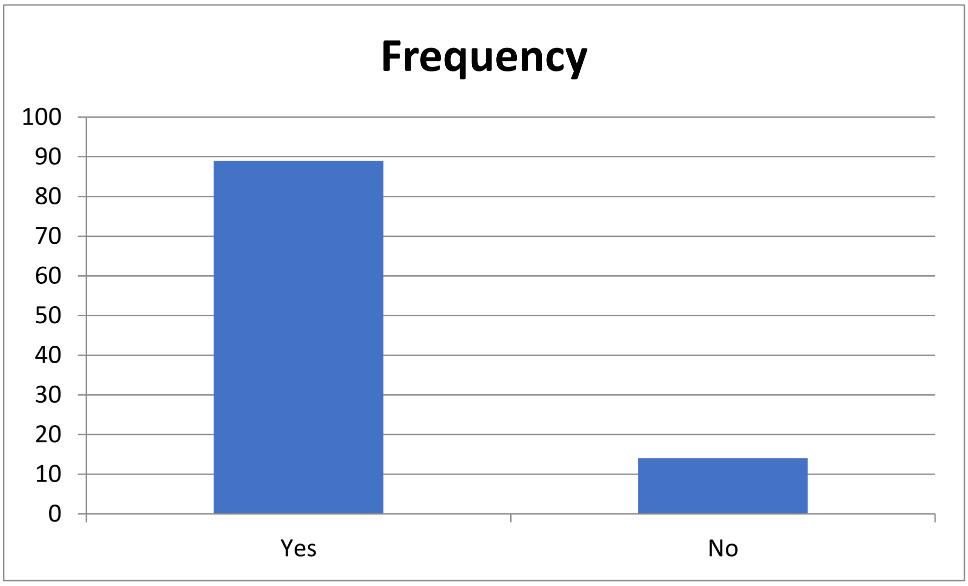


The table shows whether individuals willing to continue to avail FMCG goods despite the potential drawbacks. The above table provide information of 103 individuals. According to percentage analysis. 86.40% of the are willing to continue to avail FMCG goods despite the potential drawbacks and only 13.60% of the individuals are not willing to continue to avail FMCG goods despite the potential drawbacks.

Table 5.1.21 Would you recommend fast-moving consumer goods to others despite its certain limitations?

Valid	**Frequency**	**Percentage**
Yes	89	86.40
No	14	13.6
Total	103	100

Chart 5.1.21 Would you recommend fast-moving consumer goods to others despite its certain limitations?



The table shows whether individuals willing to recommend fast-moving goods to others despite its certain limitations. The above table provide information of 103 individuals. According to percentage analysis. 86.40% of the are willing to recommend fast-moving goods to others despite its certain limitations and only 13.60% of the individuals are not willing to recommend fast-moving goods to others despite its certain limitation.

5.2 TESTING OF HYPOTHESIS

SIGNIFFICANT BETWEEN THE BRAND PREFERENCE AND PURCHASE BEHAVIOR OF FAST MOVING CONSUMER GOODS

Chi-square test to find out whether there is significant influence of brand preference (brand loyalty) and purchase behavior of FMCG products.

H_0 : There is no significant influence of brand preference and purchase behavior of FMCG products.

H_1 : There is an significant influence of brand preference and purchase behavior of FMCG products.

Test Statistics

Particulars	**Brand Loyalty [switching brand]**	**Brand Loyalty [Not switching brand]**
Chi-square	41.019[a]	76.903[a]
Df	1	1
Asymp. sig.	.000	.000

a. 0 cells (0.0%) have expected frequency less than 5. The minimum expected cell frequency is 51.5.

The table represents the result of the chi-square test, it appears that there is a statistically significant association between the brand loyalty as a reason for switching brand and brand loyal is reason for not switching brand as indicated by the p-values(0.000). The chi-square value for both variable is relatively high (41.019 and 76.903), indicating a strong association between two variables.

Additionally, the note that “0 cells (0.0%) have expected frequencies less than 5” suggests that the assumptions of the chi-square test have been met, the test is reliable. Therefore, we can reject the null hypothesis of no association and alternative hypothesis is accepted.

CONCLUSION: There is an significant influence of brand preference and purchase behavior of FMCG products.

Chi-square test to find out whether there is significant influence of brand preference (curiosity) and purchase behavior of FMCG products.

H_0 : There is no significant influence of brand preference and purchase behavior of FMCG products.

H_2 : There is an significant influence of brand preference and purchase behavior of FMCG products.

Test Statistics

Particulars	**Curiosity [switching brand]**	**Curiosity [Not switching brand]**
Chi-square	60.592[a]	63.699[a]
Df	1	1
Asymp. sig.	.000	.000

b. 0 cells (0.0%) have expected frequency less than 5. The minimum expected cell frequency is 51.5.

The table represents the result of the chi-square test, it appears that there is a statistically significant association between the curiosity as a reason for switching brand and curiosity is reason for not switching brand as indicated by the p-values(0.000). The chi-square value for both variable is relatively high (60.592 and 63.699), indicating a strong association between two variables.

Additionally, the note that “0 cells (0.0%) have expected frequencies less than 5” suggests that the assumptions of the chi-square test have been met, the test is reliable.

Therefore, we can reject the null hypothesis of no association and alternative hypothesis is accepted.

CONCLUSION: There is an significant influence of brand preference and purchase behavior of FMCG products.

SIGNIFICANT BETWEEN THE DEMOGRAPHIC PROFILE AND BRAND PREFERENCE ON FAST MOVING CONSUMER GOODS

Chi-square test to find out whether there is significant influence of demographic profile (income) and brand preference on FMCG products.

H_0: There is no significant influence of demographic profile of consumer and brand preference on FMCG products.

H_3: There is an significant influence of demographic profile of consumer and brand preference on FMCG products.

Test statistics

Particulars	**Annual income of the Household**	**How often do you purchase FMCG products?**
Chi-square	9.660[a]	48.602[a]
Df	3	4
Asymp. sig.	.022	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 25.8.

b. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency is 20.6

The test statistics given are Chi-square statistics for two different variables. The first variables are the annual income of the household, and the second variable is the frequency of purchase of fast-moving consumer goods.

For the annual income variable, the chi-square statistic is 9.660 with 3 degrees of freedom, and the p-value is 0.022. This suggests that there is a statistically significant association between the annual income of the household and frequency of purchase of fast-moving consumer goods and the annual income of the household.

The expected frequencies in all cells are greater than 5, indicating that the chi-square test is appropriate for analysing the association between the two variable

CONCLUSION: There is an significant influence of demographic profile of consumer and brand preference on FMCG products.

Chi-square test to find out whether there is significant influence of demographic profile (pets) and brand preference on FMCG products.

H_0: There is no significant influence of demographic profile of consumer and brand preference on FMCG products.

H_4: There is an significant influence of demographic profile of consumer and brand preference on FMCG products.

Test statistics

Particulars	**Do you have pets in your house?**	**Pets Care Products**
Chi-square	63.699[a]	66.883[a]
Df	1	1
Asymp. sig.	.000	.000

a. 0 cells (0.0%) have expected frequencies less than 5. The minimum expected cell frequency in 51.5.

The given table presents the results of the Chi-square test for the relationship between having pets in the house and purchasing pet care products.

For the variable "Do you have pets in your house?", the Chi-square statistic is 63.699 with 1 degree of freedom, and the p-value is less than 0.001. This indicates that there is a significant association between having pets in the house and purchasing pet care products.

For the variable "Pet Care Products", the Chi-square statistic is 66.883 with 1 degree of freedom, and the p-value is less than 0.001. This also suggests a significant association between purchasing pet care products and having pets in the house.

The expected frequencies in all cells are greater than 5, as indicated by the footnote.

The results indicate that there is a significant relationship between having pets in the house and purchasing pet care products. People who have pets in their houses are more likely to purchase pet care products than those who do not have pets. This information could be useful for pet care product manufacturers and marketers to target their products to pet owners.

CONCLUSION: There is an significant influence of demographic profile of consumer and brand preference on FMCG products.

SIGNIFICANT BETWEEN THE BRAND AWARENESS OF FMCG PRODUCTS AND SATISFACTION LEVEL OF FMCG PRODUCTS USING BIVARIATE CORRELATIONS (PEARSON CORRELATION - 2 TAILED)

H_0: There is no significant influence between brand awareness of FMCG products and satisfaction level of FMCG products.

H_5: There is an significant influence between brand awareness of FMCG products and satisfaction level of FMCG products.

particulars		**Brand Awareness**	**Satisfaction level**
Brand awareness	Pearson correlation	1	808**
	Sig. (2-tailed)		.000
	N	103	103
Satisfaction level	Pearson correlation	808**	1
	Sig. (2-tailed)	.000	
	N	103	103

**Correlation is significant at the 1% level (2-tailed)

The table presents the correlation matrix for two variables - awareness and satisfaction. The Pearson correlation coefficient between brand awareness and satisfaction level is 0.808, which indicates a strong positive correlation between the two variables. The p-value for this correlation is less than 0.01, indicating that the correlation is statistically significant.

The footnote indicates that the correlation is significant at the 0.01 level (2-tailed), which means that the probability of observing such a strong correlation by chance is less than 1%.

The results suggest that there is a significant and strong positive correlation between awareness and satisfaction. This implies that higher levels of awareness are associated with higher levels of satisfaction. This information could be useful for organizations that want to improve customer satisfaction by focusing on increasing customer awareness about their products or services.

CONCLUSION : There is an significant influence between brand awareness of FMCG products and satisfaction level of FMCG products.

One Way ANOVA test to find out whether there is any significant association between brand awareness and availing FMCG product.

H_0: There is no significant association between brand awareness and availing FMCG product.

H_6: There is significant association between brand awareness and availing FMCG product.

One way ANOVA

ANOVA						
PARTICULARS		Sum of Squares	df	Mean Square	F	Sig.
I am aware of the different brands of fast-moving consumer goods available in the market.	Between Groups	47.730	1	47.730	50.228	.000
	Within Groups	95.978	101	.950		
	Total	143.709	102			
I am familiar with the brand names of fast-moving consumer goods that I usually purchase.	Between Groups	49.051	1	49.051	56.311	.000
	Within Groups	87.978	101	.871		
	Total	137.029	102			
I recognize the logos and packaging of the brands of fast-moving consumer goods that I frequently purchase.	Between Groups	43.361	1	43.361	39.549	.000
	Within Groups	110.736	101	1.096		
	Total	154.097	102			

I have a preference for certain brands of fast-moving consumer goods over others.	Between Groups	41.471	1	41.471	54.072	.000
	Within Groups	77.461	101	.767		
	Total	118.932	102			
I am willing to pay more for fast-moving consumer goods of a particular brand that I trust.	Between Groups	25.022	1	25.022	22.186	.000
	Within Groups	113.910	101	1.128		
	Total	138.932	102			
I tend to recommend certain brands of fast-moving consumer goods to others.	Between Groups	34.559	1	34.559	31.083	.000
	Within Groups	112.295	101	1.112		
	Total	146.854	102			
I usually choose a brand of fast-moving consumer goods that I have used before and liked.	Between Groups	46.504	1	46.504	45.332	.000
	Within Groups	103.612	101	1.026		
	Total	150.117	102			
I think brand reputation is an important factor when purchasing fast-moving consumer goods.	Between Groups	41.471	1	41.471	38.977	.000
	Within Groups	107.461	101	1.064		
	Total	148.932	102			
It is difficult to find the fast-moving consumer goods I am looking for.	Between Groups	11.962	1	11.962	12.360	.001
	Within Groups	97.747	101	.968		
	Total	109.709	102			

Fast moving consumer goods are often out of stock when I need them.	Between Groups	2.172	1	2.172	1.428	.235
	Within Groups	153.692	101	1.522		
	Total	155.864	102			
It takes too long to get the fast-moving consumer goods I want.	Between Groups	28.634	1	28.634	20.523	.000
	Within Groups	140.919	101	1.395		
	Total	169.553	102			

This table shows the results of an ANOVA (analysis of variance) test for several statements related to fast-moving consumer goods. ANOVA is a statistical test used to determine if there are significant differences between the means of two or more groups.

The table shows the sum of squares, degrees of freedom, mean square, F statistic, and significance level (Sig.) for each statement. The between-groups sum of squares represents the variation between the different groups, while the within-groups sum of squares represents the variation within each group. The F statistic represents the ratio of between-groups variation to within-groups variation, and a significant F value indicates that there is a significant difference between the means of the groups.

From the results, we can see that for all statements related to brand perception and preference, there is a significant difference between the means of the groups, with p-values less than 0.05. This suggests that these statements are good discriminators for differentiating between individuals with different brand perceptions.

For the statements related to product availability and accessibility, only the statement "It takes too long to get the fast-moving consumer goods I want" showed a significant difference between the means of the groups. This suggests that this statement is a good discriminator for differentiating between individuals who find it difficult to access fast-moving consumer goods quickly and those who do not.

Overall, these results suggest that brand perception and preference are important factors in differentiating between individuals when it comes to fast-moving consumer goods. Additionally, accessibility and availability may also play a role, but to a lesser extent.

The null hypothesis is rejected for all statements, meaning that there is evidence to support the alternative hypothesis that there are significant differences between the groups in their responses to each statement.

CONCLUSION: There is significant association between brand awareness and availing FMCG product.

One Way ANOVA test to find out whether there is any significant association between satisfaction level and recommending FMCG product.

H_0: There is no significant association between satisfaction level and recommending FMCG product.

H_1: There is significant association between satisfaction level and recommending FMCG product.

ANOVA						
		Sum of Squares	df	Mean Square	F	Sig.
Price	Between Groups	5.952	1	5.952	4.049	.047
	Within Groups	148.475	101	1.470		
	Total	154.427	102			
Availability	Between Groups	11.884	1	11.884	9.421	.003
	Within Groups	127.417	101	1.262		
	Total	139.301	102			
Quality	Between Groups	15.557	1	15.557	14.745	.000
	Within Groups	106.559	101	1.055		
	Total	122.117	102			
Accessibility	Between Groups	6.681	1	6.681	5.415	.022
	Within Groups	124.620	101	1.234		
	Total	131.301	102			
Variety	Between Groups	8.315	1	8.315	6.697	.011
	Within Groups	125.394	101	1.242		
	Total	133.709	102			
Packaging	Between Groups	13.168	1	13.168	13.090	.000
	Within Groups	101.608	101	1.006		

	Total	114.777	102			

This appears to be the output of a One-Way Analysis of Variance (ANOVA) with six groups or treatments (Price, Availability, Quality, Accessibility, Variety, and Packaging). Each group has a Between Groups Sum of Squares (SS), Within Groups SS, and Total SS, along with degrees of freedom (df), Mean Square (MS), F-value, and p-value. The Between Groups SS represents the variation between the means of each group, while the Within Groups SS represents the variation within each group. The Total SS is the sum of the Between Groups SS and the Within Groups SS. The F-value is a ratio of the Between Groups MS to the Within Groups MS, and it is used to test whether the differences between the means of the groups are statistically significant. The p-value indicates the probability of observing an F-value as extreme as the one obtained, assuming that the null hypothesis (i.e., the means of all groups are equal) is true. A small p-value (typically <0.05) suggests that the null hypothesis should be rejected in favour of the alternative hypothesis (i.e., at least one group mean is different from the others).

Based on the results provided, we can conclude that there are statistically significant differences between the means of at least one group for each of the six variables tested, as indicated by the p-values less than 0.05. Specifically:

- Price: There is a significant difference in mean price between the two groups ($F(1, 101) = 4.049$, $p = 0.047$).
- Availability: There is a significant difference in mean availability between the two groups ($F(1, 101) = 9.421$, $p = 0.003$).
- Quality: There is a significant difference in mean quality between the two groups ($F(1, 101) = 14.745$, $p < 0.001$).
- Accessibility: There is a significant difference in mean accessibility between the two groups ($F(1, 101) = 5.415$, $p = 0.022$).
- Variety: There is a significant difference in mean variety between the two groups ($F(1, 101) = 6.697$, $p = 0.011$).
- Packaging: There is a significant difference in mean packaging between the two groups ($F(1, 101) = 13.090$, $p < 0.001$).

CONCLUSION: There is significant association between satisfaction level and recommending FMCG product.

FINDINGS & CONCLUSION

6.1 Findings

1. Majority of respondents were between 21-30 years old (49%).
2. Male respondents were slightly more than female respondents (46.6% vs. 43.4%).
3. Almost half of the respondents (48.5%) were from urban areas.
4. Annual household income for the majority of respondents was between 6-9 lakhs (33%).
5. The average number of persons in a family was 3-4 members.
6. 96.1% of respondents had children under the age of 18 in their household.
7. 89.3% of respondents had pets in their household.
8. The majority of respondents prefer either Supermarket or Online store (27.2% each) to purchase FMCG.
9. 37.9% of the respondents purchase FMCG on a weekly basis.
10. The majority of respondents purchased FMCG products across all categories including Food and Beverages, Personal Care Products, Household Care Products, Healthcare and Wellness Products, Baby and Child Care Products, and Pet Care Products.
11. 82.5% of the respondents tend to switch brands occasionally.
12. 89.3% individuals feel that brand preference influences in selecting an FMCG product.
13. 76.7% feel that brand preference is important in the selection of FMCG products.
14. 92% switch brand for price, 90.29% agree that brand quality is an important factor for switching brands, and 89% agree that brand availability is an important factor for switching brands.
15. Advertising is one of the major reasons for switching brands.
16. 96% won't switch because of word of mouth.
17. 18% agreed that they switch brands despite brand loyalty, while 88% agreed that they switch brand out of curiosity.
18. 93% won't switch because of price factor, 91% won't switch because of brand quality, and 95% won't switch brand because of brand availability.
19. Curiosity is not a factor when it comes down to not switching brands.

20. Brand loyalty is one of the major reasons for brand loyalty (96%).
21. 73.8% of respondents strongly agree that they are aware of the different brands of fast-moving consumer goods available in the market.
22. 51.45% of respondents strongly agree that they are familiar with the brand names of fast-moving consumer goods that they usually purchase.
23. 58.25% of respondents agree that they recognize the logos and packaging of the brands of fast-moving consumer goods that they frequently purchase.
24. 59% of respondents agree that they have a preference for certain brands of fast-moving consumer goods over others.
25. 61% of respondents agree that they are willing to pay more for fast-moving consumer goods of a particular brand that they trust.
26. 58% of respondents agree that they tend to recommend certain brands of fast-moving consumer goods to others.
27. 62% of respondents agree that they usually choose a brand of fast-moving consumer goods that they have used before and liked.
28. 64% of respondents agree that they think brand reputation is an important factor when purchasing fast-moving consumer goods.
29. About 70% of respondents agree that it is difficult to find the fast-moving consumer goods they are looking for.
30. Fast-moving consumer goods are often out of stock when respondents want to purchase them.

6.2 Suggestions

Some suggestions for fast-moving consumer goods (FMCG) brands can be:

1. Target younger consumers: As the majority of the respondents were between 21-30 years old, FMCG brands should focus on marketing strategies that appeal to this age group.
2. Focus on female consumers: Although male respondents were slightly more than female respondents, FMCG brands should still consider female consumers as a significant target market.
3. Focus on urban areas: Almost half of the respondents were from urban areas, indicating that FMCG brands should concentrate their efforts on these locations.
4. Consider pricing strategies: As 92% of the respondents switch brands for price, FMCG brands should consider offering competitive pricing to retain their customers.
5. Enhance brand quality and availability: As brand quality and availability were found to be important factors for switching brands, FMCG brands should focus on providing high-quality products and ensuring their products are available in the market.
6. Utilize advertising strategies: As advertising was found to be a significant reason for switching brands, FMCG brands should focus on creating effective advertising campaigns to attract and retain customers.
7. Focus on brand loyalty: As brand loyalty was found to be a major reason for brand preference, FMCG brands should focus on building strong relationships with their customers and creating a loyal customer base.
8. Improve product availability: As fast-moving consumer goods are often out of stock when respondents want to purchase them, FMCG brands should focus on improving their supply chain and ensuring products are available when customers need them.
9. Invest in customer satisfaction: As almost 70% of respondents agree that it is difficult to find the fast-moving consumer goods they are looking for, FMCG brands should focus on providing excellent customer service and ensuring customer satisfaction.
10. Focus on building brand reputation: As 64% of respondents agree that they think brand reputation is an important factor when purchasing fast-moving consumer goods, FMCG brands should focus on building a positive brand reputation to attract and retain customers.

6.3 Conclusion

In conclusion, the study highlights the perception of customers towards Fast Moving Consumer Goods in Chengalpattu District. The findings suggest that the brand value of FMCG products is primarily determined by their quality, rather than their packaging, promotion, or pricing. Consumers are willing to pay a higher price for quality products that meet their health and hygiene needs. Manufacturers and suppliers should ensure that their products undergo various tests to maintain the quality of FMCG products, particularly those related to eatables and skincare.

The study recommends that businesses should provide customers with comprehensive product information through trade fairs, exhibitions, and effective advertising. As FMCG products are consumed by all types of customers, regardless of income or social status, the study emphasizes the importance of sustaining the market through continuous improvements in retail outlets and shops.

Overall, the study concludes that conducting research on FMCG products is crucial to understanding the market potential, particularly in the Chengalpattu district. The results of this study could be used by manufacturers and suppliers to fine-tune their products and marketing strategies to meet the needs of customers and increase sales.

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QUESTIONNAIRE

An Empirical Study on Consumer Perception and Brand Preference on Fast Moving Consumer Goods with Special Reference to Chengalpattu District.

1. Age
   - Below 21
   - 21-30
   - 31-40
   - 41-50
   - Above 50

2. Gender
   - Male
   - Female

3. Area
   - Urban
   - Semi Urban
   - Rural

4. Annual Income of the Household
   - Below 3 Lakhs
   - 3-6 Lakhs
   - 6-9 Lakhs
   - 9-12 Lakhs
   - Above 12 Lakhs

5. Do you have any children under the age of 18 living in your household?
   - Yes
   - No

6. How many people live in your household, including yourself?
   - 1
   - 2
   - 3-4
   - 5 or more

7. Do you have pets in your house?

- Yes
- No

8. Which of the following format you prefer to make purchase?

- Departmental store
- Convenient store
- Super market
- Online store

9. How often do you purchase fast moving consumer goods?

- Daily
- Weekly
- Monthly
- Rarely
- Never

10. Categories of FMCG Products you purchase Yes / No

Particulars	**Yes**	**No**
Food and Beverages		
Personal Care Products		
Household Care Products		
Healthcare and Wellness Products		
Baby and Child Care Products		
Pet Care Products		

11. How often do you switch brands when purchasing fast moving consumer goods?

- Every time
- Occasionally
- Rarely
- Never

12. Do you feel that brand preference influence in selecting an FMCG product?

- Yes
- No

13. Which sources do you use to obtain information about fast moving consumer goods brands? Answer Yes or No

  - Television
  - Social media
  - Online reviews
  - Word of mouth
  - In-store displays

14. How important is Brand Preference in Selecting an FMCG product?

- Very Important
- Somewhat Important
- Not Important

15. What were the reasons for switching brands? Answer Yes or No

Particulars	**Yes**	**No**
Price		
Brand Quality		
Brand Availability		
Packaging		
Advertising		
Brand Loyalty		

Curiosity		
Word of Mouth		

16. What are the reasons for NOT switching brands? Answer Yes or No

Particulars	**Yes**	**No**
Price		
Brand Quality		
Brand Availability		
Packaging		
Advertising		
Word of mouth		
Curiosity		
Brand loyalty		

17. The study of consumer brand awareness in fast-moving consumer goods (Likert's Scale)

Particulars	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
I am aware of the different brands of fast-moving consumer goods available in the market.					
I recognize the logos and packaging of the brands of fast-moving consumer goods that I frequently purchase.					

I have a preference for certain brands of fast-moving consumer goods over others.					
I am willing to pay more for fast-moving consumer goods of a particular brand that I trust.					
I tend to recommend certain brands of fast-moving consumer goods to others.					
I usually choose a brand of fast-moving consumer goods that I have used before and liked.					
I think brand reputation is an important factor when purchasing fast-moving consumer goods.					

18. To assess problems in availing fast moving consumer goods (Likert's Scale)

Particulars	**Strongly agree**	**Agree**	**Neutral**	**Disagree**	**Strongly disagree**
It is difficult to find the fast-moving consumer goods I am looking for.					
Fast moving consumer goods are					

often out of stock when I need them.					
It takes too long to get the fast-moving consumer goods I want.					
I often have to wait in long queues to purchase fast moving consumer goods.					
The prices of fast-moving consumer goods are too high.					
The quality of fast-moving consumer goods is not up to my expectations.					
I am not satisfied with the variety of fast-moving consumer goods available.					
The location of stores that sell fast moving consumer goods is inconvenient for me.					
The customer service provided by stores that sell fast moving					

consumer goods is poor.					
I face difficulty in making payment for fast moving consumer goods.					

19. To understand the level of satisfaction on FMCG (Likert's Scale)

Particulars	Highly Satisfied	Satisfied	Neutral	Dissatisfied	Highly dissatisfied
Price					
Availability					
Quality					
Accessibility					
Variety					
Packaging					

20. Do you feel that you will continue availing FMCG goods despite the potential drawbacks

- Yes
- No

21. Would you recommend fast-moving consumer goods to others despite its certain limitations?

- Yes
- No