Level of Satisfaction towards to Select FMCG Products in Coimbatore City

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Abstract - **FMCG industry, alternatively called as CPG (Consumer Packaged Goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. These are products that have a quick turnover, and relatively low cost. Objectives of the study, to analyze the level of satisfaction of consumers' towards selected FMCG products. Methodology of the study, this study is a combination of both descriptive and analytical. It is descriptive because more qualitative variables like economical, commercial and social variables are involved. This study is also analytical because more quantitative variables such as income and expenditure are to be studied. Primary Data collected through interview schedule. Suggested this study, High income group of people are prefer the consumer goods differ from low income group of people. In this context, the companies can manufacture the consumer goods in different sizes with same quality. Conclusion of the study, in the competitive assessment section, this Fast Moving Consumer Goods (FMCG) market report sheds light on the list of manufacturers, market conditions, current trends, company profiles, and market innovations.**

Keywords: Multiple correlation, level of satisfaction, quality, etc.

I. INTRODUCTION

FMCG industry, alternatively called as CPG (Consumer Packaged Goods) industry primarily deals with the production, distribution and marketing of consumer packaged goods. These are products that have a quick turnover, and relatively low cost. Consumers generally put less thought into the purchase of FMCG than they do for other products. Though the absolute profit made on FMCG regular intervals. The most common in this list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and extends to certain electronic goods. These items meant for daily use of frequent consumption and have a high country, from making efforts to reach out to the poorer section of consumers through distribution of smaller pack sizes, innovations like single use sachets, to developing innovative products to cater to regional or local taste and the needs of niche consumers. There are many significant contributions both direct and indirect that the industry has on the Indian economy. The Indian FMCG industry, with an estimated market size of '2 trillion, accounts for the fourth largest sector in India.1.

Fast Moving Consumer Goods satisfies the elemental and day to-day household needs other than grocery, ranging from packaged foodstuff, dairy products, cooking oil, bread, butter, cereals, beverages like tea & coffee, pharmaceuticals, confectionery, biscuits, glassware, stationary items, watches, toiletries, detergents, shampoos, skin care products, cosmetics, toothpaste, dish washing liquid, shaving cream, razor, batteries, shoe polish, energy drinks, soft drinks, clothing, furniture and household accessories to electronic goods like cell phone, laptops, computers, digital cameras etc. that are usually categorized as Fast Moving Consumer Electronics of FMCEs[2].

FMCG is an acronym for Fast Moving Consumer Goods, which are packaged stuffs, other than grocery sold in super markets and retail shops. The FMCG sector is the fourth largest sector in the economy with a total market size in excess of Rs. 60,000 crore. This industry essentially comprises Consumer Non-Durable (CND) products and caters to the everyday need of the population. FMCG are frequently purchased essential or non-essential goods such as food, toiletries, soft drinks, disposable diapers etc.

A major portion of the monthly budget of each household is spent on FMCG products. The introduction of sachets made rural people who are t traditionally not accustomed for bulk purchase, to buy branded FMCG products like Rs.1/- shampoo, nut powders, oils, detergents, cleaning powders & liquids, tooth pastes, etc. in rural shops. The sector is a corner stone of the Indian economy. This sector touches every aspect of human life. The FMCG producers have realized that there is ample opportunity for them to enter into the rural market. Today we notice this shift words branded FMCGs in rural

areas as a result of socio economic and political changes in the last 5 years. This has made all areas more viable markets even compared to urban areas. The Socio- Economic and political changes contribute to a great extent for changes in the life styles of countryside people who patronized branded FMCG products. The Government policies to promote education all areas enhanced their brand awareness due to the presence least one higher education pursuing student in their family or neighboring family. The different Government policies to promote education in all areas enhanced their brand awareness due to the presence of at least one higher education pursuing student in their family or neighboring family. The different Government policies are also being helpful for rural people contributed in enhancing people income followed by a change in their lifestyles resulted in patronizing the branded products. According to the National Council of Applied Economic Research (NCAER) about 70 per cent of Indian population in living in villages India has perhaps the largest potential rural market in the world. It has a many as 47000 hats (congregation markets), compared to 35000 supermarkets in the US and of the total FMCG demand in India, nearly 53 per cent comes from the rural market. At present Indian FMCG sector is worth Rs.1300 billion and expected to be around a whopping value of Rs.4000 to 6000 billion by 2020. Henceforth FMCTG and its closer companion Retail sector, both are likely to create most of the jobs in India in the coming years primarily in functions like marketing, sales, advertising, supply chain, logistics human resources, product packaging and development, finance, operations general management supervisions and so on.

The FMCG sector is expected to clock a value growth in the range of 8-10 per cent for 2022 compared to 2021, according to the growth forecast estimates released by research and insights firm Nielsen. This is on the back of expectations of a consumption-push in the second half of the year due to festival season and normal monsoon while continued headwinds such as inflationary pressures and other macroeconomic conditions persist. In 2021, the sector's value growth was pegged at 17.5 per cent over 2020.

II. REVIEW OF LITERATURE

According to Thanigachalam (2014) explored that the consumer behaviors were positively and significantly correlated with product, price, place, promotion, need for recognition, brand awareness, brand knowledge, brand loyalty at the time of purchase and post-purchase behavior. This research surmised that successes of many businesses depended on their ability to create and retaining the customers.

The research from Fabila Mahadira and Mustika Sufiati Purwanegara (2014) indicated that most of the FMCG

products and brands had successfully proved that their brand is not just a mere sensation to attract awareness of consumer, however a real deal product and brand that satisfied their consumer.

In focus of Pallavi and Shashidhar (2015) evaluated that the most influencing factor affected the buying decision of the consumers was still the price, followed by quality and then easy availability. They confirmed that people still considered price as the most important factor, during the price war between the two companies Tide emerged as a leader because of its low price.

The results of Akankshya Patnaik, (2017) observed that consumers were satisfied with green FMCG products. Also, it was noted that customers were more focused on what they eat, how it was prepared, packaged and so on. This study had revealed that no doubt quality and price were still the over-riding factors which impact customer's buying decision.

III. STATEMENT OF THE PROBLEM

Now a day's many varieties of foods products like tea & coffee power, cooking oil, health drinks, soft drinks and biscuits etc., personal care products like toothpaste & brush, bath soap, shampoo, hair oil, cosmetics etc. and house hold care products like washing power, detergent soap, dishwashing bar, floor cleaner, toilet cleaner and mosquito re-fillers etc. are available in the market but the users are not in a position to identify and select a particular brand. Hence because of this all FMCG companies undertakes various strategies to deliver their product information to the consumers through internal and external sources. In spite of this only some of the sources induce them to buy those products. In the meantime, the level of income and size of the family also affects the purchase behavior of the consumers which determines their standard of living.

The above discussion indicated the need for strategies and managerial principles and policies to creatively and innovatively sustain consumer preference to the brand for FMCG. Many companies are aiming for high satisfaction because consumers who are just satisfied still find it easy to switch when a better offer comes along. Those who are highly satisfied are much less to switch. When a better offer comes along. Those who are highly satisfied are much less to switch. Those who are highly satisfied are much less to switch. High satisfaction or delight creates an emotional bond with the brand, not just, a rational preference. To understand existing preference of the customers, it is imperative to investigate and suggest ways and means to improve the customer satisfaction. To aim of the study was to obtain consumer preference towards selected fast moving consumer goods in Coimbatore City.

IV. OBJECTIVES OF THE STUDY

1) To analyze the level of satisfaction of consumers' towards selected FMCG products
2) To offer suitable conclusions and suggestions for improving the purchase of Fast Moving Consumer Goods based on the findings of the study.

V. HYPOTHESIS

Based on the research objectives the following hypothesis is framed.

▪ Socio-demographic variables (Gender, Age, Marital status, Area of Residence, Educational Qualification, Occupation, Type of family, family member, Monthly income and Family income) are not associated with the level of satisfaction.

VI. METHODOLOGY

This study is a combination of both descriptive and analytical. It is descriptive because more qualitative variables like economical, commercial and social variables are involved. This study is also analytical because more quantitative variables such as income and expenditure are to be studied. The tools used for collecting primary data are interview schedule. The data required for this study was collected from primary as well as secondary sources. Primary data required for the study were collected from the FMCG consumers who are located in Coimbatore city. Secondary data were collected for the present study with references to the objectives chosen for the study, such as literature reviews from various thesis, journals, magazines, books and websites etc. For the purpose of the study, Consumers are considered and data were collected using questionnaire. As regards consumers, 150 respondents were selected and for this purpose, convenience sampling method is used in this study. Descriptive statistics and multiple regression and correlation analysis used in this study. The research work is carried out for a period of two months from September 2022 to October 2022.

VII. LIMITATIONS OF THE STUDY

The research study has number of limitations, which must be acknowledged. The study was mainly concluded in a small area, with a limited number of respondents. The result was derived on the basis of data which were collected from the respondents, which is subject to the opinion of the respondents, and can change from time to time. The sample size was quite limited due to time constraints, and the study was carried out in the urban area. The study is confined to Coimbatore City only. The attitude of consumers may change frequently, hence the result arrive would be varying. The research concentrates with only few FMCG like a shampoo, bathing soap, tooth paste, fairness cream and beverages.

VIII. ANALYSIS AND INTERPRETRATION

Table 1: Intercorrelation Matrix Factors Related to Choosing the Select FMCG Products-Level of Satisfaction

		Satisfaction	Price	Quality	Product	Familiarity	Experience	Packaging	Offers	Promotional
Pearson Correlation	Satisfaction	**1.000**								
	Price	.363	**1.000**							
	Quality	.381	-.357	**1.000**						
	Product	.768	.231	.300	**1.000**					
	Familiarity	.414	.282	-.057	.201	**1.000**				
	Previous experience	.764	.375	.236	.817	.271	**1.000**			
	Packaging	.814	.354	.428	.634	.114	.636	**1.000**		
	Offers	.749	.323	.236	.543	-.212	.424	.551	**1.000**	
	Promotional	.729	.330	.238	.415	-.032	.493	.413	.343	**1.000**

Source: Primary Data. **p<0.05, *p<0.10

Table reveals correlation analysis that has been done on all the data collected through the survey. This analysis is done to show the factors choosing the selected FMCG products among the study variables, namely, Price, quality, product, familiarity, previous experience, packaging, offers and promotional activities. Impact of net profit of small scale industries are significantly correlated with the Price, (r=.363, p<0.01), quality (r = .381, p<0.01), Product (r = 0.768, p< 0.01), Previous experience (r = 0.764, p<0.01), Packaging (r = 0.814, p< 0.01), Offers (r = 0.749, p< 0.01), and Promotional (r = 0.629, p< 0.01). Here, all of the predictor variables were entered simultaneously as the predictor variables and the stepwise method was used.

Table 2: Model Summary

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate
1	.733[a]	.821	.816	.336

The adjusted R Square value tells us that this model accounts for 82.1 per cent of variance (Table 4.53.2.).

Table 3: Coefficients

Coefficients[a]							
Model		Unstandardized Coefficients		Standardized Coefficients	t	Sig.	
		B	Std. Error	Beta			
	Level of Satisfaction	-5.674	1.271		-4.465	.000	S
	Price	.153	.184	.058	.773	.410	S
	Quality	.328	.163	.139	2.209	.051	S
	Product	.080	.140	.061	.667	.574	S
	Familiarity	.466	.117	.273	4.668	.000	S
	Previous experience	.568	.124	.500	5.575	.000	S
	Packaging	.124	.090	.121	2.362	.179	NS
	Offers	.136	.101	.110	2.353	.184	S
	Promotional	.326	.167	.132	1.954	.058	NS
a. Dependent Variable: Level of satisfaction							

Source: Primary Data **$p < 0.01$, S-significant

Standardized Beta Coefficients give a measure of the contribution of each variable to the model. A large value indicates that a unit change in this predictor variable has a large effect on the criterion variable. The t and Sig (p) values give a rough indication of the impact of each predictor variable, namely, price(t- -.773, p- 0.000, $p<0.01$), quality(t-.2.209, p-0.00, $p<0.01$), Product(t–.667, p- 0.000, $p< 0.01$), Familiarity (t- 4.668, p- 0.00, $p<0.001$), previous experience (t- 5.575, p- 0.00, $P< 0.01$), Packaging (t- 1.366, p- 0.00, $P< 0.01$), offers (t- 2.353, (p- 0.00, $P< 0.01$) and Promotional activities (t-1.954, (p- 0.00, $P< 0.01$) a big absolute t value and p value suggests that a predictor variable has a large impact on the criterion variable (Table 4.53.3.).

Table No. 4

ANOVA[a]						
Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	52.686	8	6.586	34.556	.000
	Residual	7.814	41	.191		
	Total	60.500	49			

Source: Primary Data **$p < 0.01$, S-significant

From Table 4, it is clear that the overall reports an ANOVA, which assesses the overall significance of this model (F- 34.556, p value- 0.00). $p< 0.01$ is statistically significant.

IX. SUGGESTIONS OF THE STUDY

- The researchers have given the following suggestions on the basis of the findings of the research and their experience.
- In all the age group, the respondent does not prefer the same brand of consumer goods. Hence, the can manufacture the consumer goods according to the different age group of consumers.
- The preference of highly educated people is differ from low educated people. Hence, the companies can adopt customization of the product marketing strategies on the basis of education.

- High income group of people are prefer the consumer goods differ from low income group of people. In this context, the companies can manufacture the consumer goods in different sizes with same quality.

X. CONCLUSION OF THE STUDY

Fast-Moving Consumer Goods (FMCG) is products that are sold quickly, and at relatively low cost. Examples include non-durable goods such as packaged foods, beverages, toiletries, over-the-counter drugs, and other consumables. Many fast moving consumer goods have a short shelf life, either as a result of high consumer demand or because the product deteriorates rapidly. Some FMCG, such as meat, fruit,

vegetables, dairy products, and baked goods, are highly perishable. Other goods, such as pre-packaged foods, soft drinks, candies, and toiletries have high turnover rates. Sales are sometimes influenced by holiday or seasonal periods. The Fast Moving Consumer Goods (FMCG) market is anticipated to rise at a considerable rate during the forecast period, between 2022 and 2029. In 2022, the market is growing at a steady rate and with the rising adoption of strategies by key players; the market is expected to rise over the projected horizon. The Research Report focuses on the competitive landscape of the industry including company profiles, business overview, sales area, market performance and manufacturing cost structure. The report analyzes the global primary production, consumption, and fastest-growing countries with prominent players in the global industry. Key market observation is shown to make key findings on business growth. In the competitive assessment section, this Fast Moving Consumer Goods (FMCG) market report sheds light on the list of manufacturers, market conditions, current trends, company profiles, and market innovations. It also includes various growth opportunities for top players.

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