CHAPTER V

SUMMARY OF FINDINGS, SUGGESTIONS AND CONCLUSION

5.1 INTRODUCTION

A detailed analysis has been made regarding the Consumer behaviour towards fast moving consumer goods in Puducherry district in the previous chapter. This chapter presents the summary of findings, suggestions and conclusion. The commodities chosen for the research are such as health care products, household care products, food and beverages. With this backdrop the consumer behaviour towards fast moving consumer goods in Puducherry is studied.

The study is mostly based on primary data. The interview schedules have been prepared on the specific objectives of the study. These are (i) to study the consumer behavior while taking purchase decision towards fast moving consumer goods in Puducherry; (ii) to study the consumer pre-purchase behaviour towards fast moving consumer goods in Puducherry; (iii) to examine the consumer behavior at the time of purchase of fast moving consumer goods in Puducherry (iv) To analyze the factors influencing post-purchase behaviour and brand loyalty among the population; and (v) to offer suitable suggestions to improve the consumer behaviour towards fast moving consumer goods in Puducherry.
The schedule consists of three important parts. The first part includes the demographic profile of the respondents, whereas the second part covers the consumer behaviour in the purchase of FMCGs. The third part consists of consumer pre-purchase behaviour. The fourth part consists of consumer behaviour at the time of purchase. The fifth part consists of post-purchase behaviour of the consumers and the last part consists of their attitude towards unfair trade practices. A pilot study was conducted among 50 consumers who regularly use fast moving consumer goods in Puducherry. On the basis of the result of the pilot study, certain modifications, additions and deletions had been carried out. Since, there is no record of the population of FMCGs enterprises in the study area, from each area; one FMCGs enterprise had been included for the present study. The purposive sampling Method was adopted for the study. The study is confined to Puducherry district only. Since the size of universe is infinite, the researcher decided to select a sample size of 500 respondent consumers. Puducherry district comprises of four taluks namely, Bahour, Ozhukarai, Puducherry and Villianur, from each taluk 125 respondents were selected for the study.
5.2 SUMMARY OF FINDINGS

The following are the important findings of the study

In the present study, an attempt was made to ascertain “consumer behavior towards select fast moving consumer goods in Puducherry”. The respondents were selected from (Puducherry district) Bahour, Ozhukarai, Puducherry and Villianur and the overall analysis was also done with respect to all the variables addressed in the Interview schedule. The analysis was done using the five point Likert Scale.

5.2.1 Demographic Profile of the Respondents

1. The important age group among the respondents is that the age group of 26 to 35 years constitutes 56.20 per cent. The respondents in the age group of 15 to 25 years constitutes 35.40 per cent, between 36 to 45 years constitutes 7.20 per cent and more than 45 years constitutes 1.20 per cent.

2. Out of total, a maximum of 53.00 per cent of the respondents are male and the remaining are (47 per cent) female respondents.

3. As far as the marital status of the respondents is concerned, the married constitutes 56.80 and the unmarried constitutes 43.20 per cent.

4. The nativities of the respondent shows 38.40 per cent belonging to the category of urban area and the remaining, 61.60 per cent belonging to the category of rural area. This shows clearly that the dominant category of the respondents belongs to rural area.
5. The important qualification of the respondents is that 50.80 per cent is post graduates and 26 per cent is graduates. The respondents with higher secondary qualifications constitute 23.20 per cent.

6. The major occupation of the respondents selected for the study of fast moving consumer goods represents employed group, which accounts for 42.80 per cent of the total. Students and Business men form 19.40 and 13 per cent of the total respectively. The house wife, Agriculturists and others constitute 9.80 per cent, 7.60 per cent and 7.40 per cent respectively.

7. The major family income among the respondents is above Rs. 15,000 constitutes 36 per cent and Rs.10,001 to Rs. 15,000 constitutes 31.80 per cent. Income in the category of Rs. 5,001 to Rs. 10,000 and income up to Rs. 5,000 constitute 17.80 per cent and 14.40 per cent respectively.

8. The important family size among the respondents is 4 to 5 and less than 3 members which constitute 53.60 and 26.40 per cent respectively. The number of respondents with the family size of above 5 constitutes 20.00 per cent.

9. The significant family system followed by the respondents is ‘Nuclear Family’ which constitutes 64.80 per cent of the total respondents and the remaining, 35.20 per cent constitutes joint family.
5.2.2 Consumer Behaviour in the Purchase of FMCGs

1. The respondents preferences towards purchase of bathing soaps shows that the highest frequency for Hindustan Unilever product of Hamam (24.60 per cent), followed by Godrej product of Cinthol (13 per cent), Karnataka Soaps and Detergents Limited, Product of Mysore Sandal soap (9.40 per cent) and Lifebuoy (9 per cent), Rexona (5.40 per cent) of HUL product. It is concluded that the respondents’ preferences towards purchase of the HUL products is more.

2. The benefit of bathing soaps of the respondents is that the highest average acceptance score is given for it gives refreshing feel (4.63) and the lowest acceptance score is given for it gives fragrance (3.12).

3. The majority of the respondents prefer HUL products of Clinic plus (26.20 per cent) and the All clear clinic (23.40 per cent), followed by Chik shampoo (12.40 per cent) a product of Cavinkare and Sunsilk (8.20 per cent) a product of HUL.

4. Shampoo prevents dandruff has the highest mean score of 4.31 and the low mean score of 1.65 is given for attractive colour by the respondents.

5. Tooth paste selection of the respondents stated that most of them give their priorities in the purchase of Colgate a product of Colgate Palmolive India, followed by Pepsodent and Close-up the products of HUL.
6. Most of the respondents are of the opinion that the tooth paste kills germs, whiteness to teeth, fights tooth decay, gives fresh breath have the mean scores of 4.57, 4.51, 4.22 and 4.02 respectively. It gives taste and foaminess has scored the lowest mean score of 2.81 of fast moving consumer goods in Puducherry.

7. The respondent priorities in the purchase of mosquito repellent, good knight a product of Godrej consumer products scored the maximum rank (39.20 per cent) followed by Allout product a product of S C Johnson (28.40 per cent), Mortein a product of Reckitt benckiser (12.40 per cent), Maxo a product of Jyothy laboratories limited (6.20 per cent) and Power on a product of Eveready Industries India Limited.

8. The opinion regarding mosquito repellent is that it is a slow poison has the highest mean score 4.73 and the lowest mean score of 2.75 is given for it gives fragrance.

9. The majority of consumers prefer to purchase the product of Lizol (a product of Reckitt Benckiser), followed by Harpic (a product of Reckitt Benckiser), Domex (a product of HUL) and clean n fresh (a product of Robert McBride Ltd.)

10. The preferences in the toilet cleaner of the respondents display that the majority of consumer prefer to purchase of Lizol, which constitutes 39.80 per cent (a product of Reckitt Benckiser) followed by Harpic which constitutes 25 per cent (a product of Reckitt Benckiser), Domex which
constitutes 24.80 per cent (a product of HUL) and 5.60 per cent is for 
clean n fresh product of Robert McBride Ltd.

11. The opinion regarding the benefit of toilet cleaners is that it reduces the 
risk of infection and diseases has scored the highest mean score of 4.70, 
and the lowest mean score of 3.79 is given for it saves medical cost of the 
fast moving consumer goods.

12. Out of 500 respondents 27.40 per cent prefers to purchase the Biscuits in 
Britannia industries followed by ITC which constitutes 25.60 per cent, 
Other companies like NIBUM, VIBL (Veeramani Biscuit Industries), 
Dukes (Ravi Food s Private Limited) etc., constitute 20.80 per cent, Parle 
products private limited constitutes 19.80 per cent and 6.40 per cent is for 
Horlicks of the selected respondents towards fast moving consumer goods 
in Puducherry.

13. In regard to Britannia biscuits the respondents give more preference for 
Good Day with a market share of 4.40 per cent followed by Tiger and 
Milk Bikis with 4 per cent each. Marie Gold and 50-50 have scored 3.80 
and 3.40 per cent respectively followed by Britannia Cookies with 2.60 
per cent.

14. Among the Parle products Parle Marie has the highest preference among 
the respondents with 4.20 per cent followed by Krack Jack, Milk Sakthi 
with 3.90 and 3.40 per cent respectively.
15. As far as the ITC varieties are concerned, the respondents give more preference for Sun feast Marie Light and Sun feast Dark Fantasy sharing 4.60 per cent, followed by Sun feast special and Sun feast Glucose with 4.40 and 3.40 respectively.

16. The respondents’ opinion towards biscuits are very tasty has scored the highest average score of 4.91 and the lowest mean score of 2.96 is given for it provides refreshment.

17. The respondents’ preferences towards coffee are that the Bru coffee has scored the highest percentage of 16.80 followed by Nestle with 15.80 per cent and Tata Coorg coffee with 7.40 per cent. In the case of Tea the highest per cent of 7.80 is given for Tata Tea followed by 3 Roses tea and Red label tea with 6.60 and 6.40 per cent respectively. The majority of the respondents (57.80 per cent) prefer coffee and the remaining 42.20 per cent prefer Tea.

18. The opinion towards the benefit of tea and coffee of the respondents is that it improves the heart health has scored the highest mean value of 4.10 and the lowest mean score of 2.99 is given for boosts your memory.

5.2.3 Factors Influencing the Purchasing Decision

1. The consumer’s purchase decision on the basis of product shows that the difficulty of differentiation in the spurious products and branded products scored the highest mean value of 4.39 and consumers
preferences are more in the credit facility of the product irrespective of the product quality have least average acceptance score of 3.26.

2. Consumer’s purchase decision is based on price, shows that the brand name and the quality have the highest average score of 4.18 and discounted products are not always outdated products has scored the lowest mean score of 2.86.

3. Out of 500 respondents 30.48 per cent, 48 per cent, 11.53 per cent, 7.23 per cent, and 5.78 per cent strongly agree, agree, neutral, disagree and strongly disagree respectively towards consumer purchase decision on the basis of promotion towards select fast moving consumer goods.

4. The consumers purchase the products because it is easily available has the highest mean score of 3.69 and the least mean score of 2.60 is given for the product is not available at nearby shop I always wait for product to come.

5. There is a significant difference between consumers purchase decision on the basis of product, price, promotion and place with respect to demographic profile (age group, gender, marital status, residence, educational qualification, occupation and monthly income, size of the family and nature of the family) of the respondents.

6. There is a significant difference observed between product variables of the fragrance and colour of the products are important, seasonal changes not affect my purchase decision of the products, my preference is
always to fulfill my expectations when purchase the product, more preference to credit facility of the product irrespective of the product quality and it is very difficult to differentiate between spurious products and branded products towards factors influencing purchase decision of the respondents. However, there is no significant difference observed between product variables of I buy another products in case of non-availability of particular brand, I prefer to buy those products on which credit facility irrespective of the brand, the presences of spurious products are always higher in the market, towards factors influencing purchase decision of the respondents.

7. There is a significant difference observed between price variables towards factors influencing purchase decision of the respondents.

8. There is a significant difference observed between place variables towards factors influencing purchase decision of the respondents.

9. There is a significant difference observed between promotion variables of advertisement always enhances product knowledge, advertisement always creates purchase interest for the products, different sales promotion schemes increases the sales of the product, extra quantity with same price and free samples/discounted price are some of the factors influencing the purchase decision of the respondents.
5.2.4 Consumer behavior towards Pre-Purchase decision

1. The consumers need for recognition shows that the sales and promotional activities of the firms has the highest mean score of 4.29, followed by interest on FMCGs products with a mean score of 4.21. The lowest mean value of 3.49 is given for emerging beauty consciousness towards select fast moving consumer goods.

2. About 33.92 per cent, 43.95 per cent, 10.75 per cent, 7.85 per cent and 3.53 per cent strongly agree, agree, neutral, disagree and strongly disagree respectively towards need for recognition before purchasing the select fast moving consumer goods in Puducherry.

3. The factors in collecting information relating to purchase of FMCGs the highest sources are from personal sources of family has the highest mean score of 4.87 and low sources is word-of-mouth has the least mean score of 2.99 of the consumers in fast moving consumer goods.

4. The highest commercial sources of information relating FMCGs from promotional offers has the highest mean score of 4.38 and low sources of information from the traders of the fast moving consumer goods has the mean score of 3.57.

5. In the case of highest public sources of information, TV plays the dominant role has the highest mean score of 4.59 and the newspaper is given the lowest value of 3.06 as far as select fast moving consumers’ goods in Puducherry are concerned with.
6. The Brand awareness of the consumer towards FMCGs stays fixed in mind has the highest mean score of 4.51 and able to distinguish one brand from the other by its performance has the mean score of 4.06 towards FMCGs. The brand recognition of the FMCGs products is due to its performance has the lowest mean value of 3.44 of select fast moving consumer goods.

7. The brand knowledge of the respondents shows that the highest mean score of 4.47, is given for consumer are sure decision about the brand before purchasing the products followed by consumers have identified the ingredients of the product, stimulates the use of the same brand and helps to recall the attributes of the product with the mean scores of 4.60, 4.36 and 4.36 respectively of the selected respondents in fast moving consumer goods.

8. The brand loyalty of the consumers are enjoying the brand has the highest mean score of 4.54 followed by the brand chosen has a good reputation with 4.50 of FMCGs. Consumers are not to tolerate, if the non-availability of particular brands and adjust with the shortcomings of the brand have the low mean scores of 3.46 and 3.29 respectively.
5.2.5 Consumer Behavior at the Time of Purchases

1. Almost all the consumers prefer to purchase the fast moving consumer goods in the nearest store. The standard price and quality of the product are also important.

2. Out of 500 respondents 92.6 per cent wants freedom to choose the products. Most of the consumers prefer air conditioned show rooms while purchasing the products.

3. Most of the (78.60 per cent) consumers give preferences to brand loyalty and business houses should ensure that the required brand must be made available.

5.2.6 Consumer’s Post-Purchase Behaviour

The post purchase behaviour of the consumers shows that if the product fails to satisfy the expectation of the consumers they speak about the product and brand is very bad has the highest mean value of 4.79 and they make repeated purchase if the product is satisfactory has the mean value of 4.65. Consumers agree with advertisement increases the brand image has the mean score of 4.30 and advertisements of the products help in remembering the brand name has the mean score of 4.29 towards the products. The advertised products are more reliable and dependable than unadvertised has the mean value of 3.64 and also advertisement gives product information has the lowest mean score of 3.36 towards FMCGs in Puducherry.
5.2.7 Consumers’ Attitude towards Unfair Trade Practices

About 17.68 per cent, 54.04 per cent, 14.12 per cent, 11.84 per cent and 2.32 per cent among the respondents strongly agree, agree, neutral, disagree and strongly disagree respectively about their attitudes in regard to unfair trade practices adopted in the case of select fast moving consumer goods.

5.2.8 Evaluation of Alternatives

1. The evaluation of alternatives of the selected respondents 37.73 per cent, 38.32 per cent, 13.64 per cent, 6.87 per cent and 3.44 per cent of strongly agree, agree, neutral, disagree and strongly disagree respectively towards the select fast moving consumer goods in Puducherry.

2. There is no significant difference between consumers purchase behavior in need for recognition with respect to age. However, there is a relationship between consumer purchase behavior in brand awareness, knowledge, loyalty, at the time of purchase and post purchase behavior with respect to age.

3. There is a significant difference between consumers purchase behavior in need for recognition, brand awareness, knowledge, loyalty, at the time of purchase and post purchase behavior with respect to gender, marital status, educational qualification, occupation, monthly income of the respondents.
4. There is no significant difference between consumers purchase behavior in need for recognition, brand knowledge, brand loyalty and post purchase behavior with respect to residential status is accepted.

5. There is a significant difference between consumers purchase behavior in need for recognition, brand awareness, brand knowledge and post purchase with respect to the size of the family. However, there is no significant difference between consumers purchase behavior in brand loyalty at the time of purchase with respect to the size of the family.

6. There is no significant difference between consumers purchase behavior in need for recognition, brand knowledge and post purchase behavior with respect to nature of family. However, there is a significant difference between consumers purchase behavior in brand awareness, brand loyalty and at the time of purchase with respect to nature of family.

7. There is a significant difference observed between factors influencing purchase decision and price.

8. There is a significant difference observed between factors influencing purchase decision and promotion.
5.3 SUGGESTIONS

The following suggestions are made on the basis of the study under various heads.

1. Stores/shops have to be provided with information about the benefit of the product to the customers regarding sales promotion schemes and also customers’ should be motivated by way of good relationships.

2. Indian domestic companies should enhance their product standard and put in more efforts to increase sales through sales promotion methods. These companies have to create awareness among the consumers to purchase the domestic products.

3. Price off, discount, extra quantity with same price, mobile recharge, and premium are more important tools in the sales promotion.

4. Stores/shops are to encourage the regular buyers by way of promotional offers.

5. Information relating to promotional methods need to be communicated to all the customers to increase more awareness regarding the sales promotional methods in order to increase sales.

6. Brand loyalty is an important factor in FMCGs. It is very difficult to induce the consumers for brand switching. Any firm should study these things very critically. The quality aspects coupled with competitive price may lead to change of brands.
7. Consumers buy products only if it catches their eyes at the outlets. So producers and sellers need to stress on attractive packaging and sales promotion. Further, this study also indicates that the advertisement through mass media, particularly television is the important source of product information. This shows that attention of the firms is drawn to improve their sales promotional activities by making use of such mass media.

8. Company should design their distribution system in such a way that, the product remains available all times in the rural areas. Because the rural customer prefers the products which are easily available.

9. Product Quality is the most important factor that influences the purchase of FMCGs. Companies which design products of above-average quality and continuously trying to improve them are able to withhold their existing loyal customer base.

10. The manufacturers try to reduce the health impact of using mosquito repellent and also suggested to express the health impact of mosquito repellants in a transparent manner.
5.4 CONCLUSION

The successes of many businesses depend on their ability to create and retain the customers. Companies that sell their products at standard price with good quality and make the brand available in all stores can attract new customers. Brand loyalty provides companies a strong and competitive weapon to fight with competitors in the market. Promotional offers, availability of brands are so important that the companies must give sufficient consideration towards this end before the companies plan and implement their marketing strategies. The FMCGs sector is a very dynamic sector in India. The major goal is to satisfy the needs and wants of the consumers and their targeted markets more effectively and efficiently. Hence, the researcher hopes that the information provided in this study will assist companies in shaping their marketing strategies and serve their consumers better.

5.5 SCOPE FOR FURTHER RESEARCH

1. An in-depth study can be done on the consumer durable goods industry in rural markets as this has become one of the fastest growing sectors in the rural market.
2. There are some unorganized distribution channels in rural markets and weekly markets. These can be studied to analyze their impact on the sales of branded products.
3. Consumer behaviour and buying decisions towards luxury branded products in Tamil Nadu can also be taken for further research.