SUMMARY AND CONCLUSION

FINDINGS

Nearly 55 per cent of the respondents belonged to the age group 21 – 30, 20 per cent each of the respondents belonged to the age group 31– 40, 10 per cent of them were above 50 years of age, 8 per cent of the respondents were between 41– 50 years of age, and the remaining 7 per cent of the respondents were below 20 years of age.

Majority of the respondents belongs to the age group of 21 – 30 years.

It is found that 70 per cent of the respondents were male and the remaining 30 per cent of the respondents were female.

It is inferred and found that 58 per cent of the respondents were Unmarried and the remaining 42 per cent of the respondents were married.

Nearly 32 per cent of the respondents were employed in private concerns, 26 per cent of the respondents were students, 23 per cent of the respondents were government employees, 12 per cent of the respondents were employed in other fields, and the remaining 7 per cent of the respondents were business men.

From the analysis, it is found that the majority of the respondents were private employees who were working in different private organizations.

It is found that 42 per cent of the respondents were Postgraduates, 36 per cent each of the respondents were Undergraduates and educated in other fields, 15 per cent of the respondents were educated below +2 level, 4 per cent of the respondents were diploma holders and remaining 3 per cent were others category.

From the analysis it is inferred that 5 per cent of the respondents belonged to the income group above Rs.20, 001, 28 per cent each of the respondents belonged to the income group Rs.10, 001 to 15,000, 5 per cent of the respondents belonged to the income
group below Rs.1,5000 to 20000; 22 per cent of them belonged to the income group below Rs.5,000, and the remaining 40 per cent of the respondents belonged to the income group Rs.5001 to 10,000.

- 31 per cent of the respondents preferred for taste.
- 59 per cent of the respondents preferred groceries.
- 29 per cent of the respondents used the products of Dabur
- 34 per cent of the respondents found HUL was more attracting.
- 37 per cent of the respondents responded Reliance Fresh was most attractive and due to that they possessed.
- 60 per cent of the respondents preferred the products for its Economy and Comfort.
- 45 per cent of the respondents were influenced by their friends
- 33 per cent of the respondents felt color as an appealing factor
- 54 per cent of the respondents said usage and security for the product was good.
- 49 per cent of the respondents agreed the product was a low cost product.
- 59 per cent of the respondents purchased the products for self-use.
- 69 per cent, 77 per cent, 63 per cent, 54 per cent each of the respondents felt that the sales outlets Knowledge of the product, Courteousness, ability to complete transaction, willingness to help and efficiencies of the sales outlets as good respectively.
- 66 per cent of the respondents agreed that they had a pleasant delivery experience and the product was delivered with all features
• 63 per cent of the respondents agreed that all the contents, usage, store and guarantee of taste were well explained.

• 59 per cent of the respondents were very satisfied with their sales person.

• 66 per cent of the respondents said that they were offered sample and explained.

• 50 per cent of the respondents purchased the products on Cash.

• 64 per cent of the respondents were very comfortable with the overall way the outlets determined the final price for the products.

• 55 per cent of the respondents would probably purchase another new products of the brand based on overall experience.

• 49 per cent of the respondents said they would probably purchase another products from the outlets based on their overall experience.

• 57 per cent of the respondents said they chose the particular outlets being influence by advertisements on TV, Radio and Newspaper.

• 65 per cent, 73 per cent, 59 per cent, 58 per cent, 74 per cent, 63 per cent, 53 per cent, 52 per cent of the respondents were satisfied with the overall quality, taste factor, duration, access, service of outlets, Compliments, worth taste and Reliability of the products.

• 56 per cent of the respondents responded the product was somewhat better when compared to another brand.

• 54 per cent of the respondents said they probably will purchase the products again.
• 79 per cent of the respondents were overall satisfied with the products as a customer.
• 44 per cent each of the respondents said there were very good and good chances that they recommend the products to friends and relatives.
• 52 per cent of the respondents said there were good chances that they repurchase the products and service from the outlets.
• 52 per cent of the respondents rated the overall quality of relationship with the outlets as good.
• 70 per cent of the respondents were satisfied with their level of satisfaction with the outlets in regard to customer service.
• 65 per cent of the respondents were satisfied with the outlets in regard to price.
• 34 per cent of the respondents suggested packaging towards improving Taste of the products.
• 66 per cent of the respondents rated their level of opinion towards performance of the FMCGs as 75 per cent.
• 69 per cent of the respondents were satisfied regarding overall satisfaction of the FMCGs.

The rank correlation tool was applied to test the hypothesis that there is no rank correlation in selecting the retail outlets by the respondents on the basis of the factors. The upper tailed test is appropriate and the Z value for the 0.01 level of significance is 2.33. The standard error is 0.447. The acceptance region is 2.33 and the rank correlation
coefficient is 1.087 which lies inside the acceptance region. Hence it is accepted the hypothesis that there is no rank correlation in the Retail outlet selection of the respondents on the basis of the factors. It is also noted that the selection of the retail outlet for consumption of FMCGs would not be based on the factors; but based on the choice of the Consumers. Majority of the respondents (15.0 per cent) have chosen the different supermarkets for service quality and most of the respondents (15.0 per cent) have chosen Nilgiris due to the performance quality. It reveals and concluded the selection of the retail outlets by the respondents on the basis of several factors but not limited.

The rank correlation tool was applied to test the hypothesis that there is no rank correlation in the of service characteristics of the individual sales representatives on the basis of the factors at 0.01 level of significance. The upper tailed test is appropriate and the Z value for the 0.01 level of significance is 2.33. The standard error is calculated as 0.577. The acceptance region is 2.33 and the rank correlation coefficient is -1.386 to 1.386, which lies inside the acceptance region. Hence, it is accepted the hypothesis that there is no rank correlation in the service characteristics of the individual sales representatives on the basis of the factors. Hence the rank correlation between the better and good is maximum. Therefore it has the nearest approach.

It is concluded that the respondents were intended to opine on the service characteristics of individual sales representatives according to other influences. Among the total respondents majority of 23.5 per cent have opined their willingness is better; 31.5 per cent have opined their efficiency is good; and 25.5 per cent have said that the willingness of sales representatives are not bad as per their preference for ranking. It
shows their perception towards the characteristics of the individual sales representatives as pointed out by the majority of the respondents.

SUGGESTIONS

The analysis suggested that consumers in different segments in the FMCG market had different perceptions about the source of buying. As a natural outcome of the study the researcher would like to make some suggestions and recommendations to both manufacturers and distributors for having more effective marketing strategies to be followed by them in order to fulfill the expectations of the consumers for a dynamic market for FMCGs. Most of these suggestions are based on the facts revealed by the study and some others are on the basis of general and personal experiences of the researcher. It is hoped that if these recommendations are taken care of they would benefit the public, the business community and the society at large.

To the Manufacturers

- Manufacturers should open new service centers in rural market places which helps the consumers to get their products serviced without taking them to the service centers situated in far away cities and towns. In Chennai rapid urbanization is happening, the vanishing of urban-rural disparity shall help the companies to diversify their market to the villages, for which more sales and service outlets in rural places shall be a pre-requisite.

- In the present competitive business world, the market penetration and customer demand are not simply due to the product features, but due to the effort taken by the dealers to place the product in the hands of the right consumer. For this, dealers and distributors should be properly motivated by the manufacturers through awards and incentives based on their performance.
• Quantity discounts or trade in allowance should be offered to customers for making bulk purchases (individually or group) of the products of the company.

• They should design a product mix which comprises of different range of products fulfilling varied needs of the consumers and also by satisfying the constraints bounded by their socio economic living conditions.

• A rational pricing method has to be selected by the manufacturer in order that the financial goals of the organization are achieved, fit the realities of the market place and support the positioning of the product in consistence with the other variables in the marketing mix.

• It is suggested that the manufacturers of existing products can make use of their salesman to help and induce the consumers to buy the products regularly.

• There is another suggestion that the manufacturers should give importance for the attractive package and container of the products without affecting the environment.

• It is recommended that the consumers of the FMCG products should be conscious about the media [especially television advertisement] which certainly do have an undue influence over them in the preference of the FMCG products.

• The FMCG producers should try to make their products available to the consumers continuously without any shortage in order to maintain and safe guard the brand loyalty of the consumers towards their products.

• Because of the severe competition existing in the marketing arena of FMCGs, the manufacturer has to adopt the right strategy relating to price adaptation.

• In setting the price, the analysis of Price elasticity and sensitivity is also to be taken in to consideration.
• Manufacturers should use the retailers like convenience stores, discount stores and off price leader etc. even though it is not popular in Indian markets.

• Manufacturers can use the advantages of direct selling and network marketing by setting a marketing dept. for the same.

• Manufacturers should initiate and co-ordinate the customer relationship building for their products to improve the brand image.

• Both financial and non-financial support should be extended to dealers in designing their marketing strategies.

• Initiatives should be taken by the manufacturers for expanding their area of operations to rural places by allotting new dealership there.

• Referral marketing system can be initiated for the promotion of sales through good mouthing of valued customers.

**To the Distributors**

• Retailers should extent more support to the consumers of FMCGs in getting their products serviced in time. This enhances the customer loyalty which shall be a crucial factor deciding the future success of their business.

• To attract more consumers, retailers can introduce referral commission system to existing customers, also for introducing new ones by them.

• Dealers should maintain good product portfolio in their rural shopping outlets by incorporating all types of most of FMCG products.

• Product bundling packages should be offered to the consumers for boosting up the sale of supplementary products.
• Dealers should design their own promotional techniques rather than simply going after the trade promotional strategies of manufactures.

• Field agents can be appointed for canvassing the customers especially during festive seasons.

**In General**

• The customers are to be provided clearly the expiry dates of the products and the usage of products for the health and hygiene purposes.

• The customers are to be reached out by the outlets to access easily and consume regularly the products of different kinds.

• The offers and discounts are to be provided clearly to the customers in order to increase the sales of FMCG products.

• The products are to be certified properly to maintain the reputation of the companies that are producing the products with trademarks.

• The packaging and labeling are to be attractive but should not pollute the environment after the usage and become scrap.

• The companies that are manufacturing the products should ensure the quality and quantity of the products contained in the packets or containers to maintain the market reputation.

• To sustain the market share, all the companies that are producing the FMCG products must try to influence the consumers in a way in which then statutes prescribed.
• The regular and continuous improvements in the products are necessary after the careful research programmed that definitely not at the cost of the quality and hygiene.

• The retail outlets are to provide best services to the consumers to maintain the morale of the customers for the increment of sales.

• The sales people are to be trained in a better way to receive the customers and sell the products of the companies in the outlets.

• There should not be any damage caused by the immoral practice of selling the products and treating the customers.

• The parking and rest room facilities are to be provided by all the retail outlets or supermarkets to sustain the customer markets.

• The researcher feels that the reputed companies should come forward to educate the consumers of FMCG products to be familiar with the quality and the aspects of others. It is suggested from the answers of the consumers that the nature of products with regards to quality and taste to be modified.

• It is recommended that the price of the regular consumable products may be reduced since majority of the consumers irrespective of their age and qualification feel that the price of such products is high.

• It is also recommended that the quality of the FMCG products should be improved because a considerable number of respondents feel that the quality of the produces is poor.

Supermarkets are of recent origin, in our country, even though in advanced countries they have given way to other forms of retailing. The capital investment in this line is much less compared to other lines. The entrepreneurs start this type of outlets in
order to get high rate of return on their capital investment. Self-service, display, low price etc. are the favorite features of marketing from these outlets. Majority of the supermarkets reduce prices for certain fast moving items in order to catch attention of the public.

Supermarkets promote their own brands produced, processed, repacked etc., in which they earn more profit. Rapid changes are taking place in the retailing sector. The supermarket form of retailing has given way to Super stores, hyper market, Discount houses, Specialty Houses etc., in advanced countries. The owners of supermarkets in our country are aware of the changes taking place and they are willing to accept or change their mode and form of business.

**CONCLUSION**

The study reveals the prospects and progress of the Fast Moving Consumer Goods in particular reference to Chennai City from the point of view of the customers. The experiences of the customers are the major source for the study that emphasizes the entry of the number of outlets at an easy reach. The quality products should not afraid of the higher pricing. The health and hygiene are important for the growth of FMCG products. The sales outlets and their service with good facets attract more customers. The customers are to be provided with all details of the products sold either at outlets or retail shops. In this view, the researcher has concluded the study with the inferences and suggestions. This work is carried due to the increasing competition of the retail markets and outlets. In this modern age of business arena, the Fast Moving Consumer Goods are consumed continuously by all the types of customers irrespective of the discrimination of the income, residence, status etc. Hence the researcher has enacted to describe the utility of
all the manufacturers of fast moving consumer goods to sustain the market. The groceries and toiletries are at the fast in sales and they are followed by the others in the modern market. Hence, it is concluded that this sort of study is significant to draw the market potentials of the Fast moving consumer goods particularly the Chennai like city. In future, the retail outlets and shops are fine-tuned with several facilities to reach the consumers and their interest.