Findings of the study

This chapter deals with a brief summary of findings, suggestions, and conclusion of the study on buyer behavior of Fast-Moving Consumer Goods (FMCG with special reference to Krishnagiri District.) The findings were drawn on the basis of objectives in the study.

- Majority of the Consumers are males, and the remaining 24.7 per cent are females.
- Most of the Consumers belong to 20-30 years, followed by 29 per cent who belong to 30-40 years age group.
- Most of the Consumers are graduates, followed by 23 per cent who have studied up to school level.
- Majority of the Consumers are Hindus, followed by 12.7 per cent who are Muslims.
- Majority of the Consumers are unmarried, followed by 42 per cent who are married.
- Majority of the Consumers belong to nuclear family, followed by 37.3 per cent who belong to joint family.
- Most of the Consumers have 4 members in their family, followed by 28 per cent who have more than 4 members.
- Most of the Consumers have monthly a income of less than Rs.10,000/- followed by 24.7 per cent whose monthly income is between Rs.10,000/- and Rs.15,000/-.
- Most of the Customers are private employees, followed by 19.3 per cent who are Government employees.
- Most of the Consumers have two earners in their family, followed by 34.2 per cent who have two earning members.
- Most of the Customers use Toilet soap of the brand Pears, followed by 30.7 per cent who use the brand Pears.
- Most of the Customers use Shampoo of the brand Head & Shoulder, followed by 32 per cent who use Clinic plus brand.
Most of the Customers use Tooth paste of the brand Colgate, followed by 31 per cent who use the brand Close up.

Most of the Customers use Ponds brand Talcum powder, followed by 31 per cent who use Mysore sandal brand.

Most of the respondents are influenced by family members, followed by 30.7 per cent who are influenced by friends & relatives.

Majority of the respondents are initiated / influenced by the s Displays, followed by 14 per cent who are influenced by Sales representatives.

64.7 per cent of them are initiated and influenced to buy FMCG by mass media, followed by 29 per cent by shopkeepers.

Most of the respondents are influenced by the media Television, followed by 15.7 per cent by Posters & pamphlets.

Most of the Customers took decision to purchase Toilet soap by themselves, followed by most of the Customers’ spouse, who took decision to purchase Shampoo, most of the family elders took decision to purchase Talcum powder, and most of the Children took decision to purchase Tooth paste.

Most of the Customers use Toilet soap for the past 6 months, followed by most of the Customers use Shampoo between 6-12 months, most of the customers use Talcum powder for the past six months, and most of the Customers use Tooth paste for the past six months.

Most of them purchase Toilet soap weekly, followed by most of the Customers purchase Shampoo fortnightly, most of the Customers purchase Talcum powder monthly and finally most of the Consumers purchase Tooth paste monthly.

Most of the Consumers purchase the FMCG from the Supermarket, followed by 32.3 per cent purchase from the Department stores.

Among the Consumers 83 per cent make cash purchase of product whereas the remaining 17 per cent make credit purchase of products.

Most of the Consumers are influenced to purchase by free offer, followed by 24.3 per cent by extra quantity offer.

Most of the respondents are reported the availability of their optional products.

Most of the respondents verify the manufacturing date, followed by 27.3 per cent of them verify the maximum retail price.

Majority of the Consumer are not facing any problems while using FMCG.
• Most of the respondents have reported that they have faced the health/skin problem.
• Majority of the Consumer do not want to change the FMCG presently used.
• Majority of the Consumer do not want to change the present brand used now.
• Most of the respondents want to change the brand due to health reasons, followed by 19.3 per cent of them want to change the brand due to higher price.
• Among the reasons influenced to purchase Toilet soap, ‘Habitual’ has secured higher mean score and stood at top, followed by ‘Fragrance’ has secured next higher score and stood at second, ‘Brand name’ has secured next higher mean score and stood at third.
• Among the reasons influenced to purchase Shampoo, ‘Family liking’ has secured higher mean score and stood at top, followed by ‘Price’ has secured next higher score and stood at second, ‘Health measures’ has secured next higher mean score and stood at third.
• Among the reasons influenced to purchase Talcum powder, ‘Price’ has secured higher mean score and stood at top, followed by ‘Availability’ has secured next higher score and stood at second, ‘Brand name’ has secured next higher mean score and stood at third.
• Among the reasons influenced to purchase Tooth paste, ‘Price’ has secured higher mean score and stood at top, followed by ‘Quality’ has secured next higher score and stood at second, ‘Availability’ has secured next higher mean score and stood at third.
• The mean score ranged from 2.26 to 3.01 and it is higher for Toilet soap and it is least for Talcum powder among the respondents.
• The mean score ranged from 2.26 to 3.01 and it is higher for Toilet soap and it is least for Talcum powder among the respondents.
• The mean frequency of purchase score ranged from 2.24 to 3.38 and it is higher for Shampoo and it is least for Tooth powder among the respondents.
• The overall mean influence factors score for the product Toilet soap ranged from 3.01 to 3.99 and is higher for the factor Super quality and is least for the factor advertisement among the respondents.
• The overall mean influence factors score for the product Shampoo ranged from 3.01-3.99 and is higher for the factor Super quality and is least for the factor advertisement among the respondents.
• The overall mean influence factors score for the product Talcum powder ranged from 3.17-3.94 and is higher for the factor Super quality and is least for the factor ‘advertisement’ among the respondents.

• The mean influence factors score for the product Talcum powder ranged from 3.19-4.18 and is higher for the factor ‘package’ and is least for the factor habitual among the respondents.

• The mean influence factors score for the product Talcum powder ranged from 2.95 to 3.95 and is higher for the factor ‘health care measure’ and is least for the factor ‘Fragrance’ among the respondents.

• The mean influence factors score for the product Talcum powder ranged from 3.06-4.04 and is higher for the factor ‘health care measure’ and is least for the factor ‘Habitual’ among the respondents.

• The mean influence factors score for the product Talcum powder ranged from 3.34-3.97 and is higher for the factor ‘health care measure’ and is least for the factor ‘Habitual’ among the respondents.

• The mean influence factors score for the product Talcum powder ranged from 3.11-3.93 and is higher for the factor ‘Fragrance’ and is least for the factor ‘Habitual’ among the respondents.

• The factor analysis for Toilet soap condensed and simplified the 9 variables and grouped into 4 factors explaining 56.26 per cent of the variability of all the 9 variables.

• The factor analysis for Shampoo condensed and simplified the 9 variables and grouped into 3 factors explaining 48.471 per cent of the variability of all the 9 variables.

• The factor analysis for Talcum powder condensed and simplified the 9 variables and grouped into 5 factors explaining 69.765 per cent of the variability of all the 9 variables.

• The factor analysis for Tooth paste condensed and simplified the 9 variables and grouped into 4 factors explaining 58.44 per cent of the variability of all the 9 variables.

• The mean influence factors score for the product Talcum powder ranged from 1.663-1.940 and is higher for the product Talcum powder and is least for the product Shampoo among the respondents.
Three variables namely X1-Age, X6-Religion and X7-monthly income are substantially important variables in discriminating between the two group namely respondents lower and higher amount spent monthly for FMCG.

- The significant chi-square indicates that there is an association between the Religion and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Family size and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Education and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Monthly income and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Earning members and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Type of residence and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Age and Level of using FMCG among the consumers.
- The significant chi-square indicates that there is an association between the Marital status and Level of using FMCG among the consumers.
- The significant chi-square indicates that there is an association between the Religion and Frequency of purchase among the consumers.
- The significant chi-square indicates that there is an association between the Education and Frequency of purchase among the consumers.
- The significant chi-square indicates that there is an association between the Type of residence and Level of purchase decision among the consumers.
- The significant chi-square indicates that there is an association between the Monthly income and Frequency of purchase among the consumers.

**Suggestions**

- The following suggestions on the basis of the findings of the research have been furnished.
- In all the age group, the respondents do not prefer the same brand of consumer goods. Hence the companies can manufacture the consumer goods according to the different age group of consumers.
- The preference of highly educated people differs from low educated people. Hence, the companies can adopt customization on the product marketing strategies on the basis of education.
- High income group of peoples’ preference for 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.
- Different types of consumer goods are necessary according to the occupation of the consumers. Hence the companies can manufacture the consumer goods by considering the occupation with changing lifestyle of the consumers.
- Large family size consumers can buy different types of consumer goods. By keeping this point in mind, the companies can manufacture such type of consumer goods.
- The key challenges that companies face in the rural market is to identity and offer appropriate products without hurting the company’s profitability or margin.
- Companies should recognize that rural consumers are quite discerning about their choices and customize products and services accordingly.
- Product awareness campaigns and advertising communications too need to be designed and executed keeping in tune with the context.
- The products should not only be made available at the right time and place but should also be affordable and acceptable to the rural people.
- It is learnt from the analysis that only four brands of toilet soap are familiar in the study area (Hamam, Dove, Lux and Lifebuoy). Hence, it is suggested that the FMCG
products should be given attractive advertising through TV medium, and good hoardings should be placed in the heart of the towns and big village areas.

- From the findings, it is very clear that purchase decisions are made mostly by the self, elders and spouses. Hence, it is suggested that the mindset of the elderly people should be learnt first and accordingly a good pricing strategy may be initiated by the top management in the marketing decision of FMCG products. Further, it is suggested that children-related products may be displayed in the break time of the cartoon network programmes.

- From the findings it is obviously that the people of Krishnagiri district desire cash purchase more than the credit purchase. But the credit purchase will enhance the sales and distribution and also the high competition between the FMCG producers. Hence, the seller should increase the credit purchase practice in the study area.

- From the analysis it is understood that the respondents are very highly influenced by brand image, availability of products, health reason and peer advertisement. Hence, the marketing environment of the FMCG should improve the other factors like brand image, availability, health reason and advertisement.

- The analysis clearly shows that the trade schemes have had high influence on the respondents during the purchase time of FMCGs in the market. It is further suggested that none of the FMCGs showed be sold without any offers provided by the manufacturers or marketers of the products. All the FMCGs goods could attract the people through providing attractive offers to compete with others in manufacturing or marketing in the competitive marketing scenario.

- The findings of the study reveal that the optional products are routed everywhere instead of original products. Hence, the marketing of the select FMCGs is a huge problem intrinsic with unbranded goods availability and its competition. To avoid these circumstances, the market intermediaries should increase the availability of the original products in the markets.

- The correlation analysis of brand awareness of toilet soap and shampoo suggests that awareness should be increased through the measure of advertising promotional activities of the producer. And the analysis also shows that the respondents do not frequently purchase the FMCGs in the study area. So products should be made available without any market demand situation.
• The simple percentage analysis of the representatives’ responses regarding their remuneration reveals that benefit and consideration have to be maintained on par with the target sealing fixed by the organisations.

• Sales promotion scheme and Brand equity perception has a significant relationship in the case of employment category of the respondents. While designing the sales promotion schemes the manager should take care of target markets employment status. It may be useful for segmenting the market for FMCG products as well. For long run success of the brand, managing brand equity perception is imperative. In short run, Sales Promotion schemes may be helpful to increase the sales temporarily but in the long run brand equity wins.
Conclusion

The above study leads us to the conclusion that influences of media in the purchase of FMCG products since the similar for both the rural as well as the urban household in different income classes and family types. It is found that media have a considerable influence upon the rural folks like their urban counterparts. The presence of media, which is generally regarded to be an urban domain, has been able to make its presence felt in the rural land as well. In general, however, media have a tremendous impact in sustaining or weakening the social fabric of social life.

The factors which have been selected for the present study analyzed that each and every factor has been influencing the buyers to know the FMCGs and its manufacturer promoting their marketing strategies and developmental activities in the market. The present study concludes that the influencing factors have not opined in the same perception of the respondents.

The effectiveness of rural marketing communication, to a large extent is influenced by the media habits of the rural consumers. Though all types of media are being used in rural areas, however, in view of low level of literacy, audio-visual media, i.e. radio, television and films assume major importance. However, with the increasing rate of literacy, print media in the form of newspapers, magazine etc. are also gaining popularity in the rural context, as is evident from the study.

It is for the marketers to understand the implications of the influence of the various media and utilise the appropriate media applicable for marketing their product, especially to the rural areas.

The key to ensure customer satisfaction, his likes, dislikes, buying behaviour, buying motives and buying practices. In the light of this, rural consumer behaviour provides a sound basis for indentifying and understanding consumers’ needs. Knowledge of customer behaviour is important for effective marketing efforts and practices.
The rural FMCG market has its own set of challenges. The rural consumers vary not only their behaviour and practices but also in conviction and belief. It is hoped that the present study will be found useful for the FMCG marketers waiting since long to tap the unexplored rural markets.

The present study concludes that the influencing factors have not opined in same perception of the respondents. The researcher comes to know the difference about the products are traditional and new colours and smells are equally applied on the products depending upon its characteristics.

Scope for further study

1. A study on Urban Buyer Behaviour of select Fast-Moving Consumer goods can be conducted.
2. A study on Rural Buyer Behaviour of Select Fast-Moving Consumer goods of Foreign Companies can be conducted.