CHAPTER-I
INTRODUCTION AND DESIGN OF THE STUDY

1.1. INTRODUCTION

FMCG 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. Though the absolute profit made on FMCG products is relatively small, sale in large numbers ultimately results in higher cumulative profit. Some of the prime activities of FMCG industry are selling, marketing, financing, purchasing, and the like. The industry is also engaged in operations, supply chain, production and general management. As the industry provides a wide range of consumables ever growing as the quantum of money circulated through FMCG products is also very high. The stiff competition among FMCG manufacturers inevitably leads to increased investment in FMCG industry specifically in India. The Fast Moving Consumer Goods (FMCG) sector is an important contributor to India’s GDP. The most common in the list are toilet soaps, detergents, shampoos, toothpaste, shaving products, shoe polish, packaged foodstuff, and household accessories and certain electronic goods. The Indian FMCG sector, which is the fourth biggest sector in the Indian economy, has a market size of Rs. 2 trillion with rural India contributing to one third of its revenues.

At present, urban India accounts for 66% of FMCG consumption, while rural India accounts for the remaining 34%. However, rural India accounts for more than 40% consumption in major FMCG categories such as personal care, fabric care, and hot beverages. In urban areas, home and personal care category, including skin care, household care and feminine hygiene, keep growing at relatively faster rates. Within
the food segment, it is estimated that processed foods, bakery, and dairy are long-term
growth categories in both rural and urban areas.

The Indian FMCG sector is highly fragmented, volume driven and characterized
by low margin. The sector has a strong MNC presence, well established distribution
network and high competition between organized and unorganized players. FMCG
products are branded which necessitates heavy advertising, marketing, packaging and
distribution at increased cost. The pricing of the final product also depends on the cost
of raw material used. The growth of the sector has been driven by both the rural and
urban segments. India is becoming one of the most attractive markets for foreign
FMCG players on account of easy availability of imported raw materials and cheaper
labour costs.

**Household Care**

The demand for detergents has been growing at an annual growth rate of 10 to
11% during the past five years. The inevitable and ultimate outcome of is the shifting of
convenience of usage, increased purchasing power, aggressive advertising and
increased penetration of washing machines, is the shifting  the urban market from
washing bar soaps   washing powder and detergents . The regional and small
unorganized players account for a major share of the total detergent market in volumes.
Household Care category recorded vigorous volume and value growth recently through
focused innovation in the portfolio to provide greater consumer value. Commendable
performance and new offerings like the Anti-Germ Bar and the Monthly Tub Pack
enable vim bar to retain the top position among dish-washes in FMCG sector. Vim
liquid continues to develop the liquid dish wash category driven by superior product
quality and strong advertising. It has effectively accomplished the dual job of growing
the market by reaching out to more households, and increasing consumption in existing households. Domex continues to provide clean and germ free toilets to the consumers.

**Personal Care**

The personal care products (PCP) market in India is estimated to be worth USD 4 bn p.a. Personal hygiene products like bath and shower products, deodorants include hair care, skin care, colour cosmetics and fragrances which are the key segments of the personal care market. Each of these segments exhibits unique trend and growth patterns. The hair care market includes hair oils, shampoos, hair colorants and conditioners and hair gels. The coconut oil market accounts for 72% share in the hair oil market. The skin care market is at primary stage in India. With the change in lifestyles, increase in disposable income, greater product choice and availability, people are growing more alert about personal grooming. The oral care market can be segmented into toothpaste with 60% market share, toothpowder with 23% market share and toothbrushes with 17% market share.

**Food and Beverages**

Food processing industry is one of the largest industries in India, ranking fifth in terms of production, growth, consumption, and export. The total value of Indian food processing industry is expected to touch USD 194 billion by 2015 from a value of USD 121 billion in 2012 according to Indian Council of Agricultural Research (ICAR). The packaged food segment is expected to grow 9% annually to become a Rs. 6 lakh crore industry by 2030, dominated by milk, sweet and savoury snacks and processed poultry, among other products, according to the report by CII-McKinsey.
The ready-to-drink tea and coffee market in India is expected to touch Rs. 2,200 crore in next four years, according to estimates arrived at the World Tea and Coffee Expo 2013. Branding could drive the next growth wave in the country’s food processing sector. The total soft drink like carbonated beverages and juice market is estimated at USD 1 billion. The market is predominantly urban with more than 25% contribution from rural areas. Coca cola and Pepsi dominate the Indian soft drinks market.

**Urban Segment the Biggest Contributor to the FMCG Sector’s Revenue**

The urban segment is the biggest contributor to the sector, accounting for two-thirds of FMCG sector revenue while the semi-urban and rural segments which are growing at a rapid its pace, currently account for 33.5% of revenue of the FMCG sector. FMCG products account for 53% of total rural spending. During FY 11, over 80% of FMCG products grew at a faster pace in rural markets as compared to urban ones with premium skin care brands growing twice as fast in rural areas as of urban areas. Lower priced packs have increased the penetration of the FMCG sector in rural India. The sectors which witness high growth include salty snacks, refined edible oil, healthcare products, iodised salt, and the like. Hair oils, toothpastes and shampoos have quite high penetration in both urban and rural markets while the sale of noodles, floor cleaners and hair dyes is increasing in rural markets thanks to higher awareness.

**Growth in Rural Market Predict Well for the FMCG Sector**

Rural India accounts for 700 million consumers or 70% of the country’s population, accounting for one-third of the total FMCG market. According to a report by Nielsen, the Indian rural market is tipped to grow more than ten-fold to USD 100 billion by 2025, presenting a huge opportunity for leading FMCG brands. One of the
key drivers of the rural FMCG market has been the unprecedented growth of smaller packaging options. Lower priced packs have improved accessibility and increased the pace of penetration of FMCG products in rural areas. The purchasing power in rural areas has outpaced that of the urban areas as non-farm incomes improve, bolstering consumer spending on FMCG products.

Rural consumption growth has outpaced urban consumption with the Percentage increase in monthly per capita expenditure in rural markets surpassing its urban counterparts during 2009-2012. Significant progress in literacy levels, higher government spending on welfare programs, growing support to agricultural sector, which is the major occupation of rural India and better infrastructure and DTH and mobile connections have also acted as a catalyst in enhancing rural demand for FMCG products. Several measures taken by the government to support the rural population including higher minimum support prices (MSPs), loan waivers and disbursements through the National Rural Employment Guarantee Act (NREGA) programmes have increased the purchasing power of this segment.

**Rising Per Capita Income and Changing Lifestyle Predict Well For the FMCG Sector**

In 2012-13, India’s per capita income stood at USD 1,535.6. Also, rising number of working women and the gradual breakup of the joint family system has increased the demand for processed and packaged food products. Further, rising awareness has also boosted demand for personal care and healthcare products. People in the rural areas have become more open to consuming modern packages food products and personal grooming products as satellite TV and internet create and sustain awareness.
Also, the fast growing economy provides scope for growth in FMCG space. Despite the current slowdown, India remains one of the fastest growing global economies, giving huge opportunities for leading FMCG players to expand their brand presence, introduce new products and foray into untapped markets. Being a consumer-driven economy, India is one of the leading FMCG markets in the world.¹

1.2. STATEMENT OF THE PROBLEM

FMCGs sector is the fourth largest booming sector of the Indian economy which has witnessed unprecedented growth in rural market recently. This sector creates employment for around three million people in downstream activities which are generally carried out in smaller towns and in rural India. According to the National Council for Applied Economic Research Report (NCAER), the demand for FMCG products is all set to boom more than 100% by 2015 mainly because of the expected rise in middle class to 88% in 2015. Further the focus of the FMCG companies in recent past has been to cater to rural market with a greater thrust. This is because the urban market is slowly getting saturated. The FMCG products are going through a transformation which indicates the launching of innovative products with different categories of users by very many companies. Hence it has its own set of problems such as stiff competition, rising advertising and transportation costs which in turn, increase price of FMCG in rural market. Further the growing competition in FMCG sector has made marketers realize that a strong brand is an essential part of the competitive advantage in the rural market. Hence the marketers need to enhance the brand image of their FMCG to retain the rural consumers’ confidence.

www.reports.dionglobal.in/Action/finadmin/Reports/FDR0108201343.pdf
Further the spending on FMCG products especially in the rural areas shows an increasing trend in the recent years because of increase in income level, attraction towards urban culture, connectivity to nearby towns, improvement in sanitary conditions, beauty awareness among teenagers of rural areas to imitate their counterparts in the urban areas which is well reflected in the increased usage of FMCG products particularly beauty and health care products. Actually the markets face variety of problems such as physical distribution, channel management, promotion and marketing communication. The problems of physical distribution and channel management adversely affect the service as well as the cost aspects. As a general rule, rural marketing requires more intensive personal selling efforts compared to urban marketing. Marketers need to understand the consciousness of the rural consumers and then act accordingly. Madurai district covers 670 revenue villages each with a population of more than 3 lakhs and five to twenty retail stores in each of the villages that deal in FMCGs. These are the irrefutable facts that encouraged the researcher to choose this topic “Marketing of FMCGs in Madurai District” for current research.

1.3. SCOPE OF THE STUDY

The Madurai district is the third largest in the South Indian state of Tamil Nadu located on the banks of River Vaigai and has been an important industrial and educational hub in South Tamil Nadu. It houses various automobile, rubber, chemical and granite manufacturing industries and has developed as a second-tier city for information technology (IT), and some software companies have opened offices here. Though different types of FMCGs are marketed with various brand names adopting different marketing strategies in both rural and urban areas of this district, the researcher has selected only four types of FMCGs from each category of Personal care,
Household care and Food and Beverage products. Further the researcher has analysed the opinion of small retailers alone in this study.

The present study mainly focuses on the various aspects such as existing marketing practices of retail traders, the attitude and level of satisfaction of consumers towards FMCGs. Further the problems of marketing and consumption of FMCGs from the point of view of retail traders and consumers has also been studied.

1.4. PROFILE OF STUDY AREA

The area of the study namely Madurai District is one of the largest and oldest districts in India. This district is much popular nationally and internationally for its tradition and customs.

Madurai has a rich historical background. As early as the 3rd century B.C. Megasthanes visited Madurai. Later many people from Rome and Greece visited Madurai which flourished till 10th century A.D. till it was captured by Cholas, the arch rivals of the Pandyas. The Cholas ruled over Madurai from 920 AD till the beginning of the 13th century. In 1223 AD Pandyas regained their kingdom and once again in became prosperous. In April 1311, Malik Kafur, the General of Alauddin khilji who was the then ruler of Delhi, reached Madurai and robbed the city of precious stones, jewels and other rare treasures. This led to the subsequent raids by the other muslim sultans. In 1323 the Pandya kingdom including Madurai became a province of the Delhi Empire under the Tughlaks.

In 1371, the Vijaya Nagar dynasty of Hampi captured Madurai and it became the part of the Vijayanagar Empire. The rulers of this dynasty used to leave the captured land to a Governor called Nayakas for the efficient management of their empire. The Nayakas has to pay a fixed amount annually to the Vijaya Nagar Empire.
After the death of Krishna Deva Raya - King of Vijaya Nagar Empire in 1530 AD, the Nayakas became independent rulers of the territories under their control. Among Nayakas, Thirumalai Nayak (1623 – 1659) remains popular, whose popularity still continuously for the construction of many magnificent structures in and around Madurai of which the Raja Gopuram of the Meenakshi Amman Temple, the Pudu Mandapam, Theppakulam and the Thirumalai Nayakar’s Palace are living monuments manifesting his artistic fervor. Madurai started slipping into the hands of the British East India Company in 1781, The British appointed their representatives to look after Madurai. George Procter was the first collector of Madurai.

After independence, Madurai became one of the major districts of Tamil Nadu State. In 1984, the vast Madurai district was bifurcated into two districts namely Madurai and Theni District. In Madurai District, there are ten state assembly constituencies and two parliament constituencies. Madurai is surrounded by several mounts like Yanaimalai, Nagamalai and Pasumalai named after Elephant, Snake and Cow respectively as they resemble these animals. It is famous for jasmine flowers which are transported to various cities in and out of the India.

Madurai District is situated in the south of Tamil Nadu State. The geographical area of Madurai district is 3741.73 Sq. Km., accounting for 2.88% of the geographical area of Tamil Nadu. The District lies between 9”30”00” and 78”30”00” in North latitude and between 77”00”00” and 78”30”00” in East longitude and it is bounded in the North by the districts of Dindigul, Thiruchirapalli and on the East by Sivagangai and on the West by Theni and South by Viruthunagar.

Madurai District has been divided into 7 taluks namely 1) Madurai North, 2) Madurai South, 3) Melur, 4) Thirumangalam, 5) Periyur, 6) Usilampatti and 7) Vadipatti. The following Table 1.1 gives an overall picture about Madurai District.
TABLE 1.1
Area and Population of Madurai District
(as per 2011 census)

<table>
<thead>
<tr>
<th>Area and Population</th>
<th>Scale / Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Area in Square k.m.</td>
<td>3710</td>
</tr>
<tr>
<td>Population</td>
<td>30,38,252</td>
</tr>
<tr>
<td>(a) Males</td>
<td>15,26,475</td>
</tr>
<tr>
<td>(b) Females</td>
<td>15,11,777</td>
</tr>
<tr>
<td>(c) Rural</td>
<td>11,91,451</td>
</tr>
<tr>
<td>(d) Urban</td>
<td>18,46,801</td>
</tr>
<tr>
<td>Density / Sq.k.m</td>
<td>819</td>
</tr>
<tr>
<td>Literates</td>
<td>22,73,430</td>
</tr>
</tbody>
</table>

Main workers
a. Total Workers 10,88,543
b. Male Workers 7,36,555
c. Female Workers 3,51,988
d. Rural Workers 5,86,264
e. Urban Workers 5,02,279
f. Cultivators 1,19,493
g. Agricultural Laborers 2,36,443
h. Household Industry 34,688
i. Other Workers 5,58,921
j. Marginal Workers (2001) 1,38,998

Non-Workers 14,89,658

Revenue Administrative Divisions
Revenue Divisions 2
Revenue Taluks 7
Revenue Firkas 52
Revenue Villages 670

Local Bodies
i. Corporations 1
ii. Municipalities 6
iii. Town Panchayats 12
iv. Village Panchayats 431

(Source: http://www.madurai.tn.nic.in/profile.html)

The average rainfall of the district of is 909.5mm. There are four distinct seasons’ viz., South-west monsoon, North-east monsoon, winter and summer. Vaigai is the major river in the district originating in the Western Ghats. The major sources of irrigation are canals and wells. The types of soil found in the district are thin red, red sterile, late rite, black and red sandy. As regards mineral resources, lime stone deposits, granite are available. The District is basically agrarian in nature and hence agriculture is the main occupation. The district also offers good scope for development of other
industries like textile, ready-made garments, dairy, floriculture, coir units, bakery units, toy making and so on. Out of 2.38 lakh dairy animals in the district, white and black cattle stood at 2.26 lakh and 0.12 lakh respectively.

The major food crops in the district are paddy, Jowar, Cholam, Ragi and Cumbu. Banana, Guava, Mango, Sapota and Jasmine are some of the principal horticulture / floriculture crops. Vegetables, chillies, cotton are some of the major cash crops cultivated. The main languages spoken here are Tamil, Gujarati, Kannada, Malayalam, Telugu and Urdu. The Pongal, Deepavali, Adi Kirithigai, Kanda Sashti and Chithirai festival are its important festivals celebrated herewith religious fervor. Meenakchi Amman Temple, Koodal Azhagar Temple, Mariamman Theppakulam, Thirumalai Nayak Palace, Gandhi Museum, Vaigai Dam make Madurai a tourist centre.

The share of the district in Net State Domestic Product of the state comes to Rs. 6,83,964 lakh and the district is ranked 22nd in per capita income of the State. Madurai district possesses good infrastructure facilities like good transport and communication network. The district also has reputed educational institutions to cater to the needs of the aspirants. Similarly growth of good training institutions and introduction of reputed computer centers offer training and courses in information technology. Madurai kamaraj University in the district has a full-fledged infrastructure and offers different courses. It came into being in 1966 and is situated on Theni road, 13 kilometers to the west of the city has 22 Schools comprising of 73 departments. With 109 affiliated colleges (9 autonomous) including other approved institutions and 7 evening colleges. Since then the campus has grown into a beautiful university township with an extensive area of about 750 acres. There are centers which promote research potential of teachers, extension activities are carried out through the departments of Youth Welfare, NSS, SC/ST cell and Adult education programmes.
1.5. OPERATIONAL DEFINITION

**FMCGs**

FMCGs, also known as Consumer Packaged Goods (CPG), are products that have a quick turnover and relatively low cost. FMCG generally include a wide range of frequently purchased consumer products such as personal care, Household care, Food and Beverages.

**Personal care products**

Personal care products the base for personal hygiene, dominate the personal care segment. The products such as oral care, hair care, skin care, personal wash, cosmetics and toiletries, deodorants, perfumes, hygiene and paper products fall under this category.

**Household care products**

The products such as Fabric wash, Household cleaners, floor and toilet cleaners, air fresheners, insecticides and mosquito repellants, metal polish and furniture polish are categorized as Household care products.

**Food and Beverage**

Food and Beverages products include health beverages, soft drinks, staples, cereals, beverages of bakery products, snacks, chocolates, ice cream, tea, coffee, processed fruits, dairy products and juices.

**Brand**

A brand name is one which consists of a word, letter, number or any combination of all the three to identify of a particular product.

**Consumer Behavior**

It is a process whereby the individual decides whether, what, when, where, how and from whom to purchase goods or services or consumption.
Consumer Decision Making

It is referred to the integration process by which knowledge is combined to evaluate two or more alternate behaviors to select one.

Brand Awareness

Awareness reflects both the knowledge and the salience of the product in the consumers’ mind. Recognition, recall, brand dominance, familiarity, and brand knowledge are the different levels of measuring awareness.

Brand loyalty

Brand loyalty is a key consideration while placing a value of a brand that is to be brought or sold because loyal consumers’ base generates sale and profit. The loyalty of existing consumers represents a substantial entry barrier to competitor’s products.

Retail Traders

Retailing is the activity of selling goods direct to the public, usually in small quantities.

Consumer

A consumer is a person who buys things or uses service

1.6. OBJECTIVES OF THE STUDY
1. To study the marketing of FMCGs in general and consumer behavior towards
   Personal care products, Household care products and Food and beverage products
   in particular in Madurai District.
2. To determine the factors influencing the consumers to purchase particular brand of
   FMCGs in the study area.
3. To analyze the factors influencing the consumer’s attitude towards post purchase of
   FMCGs.
4. To examine the relationship between demographic variables of retailers and consumers on the level of satisfaction over FMCGs.
5. To identify the problems faced by the retailers in the marketing of FMCGs.
6. To find out the problems faced by consumers in consumption of FMCGs.
7. To suggest better ways and means for effective marketing of FMCGs in the study area.

1.7. HYPOTHESES

H0\(^1\) There is no significant relationship between quantum of investment of retailers and level of satisfaction on retail trading of FMCGs.

H0\(^2\) There is no significant relationship between source of investment of retailers and level of satisfaction on retail trading of FMCGs.

H0\(^3\) There is no significant relationship between the socio-demographic variables and opinion of consumers towards reasons for buying of FMCGs.

H0\(^4\) There is no significant relationship between the socio-demographic variables and opinion of retail traders towards reasons for dealing the FMCGs.

H0\(^5\) There is no significant relationship between socio-demographic variables of retail traders and level of satisfaction of marketing of FMCGs.

H0\(^6\) There is no significant relationship between socio-demographic variables of consumers and level of satisfaction of consumption of FMCGs.

1.8. RESEARCH METHODOLOGY

Pilot Study and Pre-Testing

A preliminary investigation was undertaken through an interview with 50 consumers and 25 retailers of FMCGs. Convenience sampling method were applied. The purpose of the pilot study was to identify the popular brands of FMCGs. Quality of the items in the questionnaire and the responses obtained from the consumers and retail
traders were examined by Cronbach Alpha method to know the reliability of items present in the questionnaire. The test revealed a highly significant alpha value 0.825 and 0.881 for all items in Likert’s Five Point scale. The rational distribution of all the options in the questionnaire further increased the validity. It is also found that the response of 50 samples and 25 samples is normally distributed. The results of reliability are presented in Table 1.2.

Table 1.2
Cronbach Alpha Criterion Test for Reliability

<table>
<thead>
<tr>
<th>Particulars</th>
<th>No of Respondents</th>
<th>Cronbach Alpha</th>
</tr>
</thead>
<tbody>
<tr>
<td>Consumers</td>
<td>50</td>
<td>0.825</td>
</tr>
<tr>
<td>Retail traders</td>
<td>25</td>
<td>0.881</td>
</tr>
</tbody>
</table>

Source: pilot study data.

Research Design

This study employs both analytical and descriptive type of methodology. The major part of the study is based on the primary data.

Sources of Data

The sources of data are primary as well as secondary. The primary data have been collected from the retail traders and consumers of FMCGs in Madurai district survey constitutes primary. Consumers and retail traders in different areas with various life styles are requested to respond to a well framed structured questionnaire. The sources of secondary data are books by Indian and foreign authors, registered research journals, popular and technical magazines, reports of Government and private organizations, websites and daily standard newspapers.
Sampling

Primary data were collected from retail traders and consumers. It is identified that the retail traders and consumers with different life style are scattered all over the study area. The questionnaire was distributed to them at random and collected successfully. So the sample design of the study is convenience sampling method. A total of 400 respondents made up of 200 from each category of retail traders and consumers of FMCGs were chosen for this study.

Questionnaire Design

Data were collected for the study by means of two sets of questionnaire. In Appendix-I can be found retail traders questionnaire which was framed to collect all information about retail traders, reasons for dealing in FMCGs, level of satisfaction towards retail trading of FMCGs and problems faced by them on marketing of FMCGs. In Appendix-II can be found consumer’s questionnaire through which all information about reasons for buying of FMCGs in the same shop, factors influencing the purchasing behavior, relationship between socio-demographic variables post-purchase of FMCGs, level of satisfaction of consumers and problems faced by them on consumption of FMCGs, are collected.

Period of the Study

The primary data were collected from March 2012 to October 2012. The entire study was conducted for a period of three years from March 2011 to March 2014.

1.9. DATA ANALYSIS

The collected primary data were analyzed using Statistical Package for Social Science (SPSS 12). The following statistical tools have been employed in the study to obtain perfect results from the primary data analysis.
1. The opinions of the sample respondents were measured from different angles based on the type of data with the help of different statistical techniques and tools. Likert’s Five Point Scaling technique was used to analyze the level of satisfaction of retail traders of FMCGs and consumers’ reasons for buying of FMCGs from the same shop always.

2. Garrett’s Ranking was used to examine the motivational factors influencing the retail traders for running the retail business of FMCGs and reasons for dealing in FMCGs in retail business.

3. For the purpose of analyzing the importance of rating given by the retail traders on various problems faced by retailers in marketing of FMCGs the researcher has used Kolmogorov Smirnov test (KS test).

4. For the purpose of analyzing the importance ratings given by the consumers on the various problems faced by them on consumption of FMCGs, the researcher has used Kolmogorov Smirnov test (KS test).

5. For the purpose of analyzing the significant relationship between the socio-demographic variables such as education, age, sex, religion, community, nature of traders, status in the business, quantum and sources of investment of retail traders and reasons for dealing in FMCGs and to analyse the relationship between consumers age, marital status, education, occupation, monthly income and position in the family and reasons for buying of FMCGs from same traders always, reasons for not buying same brand of FMCGs, aware of price of FMCGs and motives of purchase, the one way analysis of variance (ANOVA) is applied.

6. In order to analyze the relationship between education, age, sex, religion, community, nature of traders, status in the business, quantum and sources of investment of retail traders and level of satisfaction on trading of FMCGs and to
analyze the relationship between age, marital status, education, occupation, monthly income and position in the family of the consumers and level of satisfaction in consumption of FMCGs of Chi-Square Test is applied.

7. In order to analyze the attitude of the respondents towards the level of satisfaction on retail trading of FMCGs, the researcher has identified 10 variables. In order to identify and define the underlying dimensions in the variables, Factor Analysis has been applied.

8. The simple Percentage analysis has also been used to analyze the primary data after careful classification and tabulation of data wherever necessary.

1.10. LIMITATIONS OF THE STUDY

This study suffers from the following limitations:

1. The study is limited to Madurai District the findings of the study cannot be generalized it’s the researcher collected data by personal interview with a pre-structured schedule, the study was affected by the limitations of the method adopted for collecting the primary data.

2. Since the retailers and consumers are large in number, the questionnaire schedule has been used for collecting data which made it difficult for the researcher to cover a wide range of sample respondents. Hence it is restricted to only 200 respondents from each category of retail traders and consumers chiefly because of fund and time constraints.

3. This study has been restricted to three categories of FMCGs products namely personal care, Household Care, Food and Beverage Products, and only four products under each category have been selected for this study.
1.11. CHAPTER SCHEME

The present study consists of seven chapters,

The first chapter captioned as “Introduction and Design of the Study” starts with a brief introduction about the present study and consists of statement of the problem, Objectives and Scope of the study, Sampling, Hypotheses, Methodology, Data analysis, Limitations of the study and Chapter scheme.

The second chapter entitled “Review of Literature,” is a record of review of the literature, such as books, articles published in reputed journals, publications, information from websites of the previous studies related to the present research.


The fourth chapter entitled “Marketing and Consumer Behavior – A Theoretical View”, deals with introduction, marketing concepts, marketing mix, major factors influencing consumer behavior, buying decision process and post-purchase behavior.

The fifth chapter under the title of “Retail Traders – An Analysis,” presents the analysis. The perception of retail traders about various aspects of FMCGs are motivational factors, and reasons for dealing in FMCGs in retail business, level of satisfaction towards retail trading of FMCGs, opinion of factors influencing the level of satisfaction and problems faced by retail traders on marketing of FMCGs.

The sixth chapter under the caption of “Consumers’ Perception –An Analysis,” is a microscopic analysis of the respondents, opinion about reasons for buying FMCGs from retail stores and supermarkets/departmental stores and reasons for buying of FMCGs from the same shop, Consumer attitudes towards post-purchase of
FMCGs, and examines factors influencing brand preference, factors influencing level of satisfaction and problems towards consumption of FMCGs.

The seventh chapter, “Summary of Findings, Suggestions and Conclusion”, presents the overall findings from the interpretation of the results of the analysis and tables suggestion for furtherance of business and satisfaction.

1.12. SUMMARY

In this chapter, the research design and methodology of the study are described. This chapter is devoted to outline the research design of the present study which includes statement of the problem, objectives of the study, scope of the study, source of data, operational definition and concept, sampling and data analysis work of analysis, limitations of the study and chapter scheme.